



THE BEST NEXT STEP IF YOU'RE

YOUNG AND RESTLESS

You've been in the job long enough to **know what you want**: more pay, more upside and more control over where you're going

SWITCHING FIELDS MAY SEEM TABOO, BUT IT'S QUITE doable, especially now when labor markets are tight. Almost half of the 164 employers who responded to our MONEY/Salary.com survey say they regularly target mid-career changers when recruiting. One reason: Switchers are dedicated to their move, with 32% saying they'll spend "as long as it takes" to get the necessary certification and schooling. What are they looking for? Pay and advancement, sure, but also fulfillment and a sense that they can control their career paths. Steve Mullins, 44, already has a good job: He's a telecommunications engineer for a pharmaceutical company. But he's studying to become a nurse—it's a top job for career changers because demand is so high. "They can offshore my job any day of the week," says Mullins of Noblesville, Ind. "And of course, when you fix a router, it doesn't say thanks." To make your case to a hiring manager, follow these tips.

94% of young career changers are happy in their new jobs.

SOURCE: MONEY/Salary.com survey.

>1. SHOW YOUR COMMITMENT "Employers are seeing high turnover," says Kimberly Bishop, a senior client partner at recruiter Korn/Ferry International. "They want to make sure you will be the right fit." You'll be more convincing if you take classes, join industry organizations or moonlight (even on a volunteer basis) within the field you're exploring before you try to go full time—and you'll also have a much better idea if this really is the right move for you.

>2. QUANTIFY YOUR SKILLS

It may not be obvious how what you know translates into what they do. So focus on your transferable skills—not your experience—in interviews and on your résumé. Quantify your accomplishments: Show that you increased sales X% or managed Y number of people. "It helps provide the scope and breadth of your accomplishments," says Bishop, "and it shows you very clearly understand what you've done." Also highlight areas in your background that give you an advantage. When interviewing for an IT position, Randy Jensen, 36, of Riverton, Utah, pointed out that after 15 years in radio, he has good communication skills. "I can string two sentences together," he says. "I'm not going to be a hermit in a cubicle."

>3. TALK THE TALK Learning industry lingo is critical. "If you want to be a brand manager, you need to talk like one" says Ricki Frankel, a career coach who specializes in

transitions. Read trade publications and job postings. And start networking. To make the switch from sales engineer to marketing, Todd Cox, 39, of

★ **TOP 5 JOBS IF YOU JUST NEED A CHANGE**

1 PRODUCT OR BRAND MANAGER

💰 \$77,100 to \$119,600

⬆️ 74,000 openings

➡️ You won't be senior management, but you will have control over developing, managing and marketing an assigned product line. In other words, you get to exercise business savvy and creativity. A sizable salary and launching pad to other high-level marketing jobs are part of the package.

🎓 Bachelor's degree and up to four years of experience. A popular job for newly minted M.B.A.s.

