

# THE TRANSITION WORKSHOP

Presented by:

Jane Genova, President of Genova Writing,  
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“The world of work isn’t set up for the long term. It’s now a series of short-term jobs and projects. Getting them, learning from them, and leveraging them for what’s next demand hustle. That means spotting, pouncing on and exploiting opportunity.”

■ Jane Genova, President of Genova Writing, Coaching and More

Jane Genova comes from a communications background. She trains executives in how to present themselves in all media: Print, digital, video, audio and in-person.

She applies those fundamentals to the wider world of work. Her mission is to help professionals in transition understand the new marketplace and carve out their unique space in it.

That includes one-on-one coaching, preparation of marketing materials such as cover letters, resumes, articles, white papers, books and online videos, workshops, lectures and speeches. Her clients range from career-changers to organizations adjusting to market conditions.

She has operated the boutique Genova Writing, Coaching and More, based in New Haven, Connecticut, for more than a decade. She co-authored career guide “The Critical 14 Years of Your Professional Life.” She is the author of “Your Emotional Intelligence in the Workplace,” “Geezer Guts: Making a Buck at Any Age,” and “Saving Souls on Park Avenue, K Street, and Greenwich, Connecticut.” Her four syndicated blogs, distributed by Amazon.com’s Kindle provide professional insight. They are:

- <http://janegenova.com>
- <http://lawandmore.typepad.com>
- <http://over-50.typepad.com>
- <http://careertransitions.typepad.com>

Recently she published a novel “The Fat Guy From Greenwich” looking at the underbelly of success in America <http://www.youtube.com/watch?v=tlWY1o2Efxk>.

Her approach is straight off the shoulder. “I came to Jane Genova unemployed and considered myself unemployable,” says Susan Mazzella, based in New England [203-468-2181, [susanmaz@aol.com](mailto:susanmaz@aol.com)] “Now I have a job and am considering finishing my degree. She lays the cards out there for us to pick up and play.”

Jane Genova has an MA in Linguistics from the University of Michigan and attended Harvard Law School. Her articles on professional topics are widely published, ranging from THE WALL STREET JOURNAL and THE NEW YORK TIMES to FAIRFIELD COUNTY BUSINESS JOURNAL and O’DWYER REPORTS.

Jane Genova can be reached at <http://janegenova.com>, [mgenova981@aol.com](mailto:mgenova981@aol.com), 203-468-8579. She is working on a book on how baby boomers can learning how to hustle.

## **WORKSHOP: FROM BACK THERE TO WHERE**

Career Transition Strategy for professionals presented by Jane Genova, President of Genova Writing, Coaching and More, New Haven, Connecticut, <http://janegenova.com>, <http://lawandmore.typepad.com>, <http://over-50.typepad.com>, <http://careertransitions.typepad.com>, [Mgenova981@aol.com](mailto:Mgenova981@aol.com), 203-468-8579

### **INTRODUCING OURSELVES [interactive]:**

“The future will be increasingly less predictable, while both human nature and social ‘science’ seem to conspire to hide the idea from us.”

- By financial markets expert Nassim Taleb in his bestselling book “The Black Swan”

Presenter provides own background: Communications boutique tanked in 2003. Rebuilt and keeps rebuilding a way to make a living. Today the approach is multiple streams of income. That includes ghostwriting, scriptwriting, social media consulting, and coaching such as this. From back there to where is a continuing process.

Use of Flip Pad and Magic Marker. Presenter asks each participant who they are and where that “there” might be.

### **DESCRIBING THE CURRENT MARKETPLACE FOR WORK:**

Use of Flip Pad and Magic Marker.

- ❖ Volatile and will continue so
- ❖ Short-term in projects and networks
- ❖ Being a player rather an employee
- ❖ Stand apart
- ❖ Create value
- ❖ Digital Migrants

Ask if participants want to add anything? Ask for brief comments.

### **DISCUSSING RE-TOOLS FOR THE NEW ECONOMY:**

Use of Flip Pad and Magic Marker.

- Sense of self as confident, even though the new identity hasn't gelled yet. Many of us are between professional selves, perhaps personal selves also. Recommend Harvard Business Professor Rosabeth Kanter's "Confidence."
- Do an inventory of skills, experience, accomplishments. That might include those from years back such as working in family business or volunteering.
- Figure out strengths. And reinforce them in mindsets and behavior. The weaknesses will tend to recede to the background.
- Trying on a number of professional identities. In praise of failure, as championed in WIRED's January 2010 edition. Some of these will be keeps, some throw-backs. This ability to take risks entails loss of professional self-consciousness.
- Investigating where the demand is and its nature. For example, analyzing help-wanted ads. Informal chats with those in other fields. Button-hole them smoothly at social events, on trains, while calling about something else.
- Developing diverse resumes. These are a way of telling a story employers and prospective clients and customers want to hear. Use resume format standard in that industry or which that company prefers. Find this out. Tips: Should totally be the new you, with no vestige of the old professional identity. No information not relevant to the opportunity. Slightly custom-made for each opportunity. Brought up to date as events in world, in applicant's credentials change.
- Developing diverse cover letters. These mirror the tone of the organization and present the strongest evidence of how applicant can create new value, not just do the job. Cite some historical data and diplomatically make some suggestions. End with call to action, such as meeting or sending a proposal.
- Taking charge of the new interview. It's no longer a check for organizational fit but a real search for the right problem-solver. Those interviewed cannot be passive. But first those interviewed have to determine how the process is being structured. If buttoned-down, be alert to space to inject what has been accomplished and what can be. If loose, ensure that you stay on-track.
- Interview follow-up. Thank-you note. Keeping in touch by updates such as article published.
- The new ethos of failure as key learning. Requesting feedback if rejected. Trying new things out. Marketplace is fragmented so experimentation is essentially penalty-free.

Comments? Questions?

**WE ARE OUR STORIES: What is your emerging story [interactive]**

Flip chart and magic marker

Presenter says her old story was, “I lost my business and learned a lot.” The new story is, “I am a presentation expert, whether that be in-person, on paper, on the web, on video, or on the phone.”

Asks for the old and emerging stories.

**READING FROM INSPIRATIONAL TEXTS, REPRESENTING DIVERSE POINTS OF VIEW:**

Use of flip chart and magic marker

Writes down key words.

Personally hands each participant a takeaway, such as an ebook she authored.

**SOCIALIZING OF THE GROUP:**

Modules also available on hands-on interviewing techniques, resumes, and cover letters.

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