

Think
& Act
Differently

CHANGE YOUR CAREER

Career Change Success Stories: How **You** Can Make It Too

With Bruna De Palo
Neuroscience-based Executive and Career Coach, PCC



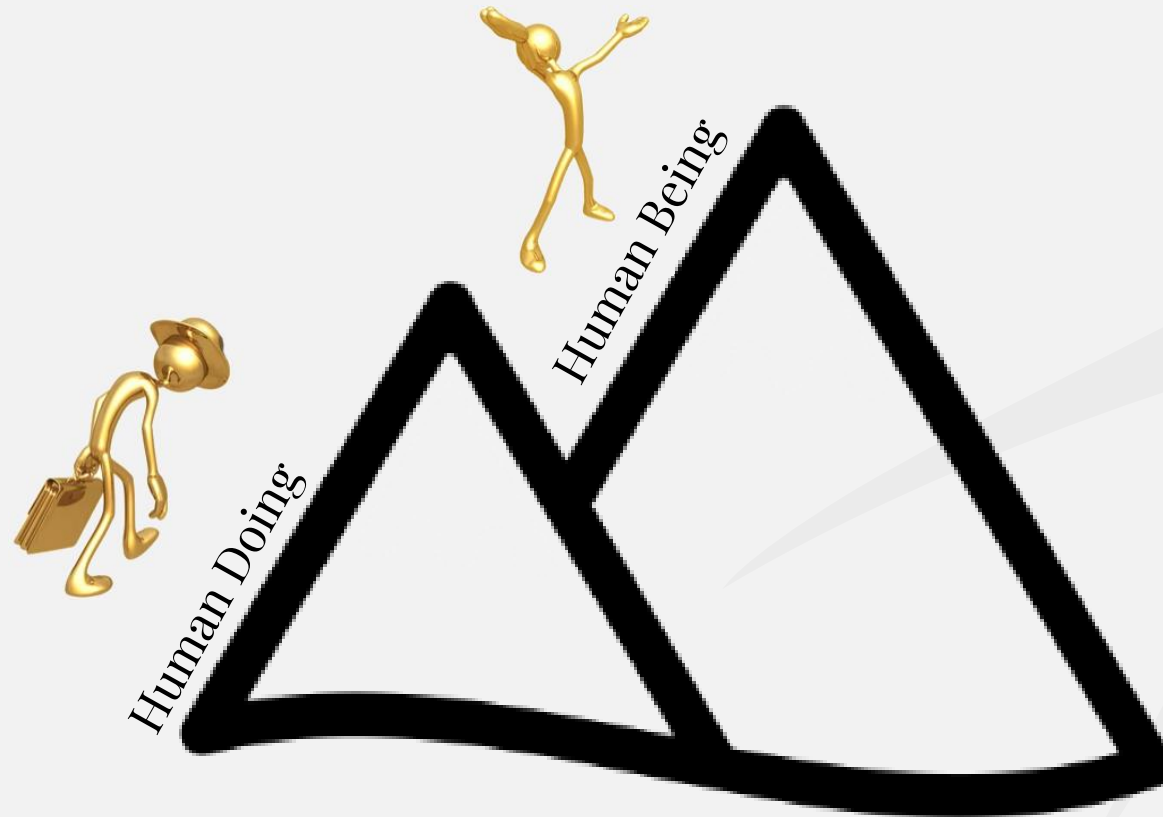
Agenda

- ✓ The **mindshift** needed to feel alive at work
- ✓ How Kim and Federico **changed their career**
- ✓ Your next **four steps** and **tools** to use

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CAREER MINDSHIFT

What **mountain** are you climbing?



How do you do it?

Being



Doing

By moving to a career where you can
bring who you are into what you do.



KIMBERLY FITCH TULLY

Changed career, industry, sector and seniority level.

CHIEF EXECUTIVE OFFICER
at "Engaging Dementia", non-profit



CONTRACTS MANAGER
at a Fortune 500 company



CHALLENGES, FEARS AND OBSTACLES:

- Last time she applied for a job was 1993! Feeling dreaded by the process
- Confusion on what she wanted to do and how to get it without experience in any other industry
- Salary could have been an issue



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STEPS TAKEN:

1. Inner journey, rewrote her story
2. Looked at the current opportunities
3. Talked to anyone about her desire to change
4. Built an achievements-focused CV
5. Role-played the interview



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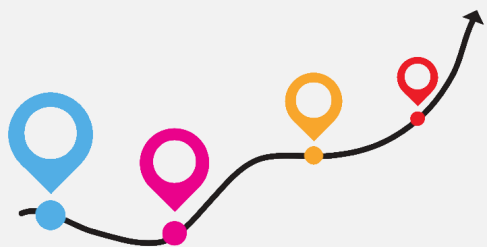


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WHAT MADE IT POSSIBLE?

- Positive mindset
- Willingness to step out of her comfort zone
- Leveraging her network
- 100% clarity on direction
- Roadmap, tools and accountability



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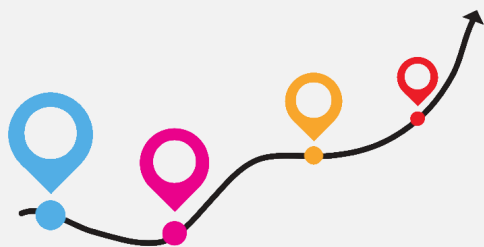
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WHAT CAN YOU LEARN FROM HER STORY?

- You don't always need to re-start from scratch
- A mindshift is necessary to grab opportunities we couldn't foresee
- You should ask for help when you're stuck so you can move on faster
- You can change career AND move into a higher role





FEDERICO SANAVIO

Changed career in the same industry.

PRODUCT & PROPOSITION MANAGER at **VISA**



IT SOLUTION ARCHITECT at  NatWest

CHALLENGES, FEARS AND OBSTACLES:

- Feeling trapped in a golden cage, stuck and drained
- Had no idea what else he could do, felt discouraged
- Unable to afford a salary cut



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WHAT MADE IT POSSIBLE?

- Growth-mindset
- Desire to rediscover himself and choose his second mountain
- Absolute clarity on his gifts and what makes him feel alive
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WHAT CAN YOU LEARN FROM HIS STORY?

- A salary cut when changing career is not a must
- The right career is the one where you bring who you are into what you do
- Your confidence grows exponentially when you're in your element
- It all starts from understanding who you are and how you function



What do they have in common?

They now feel *alive, fulfilled and energized*
at the end of the day.

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at the end of the day.

Why, specifically?

Because their career leverages their Being,
and they *bring who they are into what they do.*

What **steps** can you take to do the same?



1

CLARITY & DIRECTION

Who you are and how you function, develop your inner compass and establish the direction

What **steps** should you take?



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CLARITY & DIRECTION

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2

HANDLE YOUR FEARS

Rediscover and trust your intuition, regain control of your fears, develop evidence-based confidence

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MATCH THE MARKET

Match your inner compass with the market offer. Identify the path, gather information. Establish connections in the new industry/sector

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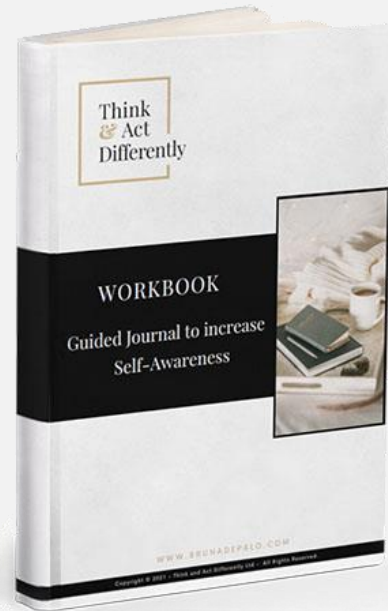


4

TRANSIT SAFELY

Develop your new personal brand and exit strategy, employ job hunting strategies with no experience in the new sector, get your assets ready and network

Free Tools for you



“Guided Journal to increase your self-awareness”

www.brunadepalo.com



Visualization “Meet your Future-Self”

www.brunadepalo.com/futureself

WHERE TO START?

Book a **taster session** on
www.brunadepalo.com

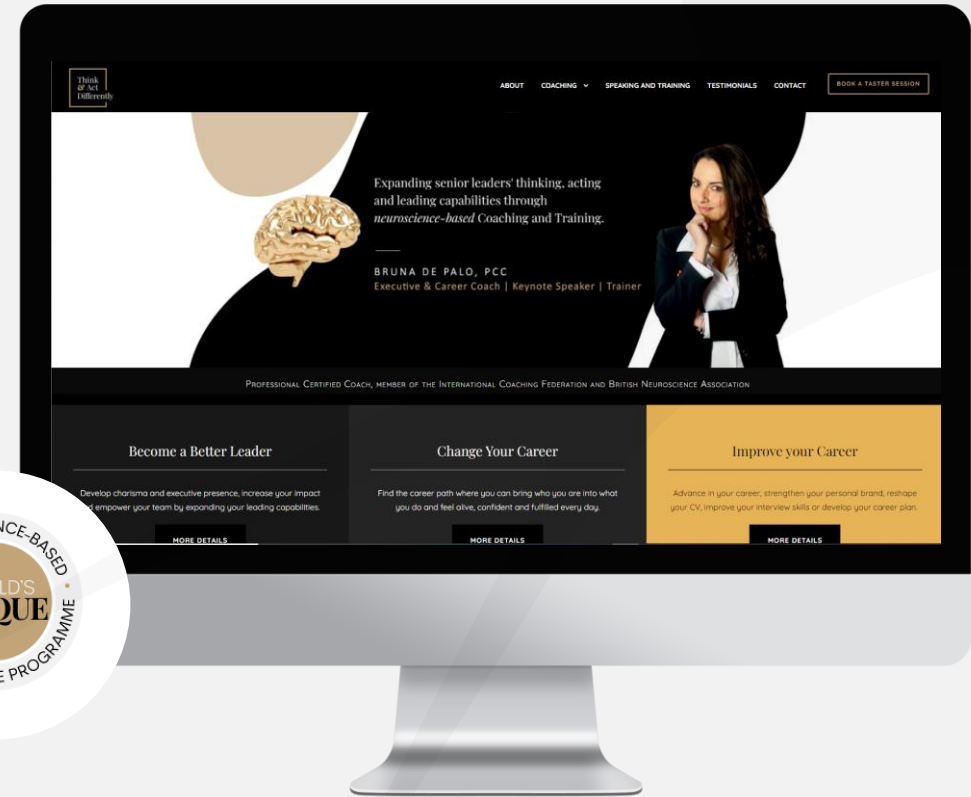
NOW

and get 15% off



WWW.BRUNADEPALO.COM

BOOK A TASTER SESSION



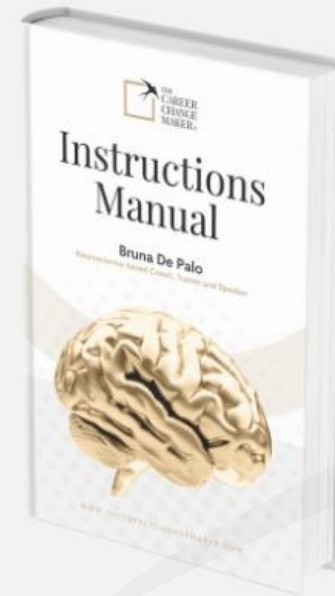
Benefits of a *working with me*

- Save time as you speed up the process
- Avoid painful/costly mistakes
- Be 100% clear on what's right for you: no regrets
- Develop confidence and enjoy the ride

VS

Changing career *alone*

- Try different career paths
- Get lost in the journey
- Waste time and energy
- Get disillusioned and remain trapped



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Thank you for
your attention!



[linkedin.com/in/brunadepalo](https://www.linkedin.com/in/brunadepalo)



bruna@brunadepalo.com

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