

A Companion Workbook

# EVALUATE YOUR BEST OPPORTUNITY

Evaluate and choose your Optimal Career  
Pathway™

**BEYOND**  
THE PROFESSORiate

Evaluate Your Best Opportunity: Evaluate and choose  
your Optimal Career Pathway™

Published by The Center for Graduate Career Success  
PO Box 6811 Denver, CO, 80206

[www.beyondprof.com](http://www.beyondprof.com)

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# Welcome!

Thanks for joining us in Evaluate Your Best Opportunity!

This course is designed for those of you at the Research Stage of your career transition. At this point in your job search, you have two main goals: to **learn proven job search strategies** and to gather information about possible careers to **make an informed decision about where you'd like to take your PhD next**.

At the beginning of the Research Stage, you'll consider a range of career options. This course will help you carefully and strategically gather information about these various career fields so that you can evaluate these options and identify career fields that align with your values and interests, use your talents and skills, and require minimal retraining.

At the end of this stage of career transition, you'll evaluate these options and choose a career pathway to focus on in the Implementation Stage of the job search.

Our research shows that a successful job search is one that is laser-focused on landing an opportunity in **one** career field.

To make a successful career transition will require that you master the discourse of a career field, translate your academic work experience, build a new expertise in a professional career field, and build a community of practitioners who can help you unlock the hidden job market in their field.

Doing this for one career field will take a lot of effort. You cannot be all the things to all the people. A scattered, broad, job search will lead to frustration.

Are you worried that you'll make the wrong decision? Keep in mind that people in the professional workforce change careers every 3 to 5 years. Early in their careers, PhDs will change jobs even more quickly, often 1 to 3 years. As you build your career, you'll gather more information about yourself, the professional workforce, and the kinds of opportunities that are best suited for your talents, interests, and skills.

You're not choosing what you'll do for the rest of your life. You're simply choosing what you'd like to try next. Your career will not be one thing. **It will be the sum of all the opportunities you say yes to.**

In this **8-lesson course**, we'll help you evaluate possible careers that align with your skills, interests, and values. We'll also help you recognize successful job search strategies.

In this course, you'll learn how to:

- Translate your academic work experience into the language of non-academic employers.
- Use LinkedIn to grow your network and research career options.
- Write a general resume that highlights your transferable skills.
- Determine which career you should try next.

Each lesson is accompanied by guiding questions and exercises to help you apply what you've learned. We recommend that you download this form fillable PDF workbook and type out (or write out!) your answers as you work through the course. The workbook is yours to keep and refer back to whenever you should need it.

Happy learning!

*L. Maren Wood, PhD*

L. Maren Wood | Founder of The Center for Graduate Career Success

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Lesson 1

# **Introduction to the Research Stage**

Learning objectives

At the end of this lesson, you will be able to:

1. Describe the goals of the Research Stage.
2. Identify the steps PhDs take when making their career transition.
3. Determine evaluation criteria for deciding what career you would like to try next.

## Questions to Consider

After watching Lesson 1 at this link: <https://institutions.beyondprof.com/module-2/introduction-to-the-research-stage/>, answer the questions below.

What are the goals of the Research Stage?

What steps in the PhD career transition process will you be tackling at this stage?

What criteria should you consider when deciding what career to try next?

## **Weekly Goals**

Evaluate Your Career Opportunities takes approximately 60 days to complete. Set some weekly goals for yourself over the next 8 weeks to help you stay on track to complete this course. Goals could include setting aside time on a specific day each week to watch the lessons or completing the exercises in this workbook on certain days, evenings or weekends.

### **Goals for Week #1:**

**Goals:**

**Tasks:**

### **Goals for Week #2:**

**Goals:**

**Tasks:**

**Goals for Week #3:**

**Goals:**

**Tasks:**

**Goals for Week #4:**

**Goals:**

**Tasks:**



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