



# Career Change & Crushing the Job Market

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PRESENTED BY:

RODRIGO COLÓN

# Rod Colón

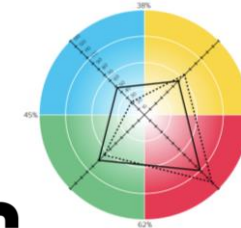


**Rodrigo “Rod” Colon, MA**  
**CEO - Rod Colon Consulting**  
**Culture and Transformation Consultant**  
**Corporate Trainer/Facilitator**

**Champion of workplace belonging and authenticity with over 30 years of experience fostering inclusive cultures.**

I empower individuals and organizations to thrive by unlocking the power of diverse perspectives and lived experiences. My expertise translates into a workplace where everyone feels valued, safe to be themselves, and inspired to contribute their best.

**Renowned speaker** on fostering belonging, navigating generational differences, and building cross-cultural understanding. I bring a wealth of experience working in Latin America and Asia.





# Are You Ready for a Change?

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- Feeling unfulfilled or stagnant in your current role?
- Do your values and interests no longer align with your career path?
- Are you ready for a new challenge and the opportunity to grow?



## Know Yourself: The Foundation of Career Change

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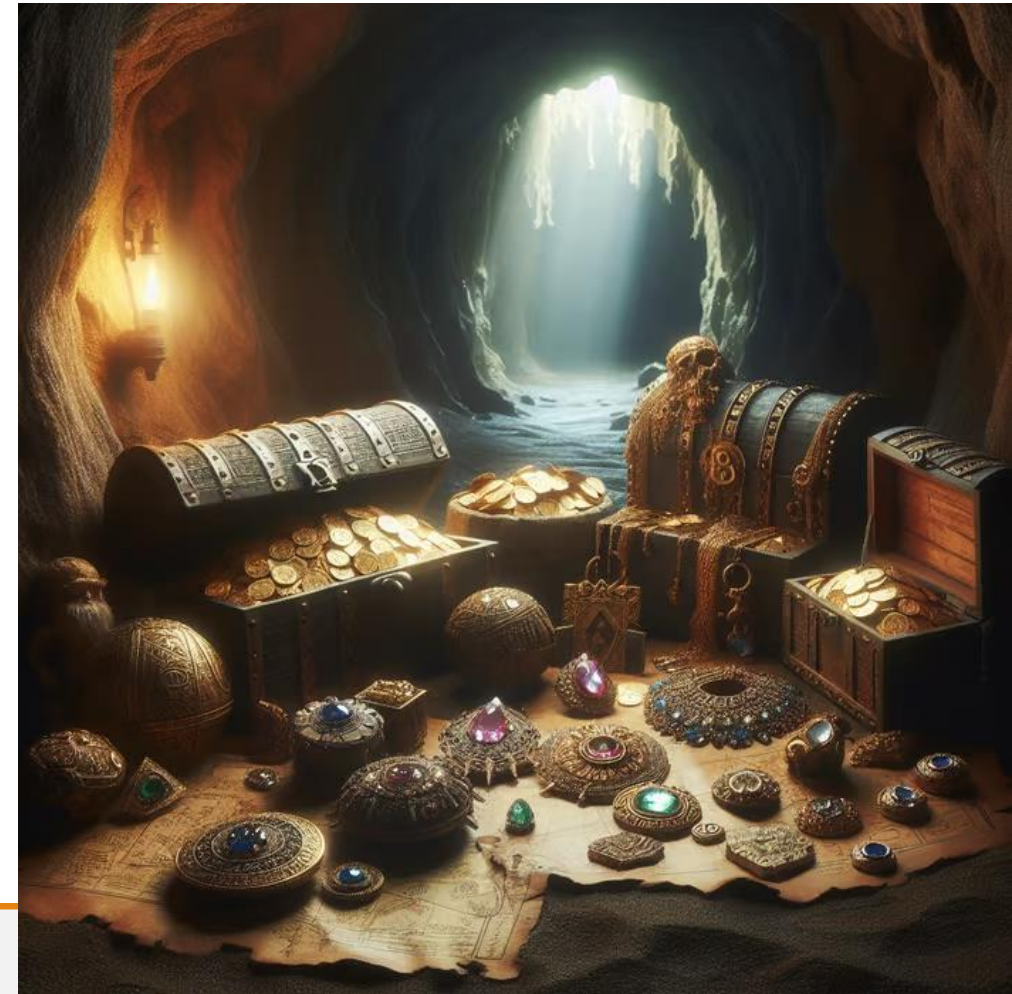
- Self-assessment is critical for a successful career change.
- Identify your strengths, interests, and values.
- What are you passionate about? What skills do you excel at?
- What kind of work environment thrives?

# Unleash the Hidden Gems

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## Transferable Skills

- You already have valuable skills!
- Learn to identify and translate your current experience into transferable skills.
- Communication, problem-solving, leadership, and teamwork are highly sought-after across industries.



# Research is Your Ally

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## Explore Your Options

- Conduct thorough research on your target industry and potential career paths.
- Explore job descriptions, salary expectations, and required skills.
- Utilize resources like industry publications, professional organizations, and online job boards.



# The Power of Connection

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## Build Your Network

- Networking is key for career changers.
- Connect with professionals in your target field through online platforms like LinkedIn or industry events.
- Seek informational interviews to gain insights and build rapport.





# You Landed the Interview! Now What?

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- Congratulations! You've landed the interview.
- Now comes the important part: preparation.



# Interview Preparation Strategies



Research the company:  
Understand their mission, values, and recent news.



Tailor your resume and answers to highlight relevant skills and experience.



Prepare for common interview questions and develop strong answer frameworks.



Anticipate potential curveballs and practice your response.

Be Prepared  
to Impress

# Craft Compelling Narratives



Don't just list skills,  
tell stories.



Use past experiences  
to showcase your  
abilities through  
engaging narratives.



Focus on  
accomplishments  
and the impact you  
made.

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## The Art of Storytelling

# Body Language & Communication



Project confidence through your body language and communication style.



Maintain good posture, eye contact, and a genuine smile.



Speak clearly and concisely, avoiding filler words.

## Project Confidence



# Leveraging Technology for Success

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# AI & The Applicant Tracking System (ATS)

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## Beat The Bots

- Understand the role of AI in the hiring process.
- Optimize your resume with keywords relevant to the job description and industry.
- Use clear and concise language, avoiding complex jargon.



# LinkedIn Mastery

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## Network and Standout

- Create a compelling LinkedIn profile that showcases your skills and experience.
- Target the right connections with advanced search filters.
- Join relevant industry groups and participate in discussions.





# Q&A: Ask Us Anything

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# Stay Connected

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