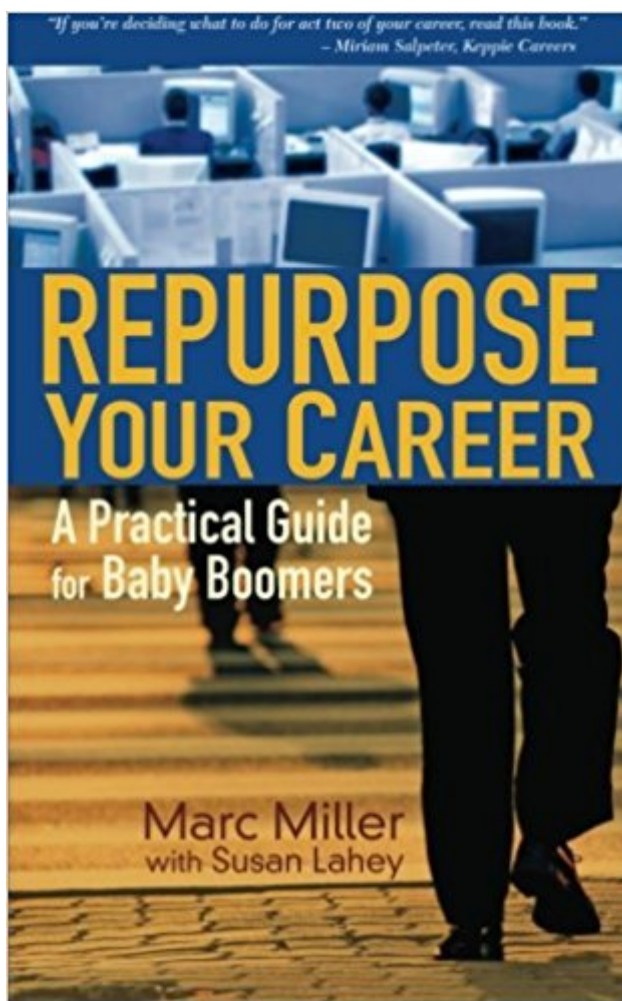


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# Repurpose Your Career: A Practical Guide For Baby Boomers



## Synopsis

If you're a Baby Boomer, is it too late to change careers? Many Baby Boomers either can't retire or don't want to, but they want a change. Maybe a career they've always dreamed of or just something more fulfilling. *Repurpose Your Career: A Practical Guide for Baby Boomers* shows that change is possible. It requires a strategy and a series of practical steps including: Study yourself to understand your core needs in a way you probably never did with your first career. Like what kinds of rewards do you prefer? What kind of boss do you work best with? How much physical activity do you need? How do you like to make decisions? What are your needs not only for money but for time and freedom? Strategically network with people in the field you're interested in to find out what the job is really like. Develop a statement about what kind of job you're looking that covers all your core needs. Build a tribe of people who can help you make your transition, including introducing you to others connected in the field. Work on your skill set including using LinkedIn and other social media effectively. Negotiate for what you want, beginning with items that have more to do with your quality of life than money. *Repurpose Your Career* not only gives practical, step-by-step advice for how to make a successful transition, but deals with the challenging issues of having to ask for help from others and having to become the novice again after years of working to become an expert. If you're looking to find a career that meets your needs and you can grow into for the next 20 years, this book is the roadmap you're looking for.

## Book Information

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## Customer Reviews

Marc Miller's career journey included 22 years at IBM, several thriving tech startups, a

painful stint as a high school teacher, a gig raising funds for the Jewish Community Association of Austin and a near fatal bicycle accident that changed his perspective forever. Thirty years of wandering the proverbial career desert, often repeating the same mistakes over and over, taught him his most crucial lesson: Most people don't really know what makes them happy at their core, what fulfills them. They pursue money, status, a skill set, all of which provide some level of satisfaction, but not contentment. They wind up feeling frustrated and trapped. Others have figured out what they need, but don't know how to chart a course to get there. An active member of the Launch Pad Job Club, Marc found himself counseling friends and associates on their career journeys and finally realized he'd found his vocation. He would use his extensive training experience to help others—especially Baby Boomers—find careers that they could grow into for the decades that lie ahead. Marc is passionate about his work and the clients he serves. He's taught in more than 35 countries and helped clients from many industries. Susan Lahey has always been passionate about words—as a medium—and story. Especially true stories about ordinary people plucking up the courage to do something new and overcome obstacles, which describes Marc Miller and the clients he serves. She grew up in the newsroom of The Kansas City Star and worked as a business reporter, then worked as associate editor of a business/lifestyle magazine. Her long freelance career has included writing about everything from art to banking to sustainable building techniques for national and regional publications. In Austin, she reports on startups and emerging technologies, non-profits and other topics in addition to running her own content marketing company: Fishpond Content.

I'm a recruiter and career advisor, and I try to read as many career/job books as I can. This is a good one. In the course of my job, I speak individually to more than 1,000 people every year about their jobs and careers. The common theme is that they want something "more", but they don't know what "more" means. They cling to outdated notions of success that have little relationship to career satisfaction. Marc does a great job of explaining how and why this happens, and how to change it. His insights are based on his own personal experience as well as his experience as a career advisor. From my vantage point, when people fail to navigate a career change, it's because they don't know what they're trying to change and what they're looking for. They don't know what "more" means. This book will help you better understand what "more" means to you. One note - if you're looking for a book on how to polish your resume or how to troll the online jobs sites or how to use Twitter to find a job, this book is NOT for you. Buy this book first to figure out the what and the why of career change, then go buy the polish-your-resume book later when you know what you're

looking for.

"Disclaimer: I know Mr. Marc Miller through a few 'circles' here in our awesome tech/social media/awesome community of Austin, TX. This book is subtitled 'A Practical Guide for Baby Boomers,' however I feel that it very easily applies to anyone that is switching careers, jobs, or in any type of professional job transition. From here on out we will refer to a transition as a 'pivot'. Marc writes in such a way as to give us the juice without us having to squeeze a lot of pulp to get it. By this I mean that he writes to those of us with short attention spans (isn't that all of us these days) without giving you the fat that comes with most career advice. He speaks from very worldly experience. The book is divided up into 14-15 quick reading chapters that never lose your eyes through a set of personal stories (like), questions designed to provoke thought (wish authors did this more), advice (tested and tried), and action items (without action there can be no real change and/or benefit, yes?) at the end of each chapter. (Note - on the kindle version Marc has links which can be clicked on so that you can download these 'action items'). Spoiler: (this is the part I enjoyed most)!! Marc encourages you to go back and 'inventory' your past jobs/careers, and includes a system of questions that are designed to benefit you by finding patterns. These patterns were there all along, it's just that most of us have never gone back and looked for them. Just like a good shopkeeper would inventory his store to find out about the bad items and those which don't sell (and the ones that do) this process can only help you. I have started to inventory the many jobs I have had since I was 12, asking myself the questions that Marc poses. It is a lot of work for someone with such a varied background, but the results really surprised me! I highly recommend this jewel of a book my Marc Miller!"

**Repurpose Your Career: A Practical Guide for Baby Boomers**

It was a good read, very informative with an easy to follow format. It will definitely help our fellow Baby Boomers who are struggling to redefine their second act in life. I guess my favorite takeaway from your book is to remember that it was your success, hard work and creativity that got you to your retirement years, so make sure not to underestimate your net worth and capabilities to create a new and successful life for yourself. Marc leverages his own experiences of his varied corporate background and going through difficult life changes to help his readers formulate the right plans to confidently start a new career. His emphasis is on understanding what you want, what you are looking to achieve and utilizing your personal sphere of influence to achieve your success.

Found this book to be very helpful after losing my job of 10 years following a merge and purge

situation at my organization. It is especially helpful for Boomers over 60. At this stage it's a toss up for an encore career or just getting a job to make it to retirement. This book helps put all of your options in front of you and there are really many, once you start thinking about what it is you are truly passionate about and wish to do, and need to do financially. It helps you focus, especially when the rug has been pulled out from under you.

One of the things I appreciate most about Marc's book is the emphasis he places on being able to articulate what you are doing with your career, why you are "repurposing" it and what that will look like. So many people are foundering in the water because they can't even put into words what it is that they are doing. A close number two, is his pointer that you ask for A.I.R. This means asking for Advice from people in the field, Insights and Recommendations for this transition. You can't and shouldn't do this kind of thing on your own. Marc is practical, down-to-earth and unassuming. You can seriously read this book in under an hour, but you will keep it with you as your personal handbook to transitioning your life.

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