



# Preparing For Your Next Career Move





WORK IT DAILY  
INSPIRATIONAL CAREER QUOTES

“I want to look back  
on my **career** and be  
**proud** of the **work**,  
and be proud that  
**I tried everything.**”

JON STEWART

WORK IT DAILY.COM





# Navigating Your Career Move

01

## What Do You Want?

Think about your career goals. Where do you want to go? Allow yourself to dream but don't be wishful.

02

## Where Are You Now?

Assess your skills and abilities. What are you bringing to the table? What is your unique value proposition?

03

## How Can You Get There?

You need to know what will be required to get to your desired goal. It is important to have a picture of what 'there' looks like.

04

## What is Needed Now?

Be clear about the immediate steps you need to take and get to work! Remember, this is not about making wishes but getting results.



# Tools For Communicating Your Value



## Your CV

- Is it updated and does it accurately reflect your skills & value?
- Is it good enough to take you to where you want to go?
- Have you clearly articulated your core skills?
- Are the results from each role measurable?
- Everything in your CV needs to serve a purpose. Don't put in information just for the sake of it.
- Have you tailored the CV to the organization you are applying to?




# Tools For Communicating Your Value

## Your Professional Profile

Beyond your CV, you need a professional profile that projects your value proposition.

This is an opportunity to project the work you have done and position yourself for where you want to get to.

- Think beyond titles and focus on value and results.
- Leave no room for 'false humility' or imposter syndrome. Own the work you have done and project it.
- No experience is irrelevant. Craft a good narrative around your journey.
- Be creative with it and use power words. Avoid cliches.



**Adedoyin Jaiyesimi**  
COMMUNICATIONS ADVISOR

*I work with organizations and senior executives to strategically communicate their brand message.*

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**PROFESSIONAL PROFILE**

Adedoyin Jaiyesimi is the Chief Communications Consultant at The Comms Avenue, a capacity building and knowledge exchange platform for leading and innovative communications professionals across the world. The Comms Avenue offers high-level knowledge sharing meetings and training programs for communications professionals and corporate organizations.

She has vast experience consulting for international organizations and top corporate executives and specializes in providing strategic communications consulting for development, philanthropic and corporate organizations, helping them to develop and implement a robust communications strategy.

As part of her communications advisory role, she led the Media and Communications Team of Project Ark, a technology-enabled and scalable intervention program that was created to provide support to the underserved communities during the COVID-19 lockdown, ensuring that no one went hungry. Aside from creating the concept note for the initiative, Adedoyin created a comprehensive brand and communications strategy which made Project Ark visible to donors and implementation partners, further amplifying the reach and impact of the initiative that ensured that food packs were distributed to over 8000 vulnerable families and individuals in communities across and outside Lagos.

In 2019, Adedoyin won the IE-ACW Communicating Africa Challenge, a collaborative partnership between Africa Communications Week and IE University aimed at changing the existing narrative around Africa and promoting a new vision that amplifies and celebrates the greatness of Africa.



# Tools For Communicating Your Value

## Your Body of Work (Portfolio)

It is important to have a visual portfolio of the work you have done. This grabs more attention than even your CV.

This portfolio can either be in a PDF document or a link which can easily be viewed.

- Take screenshots of press mentions, blog posts, website articles etc. which relate to the work you have done.
- Gather pictures from events or projects you were part of.
- Write a few lines about the brief and what was achieved.
- Have records of your wins - awards, recognition, etc.
- If you work on a freelance or consulting basis, incorporate your rate card.





A person with dark skin, wearing a blue button-down shirt, is sitting outdoors. They are leaning over a dark, round table, working on a laptop with a red cover. The background is a blurred green, suggesting foliage. The scene is brightly lit, likely by natural light.

**"As you work towards expanding your skills and capacity, think about crafting a narrative around your value."**

**What are you bringing to the table?  
What makes you different from the  
other professional in the room?**

**Know your value and find creative ways  
to communicate it. People love and want  
to be around people who offer value."**

**From Clueless to Success**



# Channels of Expression



**Social Media**



**Direct Messages**



**Email**



**Cover Letter**



**Interview**



**Assessment Tasks**





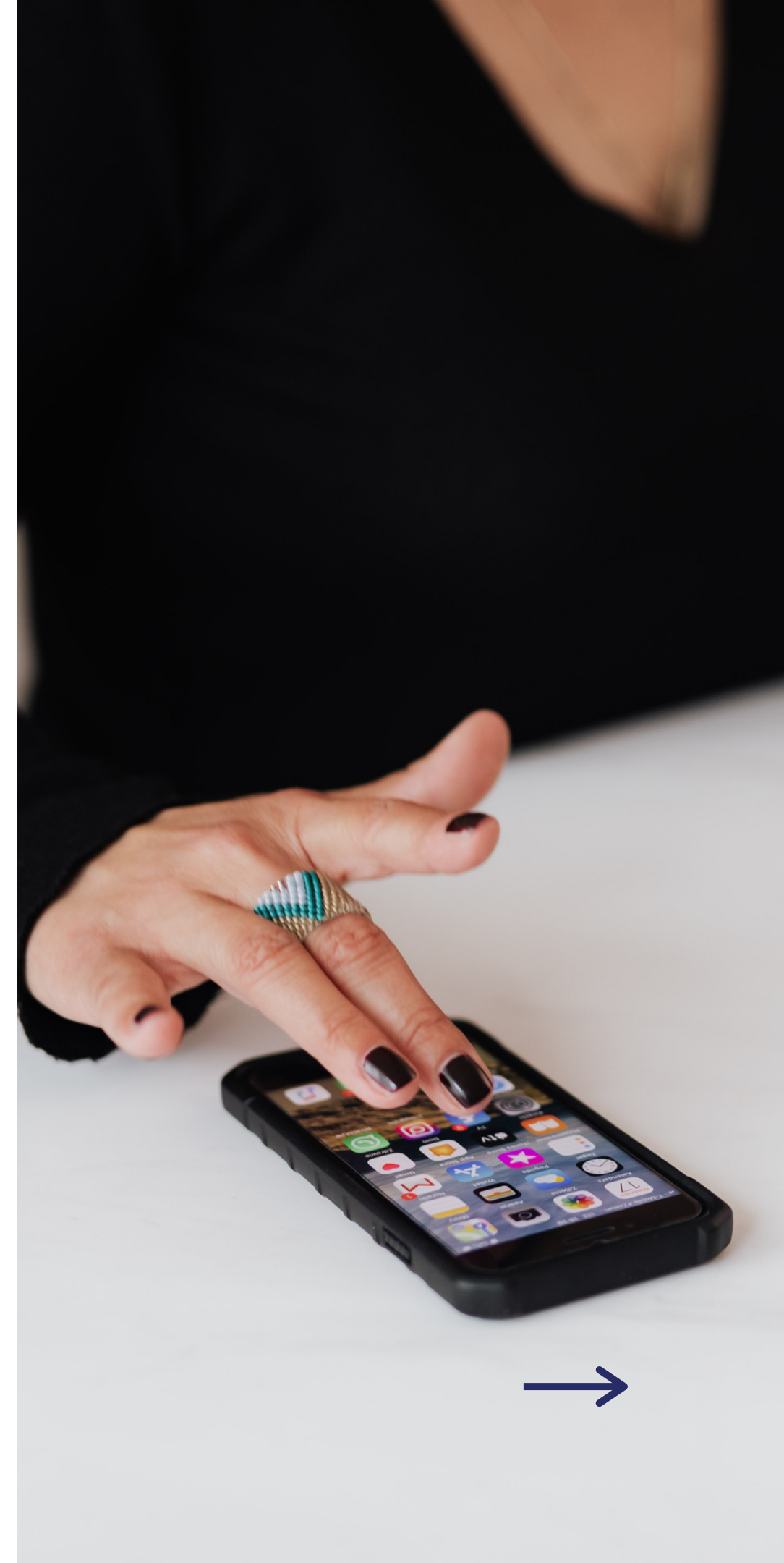
# Channels of Expression

## Social Media

- Use social media to creatively showcase your value and skills.
- Optimize your social media pages for where you want to go and not just where you are.
- Have a good content mix that projects your work, your personality/passion and your goal.
- Be open to share your knowledge and expertise.
- Follow and connect with the right people. It is not just about the very senior or popular people. Your peers are important too.

## Direct Messages

- Send direct messages that are purposeful.
- Let your messages be straight to the point and direct.
- Always be professional. Don't be sentimental.
- Never stalk anyone.





# Channels of Expression

## Email

- Ensure that your email has an appropriate subject.
- Try to get the name of the person you are sending the email to.
- Be professional in how you communicate. Don't be too familiar.
- Properly articulate your reasons and show that you have done your research. Why are you writing this email? Why should you be considered? What important information does the sender need to know?

## Cover Letter

- It is important for you to demonstrate that you have done your research.
- Tailor it to the specific organization. Find points of alignment.
- Creatively showcase your skills by tying it into the value you are bringing to the table.
- Don't be all over the place. Be clear about what you want to communicate.






# Channels of Expression

## Interview

- Again, it is important to do your research.
- Look the part and remain confident. The fact that you are at this stage says something.
- Don't regurgitate what's in your CV. Tell a story that highlights your value and expertise.
- Ask the interviewer meaningful questions.
- See the interview as a two-way conversation.
- Always bring back the conversation to what the organization stands to gain by engaging you.
- Stay updated with latest news, trends and best practice.
- Spend time to prepare! PS – Practice your elevator speech before you need to give it.

## Cover Letter

- Always put your best foot forward.
- Read instructions thoroughly so that you'll do the right thing.
- Ask questions where there is an opportunity to.
- Adhere to any deadlines where given.
- Go the extra mile and send in excellent work



**"Value is something you must  
put ahead of the money  
conversation. Value will help  
you to stand the test of time  
and offering value will take you  
to places you never thought  
you could get to."**

**From Clueless to Success**





# Getting to Your End Goal

Research and social listening. Don't scroll through social media mindlessly. Make sure you pay attention.

Leverage LinkedIn strategically. Look at the profiles of people who are already where you want to get to. What skills do they have? What is their track-record? What can you learn from them?

Close skill gaps. You must constantly be learning and upskilling.

Explore volunteering opportunities. Serve and make an impact.

Shoot your shot! Be bold enough to pitch yourself and create your own opportunities.

# Some immediate next steps...

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1. Review your CV and ensure it communicates impactfully.
2. Work on your professional profile and portfolio.
3. Have a quick access link and folder for these materials.
4. Review and optimize your LinkedIn page.
5. Create your social media content and engagement strategy.
6. Begin to connect more purposefully.
7. Make yourself visible. Stop waiting for your work to speak for you.





A woman with dark hair, wearing a yellow sleeveless top, is sitting at a wooden desk. On the desk, there is a computer monitor, a keyboard, a blue vase with a plant, a yellow vase with a plant, and a smartphone. The background is a plain wall.

## Key Takeaways:


A blue gear icon with a circular center and eight teeth.

# Always remember

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- Don't underestimate yourself and your abilities even if you are just starting out.
- Jump on opportunities to practice your presentation skills and elevator pitch.
- Avoid having a pity party. Do something impactful instead.
- More than ever, connect purposefully with your peers.
- Celebrate every win as you go ahead.
- Getting a no is not the end of the world. Review, restrategize and keep going.





"We never really know how much we are capable of achieving until we try. When you try, you'll discover what works and what doesn't. And when it doesn't work out the way you anticipated, don't see it as a failure. See it as a new lesson learnt."

**From Clueless to Success**



**We're here to help!**

# Stay connected and leverage the community



## Email Address

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## LinkedIn

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 [The Comms Avenue](#)

## Instagram

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 [@commsavenue](#)

