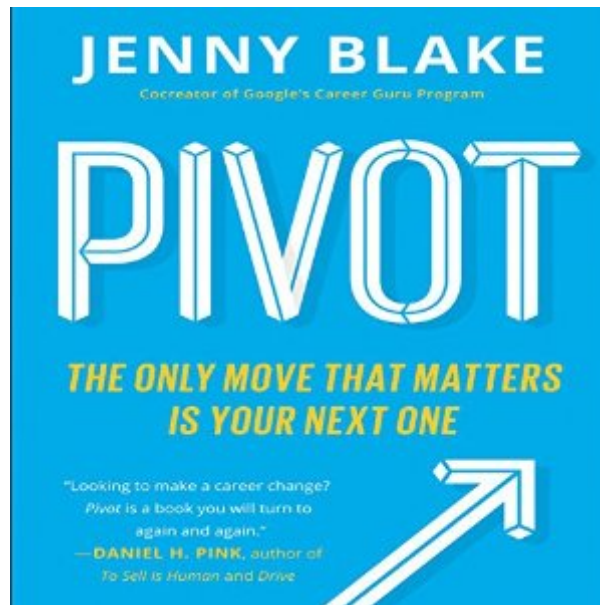


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# Pivot: The Only Move That Matters Is Your Next One



## Synopsis

Jenny Blake, author of *Life After College* and former career development program manager at Google, reveals how to methodically make your next career move by doubling down on what is already working. Careers are not linear, predictable ladders any longer; they are fluid trajectories. No matter our age, life stage, bank account balance, or seniority, we are all being asked to navigate career changes much more frequently than in years past. The average employee tenure in America is just four to five years, and even those roles change dramatically within that time. Our economy now demands that we create businesses and careers based on creativity, growth, and impact. In this dynamic world of work, the only move that matters is your next one. Drawing from her own experiences and those of other successful pivoters, Jenny Blake has created a four-stage process that teaches anyone how to seamlessly and continually: Double down on existing strengths, interests, and experiences Find new opportunities and identify skills to develop without falling prey to analysis paralysis and compare and despair Run small experiments to determine next steps Take smart risks to launch with confidence in a new direction This book is for anyone searching for an answer to the question "what's next?" Whether you have hit a plateau in your perfect-on-paper job, are considering taking on a new role in your current job, are thinking about starting your own business, or want to move into a new industry altogether, one thing remains clear: Your career success depends on your ability to determine your next best move. If change is the only constant, let's get better at it.

## Book Information

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## Customer Reviews

Whether you're looking for a new job or not, Pivot provides a potent playbook packed with practical strategies and tactics to make impactful changes in your work life. A few things I love about Jenny's book:> As we move to a more project-based economy, the strategies within Pivot will become even more relevant. (i.e. "Careers are no longer straightforward, linear, and predictable like ladders. They are now much more modular, customizable, and dynamic, like smartphones.)> The strategies are rooted in a strengths-based approach and aligned with your values.> The strategies are designed to mitigate risk; it takes courage to pivot, but it's less scary with this book as your road map.> Like everything Jenny writes/does, she's broken Pivoting down intentionally and methodically into a process (Plant, Scan, Pilot, Launch) that will work for you -- complete with relevant exercises. If you're actively trying to pivot, don't skip these! Even if you're not one of the 90% of workers "not engaged" or "actively disengaged" from your job, I highly recommend (regularly) going through the first three stages of Jenny's Pivot-method. This is what top performers/impactors (individuals that optimize for high net growth and impact) do to continue growing and remain agile and proactive in their careers and work lives.

Many will see the categories and other reviews for this book, and think it is only for people focusing on changing careers. They would be unfortunately incorrect and missing out. Blake's book, Pivot, does focus a lot on career and professional choices that many successful (or on their way to successful) people have made that put them in their current position. It offers resources, exercises, worksheets, and more to design a comprehensive guide for anyone who wants \*more\* from their daily 9-5 (or freelancing career or self-employment or...) The basic takeaway from Pivot is just that - PIVOT! (This is best read in a screaming Ross voice from the tv show "Friends") We all deserve to do work we love. But in today's working world, this often means that we have to create our own happiness and destiny in our careers. That may mean adjusting the tasks of your current position, plotting a trajectory for future potential that is what YOU want instead of what has historically been the "corporate ladder" in your field, breaking out on your own for self-employment and freelancing at something you excel in, or scrapping it all together and starting a whole new path. Regardless of your journey, you must be adaptable and learn the essential art of pivoting - knowing how to plan your next moves (more important) that will lead your overall goal (still important, but less than the pivots that will get you there - at least right now!) Consider this book your roadmap for doing just that!

Pivot is an incredible book and I say that not only because I read the entire thing and loved it, but

also because I use it with my graduate students that I advise in our MBA program. They have already applied it in the real world and found it to be incredibly useful as they are transitioning into new careers and considering new options. Jenny's experience at Google, as an entrepreneur and as a career coach are perfect for what she has put together in her amazing book. She's one of the most incredible people I've ever met and I've been excited for this book for over year and a half. I feel so lucky to have it in my hands and I've been recommending it to dozens of people. Do yourself a favor and pick this one up right away.

This book is a brilliant guide for anyone who's in the midst of a career change, or really any transition in their life. As a career counselor and coach, I've used this model with my clients with great success. I've also used it myself to explore a possible pivot in my own career. As someone who has a tendency, for better or worse, to want to move very quickly, I love how Jenny lays out a 5-stage plan that suggests you spend plenty of time in the "plant" and "scan" stages so that you can take the time necessary to clarify your vision, become an investigator, and be discerning about your learning. All of these steps along the way help to mitigate risk and reduce the probability that you'll let initial excitement and half-baked ideas lead the way. If you're wondering what's next and how to get there with some style and finesse - even if it feels nothing but messy inside your head - this book is perfect for you.

If you are at a sticking point in your career, project, or life plan, this book is for you. While a lot of books on this subject tell you to follow your passion and shoot for the stars, Jenny Blake brings her advice down to ground-level and teaches you a method for how you can actually identify, test out, and make the shift you've been craving. This book is full of practical, actionable advice that has been put to the test and worked for countless people. The examples in the book are sure to inspire you and give you confidence that it will work for you, too. Besides for the exercises in the book that allow you to immediately apply what you just read (which is the best way to learn!), the book's companion website has a toolkit with a goldmine of additional resources. I'm working through the steps right now and I'm excited for my next pivot! Add this book to your cart. It is what you need to get past your sticking point now and any that may come in the future.

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