

The Difference Between Career Advice and Career Strategy

Career advice is widely available.

Articles, podcasts, and social media posts offer guidance on resumes, networking, and interview techniques.

Much of this information can be useful.

However, for experienced professionals navigating complex career situations, advice alone is often insufficient.

Advice Focuses on Actions

Most career advice emphasizes activity.

Apply to more opportunities.

Expand your network.

Update your resume.

These actions may certainly help professionals early in their careers.

But they rarely address the deeper strategic questions experienced professionals face.

Strategy Focuses on Positioning

Career strategy begins by examining the professional's current situation.

How is their leadership experience interpreted by the market?

What signals does their career communicate?

What strategic risks may exist?

These questions shape the decisions that follow.

Strategy Determines Which Actions Matter

Once positioning and market interpretation are understood, advisors can recommend actions that align with a broader objective.

Documents become tools supporting strategy rather than isolated deliverables.

Networking efforts reinforce a clear leadership narrative.

This shift from advice to strategy reflects an important evolution within the career advisory profession.

Professionals navigating complex environments increasingly seek guidance that helps them interpret their situation before deciding what actions to take.

