

FREE GUIDE · THEMBI KUNENE

The Career Pivot *Playbook*

5 Steps to Switch Jobs or Industries Without Starting Over

Stop guessing. This framework helps you figure out what's next and how to get there — in 90 days.

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BEFORE YOU BEGIN

This Guide Was Written for You If...

- You feel restless or disconnected in your current role — but can't name exactly why
- You've thought 'I should just switch industries' more than once this year
- You worry a pivot means starting completely from zero, losing everything you've built
- You don't know what you'd even pivot to — only that something needs to change
- You want a plan, not just permission to feel stuck

"A career pivot is not a leap of faith. It is a series of small, deliberate tests that reduce risk while increasing clarity."

How to Use This Guide

- 1. Work through it in order.** Each step builds on the last. Skipping ahead to 'the new job title' before doing Step 1 is exactly how pivots go wrong.
- 2. Answer every question honestly.** Each step has one reflective question. Write your answer down — don't just think it.
- 3. Take the actions, not just the ideas.** Each step includes concrete actions. Reading without doing changes nothing.
- 4. Give yourself 90 days.** This is not a weekend exercise. A real pivot takes structured time — this guide gives you the structure.

THE 5 STEPS AT A GLANCE

#	STEP	PRIMARY OUTCOME
01	Name What's Actually Wrong	Precision on the real problem
02	Audit What You Actually Offer	See your transferable value
03	Test Before You Leap	Validate with real data, no risk
04	Build the Bridge, Not the Leap	A realistic, strategic timeline
05	Tell the New Story	Own your pivot with confidence

STEP 01

It's rarely the job title.

Name What's Actually Wrong

THE QUESTION TO ASK YOURSELF

If I removed the job title and just looked at my actual days — what specifically drains me, and what specifically energises me?

OUTCOME

You stop blaming 'the job' generically and identify the precise thing to change.

DO THIS

- List every task from the last 2 working weeks
- Mark each one: Energising / Neutral / Draining
- Look for the pattern — is it the work, the people, or the structure?
- Write one sentence naming the real problem — not the job title

YOUR ANSWER

STEP 02

Not your title. Your transferable value.

Audit What You Actually Offer

THE QUESTION TO ASK YOURSELF

If I stripped away my job title entirely, what specific results have I produced that any employer or client would pay for?

OUTCOME

You discover you have far more options than your current title suggests.

DO THIS

- List 10 concrete results you've delivered — with numbers if possible
- Translate each into a skill that exists outside your current industry
- Identify your 3 strongest transferable skills
- Write a one-line 'value statement' using only those 3 skills

YOUR ANSWER

STEP 03

Validate the pivot before betting everything on it.

Test Before You Leap

THE QUESTION TO ASK YOURSELF

What is the smallest possible way I could test this new direction before quitting anything?

OUTCOME

You validate or adjust your pivot with real data — before any risk to your income.

DO THIS

- Identify 3 people already doing the work you're considering
- Request 20-minute conversations — not advice, just their reality
- Take on one small project, freelance task, or volunteer role in the new direction
- Notice your energy during the test — does it confirm or change your direction?

YOUR ANSWER

STEP 04

Most successful pivots are gradual, not dramatic.

Build the Bridge, Not the Leap

THE QUESTION TO ASK YOURSELF

What is the most realistic sequence of moves that gets me from here to there without a reckless leap?

OUTCOME

You move with strategy instead of either staying stuck or leaping recklessly.

DO THIS

- Map 2-3 'bridge roles' that combine old experience with new direction
- Identify one skill gap you need to close — and the fastest way to close it
- Build a 90-day learning plan around that one gap
- Set a realistic transition timeline — most pivots take 6-18 months, not 6 weeks

YOUR ANSWER

STEP 05

Your pivot needs a narrative, not just a resume update.

Tell the New Story

THE QUESTION TO ASK YOURSELF

How do I explain this pivot in a way that makes me sound intentional, not confused or desperate?

OUTCOME

You walk into interviews and conversations owning your pivot instead of explaining it away.

DO THIS

- Write your pivot story in 3 sentences: where you were, why you're moving, where you're going
- Update your LinkedIn headline to reflect the direction, not just the past title
- Rewrite your CV summary to lead with transferable results, not chronological history
- Practice saying your pivot story out loud until it sounds confident, not apologetic

YOUR ANSWER

YOUR 90-DAY PIVOT TIMELINE

Turning These 5 Steps Into a Plan

A pivot doesn't happen in a weekend, and it shouldn't happen in a panic. Use this phased approach to turn the 5 steps into a structured 90 days:

WEEKS 1-2 — CLARITY

- Complete Step 1: Name what's actually wrong
- Complete Step 2: Audit your transferable value

WEEKS 3-6 — VALIDATION

- Have at least 3 conversations with people in your target direction
- Take on one small test project, freelance task, or volunteer role

WEEKS 7-10 — STRATEGY

- Map your bridge roles and identify the one skill gap to close
- Begin closing that skill gap — course, certification, or hands-on practice

WEEKS 11-13 — LAUNCH

- Rewrite your CV and LinkedIn around your new direction
- Start applying, pitching, or networking with your new pivot story
- Book a clarity call if you want support accelerating this

Ready to Pivot With Expert Support?

This guide gives you the framework. Coaching gives you the accountability, the personalised strategy, and the speed. Book your complimentary 30-minute Clarity Call and let's map out exactly what your pivot could look like — and how fast you could get there.

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Priority scheduling for Career Pivot clients · No obligation · No pitch

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Rural Gal Media LLC