

BEYOND THE SCHOOL SYSTEM

Discovering Your New Purpose and Dream Career

*The Next Chapter Playbook:
Essential Tips for Retiring Educators Seeking Second Careers*



50 TIPS TO EASE
THE TRANSITION



**THE K-12
EDUCATORS'
CAREER PIVOT PLAYBOOK**

BROILS CONSULTING GROUP
THE EDUCATORS CAREER TRANSITION EXPERTS

Beyond the School System

Discovering

Your New Purpose and Dream Career

50 TIPS
to Ease the **Transition**

Shelly Broils, the founder of Broils Consulting Group (BCG) is a former K12 educator that began her career in the Midwest and East Coast. A Classroom Teacher and School Administrator described by many as "ambitious for the cause of education, with a wide ranging vision, drawing from a deep well of love for young learners," and driven by an unyielding commitment to improving the trajectory of young lives. However, changes in HER life eventually necessitated shifting to a new profession that would provide a greater work-life balance. Like most educators, Shelly initially struggled in her attempts to land a great career outside of the school system, due to limited access to specialized knowledge on career options beyond the school system. Additionally, resources on effective career transition and job search strategy that specifically addressed the needs of the K-12 educators were non-existent. This exacerbated the fears, frustration, confusion and doubts that often accompany a career change and prolonged the process.

However, she was determined to find a great career in the private industry that would also continue to provide opportunities to improve young lives without being an employee of the school system, leaving the continent, tutoring, etc., nor taking a pay cut. This determination led to roles such as a Corporate Education Executive, International Education Consultant and Advisor to C-Suite (just a fancy term for executive) industry leaders specializing in areas such as K-12 Digital and Print Learning Solutions, Professional Learning Services, Marketing to Education Policy. She also served as a Human Resources Talent Acquisition and Hiring Management Consultant to Vice Presidents of one of the world's leading K12 education companies.

This former K-12 Educator worked with companies and organizations in the United States, Canada and London such as Crayola, Houghton Mifflin, Scholastic, Achieve3000, Pearson Education, Rosetta Stone to the National Education Association Health Information Network in Washington, DC, children's toy companies and marketing firms, etc. Served as a thought-leader and national speaker, where she helped implement a noteworthy national school reform initiative launched by a former President and First Lady. She was also recognized as an industry leader by Wall Street Firms like Guidepoint Global and Standards and Poor's and served as an advisor. Most recently, Shelly facilitated Career Transition

Readiness Workshops for our military service personnel, and earned an invitation to lead effective job search strategy workshops at the Pentagon in Washington, DC, and has trained and supported countless educators and 1000s of schools and districts across the globe.

Shelly launched BCG in 2015 assembling a team of industry experts to help individual educators, school systems and organizations provide teachers and administrators (whether retiring, furloughed, exiting voluntarily or involuntary) with the necessary tools to experience career transition success.

BCG has developed a proven & proprietary career transition readiness system for Educators yielding unparalleled success.

On a mission to save educators from the confusion, fears, frustrations, mistakes and wasted time experienced by the founder on her initial attempts and thousands of other educators. Broils Consulting Group is supporting K-12 Educators across the globe by providing effective career transition and job search solutions with unparalleled success. Transforming the careers of new and veteran educators from 23 to 68+ years of age.

Gaining international acclaim, Broils Consulting Group is ranked by Wall Street industry experts as one of the world's most prominent education consulting firms. Market Watch (a Wall Street Dow Jones Company), Business Wire (a Warren Buffett Berkshire Hathaway Firm), recognized Broils Consulting Group as one of the TOP 25 global education consulting firms worldwide, featured and recognized by them and multiple media outlets like the Associated Press, PRN Newswire, Fox News, Globe Newswire and multiple and international media outlets in 2021, 2022, and 2023.

“After searching for two years on my own, discovering BCG was like finding a light in the dark ...”

I am so grateful for Shelly and the Broils Consulting services. I came across Shelly and the Broils Consulting Group after almost 2 years of searching on my own for a career outside of the classrooms and schools. It was like finding a light in the dark! I finally felt that someone out there not only understood my struggle but had a plan for moving forward. Shelly provided the encouragement, motivation, and direction I needed to achieve my goal.

After working with them, I got the job offer of my dreams! Thank you to Shelly and the Broils Consulting Group for shining your light and giving me the confidence I needed to believe it was possible.

Stephanie (Tennessee Educator)

"Strong and Effective ... Beyond Expectations"

Shelly is a strong and effective consultant. Interested in the success and needs of school districts beyond expectations. Embodies a sincere desire to improve the learning experiences of educators and students.

Rebecca, Director of Implementation (New York - Literacy EdTech Company)

"Until I met Broils Consulting Group, I had no idea of the vast opportunities outside of the classrooms .."

I was able to find employment and was hired over 60 other applicants with an Education Consulting Company even before the completion of my work and study with Broils Consulting. Most of all, I learned that I do have a valuable skill set that is appreciated and respected. I had no idea of the vast opportunities in the education field outside of the classrooms. I highly recommend making the investment and working with Shelly and her team if you are seeking to transition and want to do it effectively.

- Patrick (Florida Educator - Retired)

"Ranking Second to None"

As a former seasoned CEO, I have witnessed client after clientele specifically request Ms. Broils' services ranking second to none.

Anton, Former CEO (C-Suite Consultant Global Education Firm)



**Ranked by Wall Street
Industry Experts:
One of the TOP 25 Leaders in the Global
Education Consulting Markets**

DISCOVER OUR EXPERTISE

We provide a broad range of Career Transition Readiness Services and Solutions to help individual K-12 educators, schools and education organizations.

Our unique approach and decades of experience are not only what differentiates us, but also what makes us effective and our clients successful.

The world's leading industry experts of its kind connecting educators with amazing education careers beyond the school system and careers in private industry

"I recommend Shelly and her company without reservations ... professional, knowledgeable, personable and sincere "

It has been a pleasure working with Shelly and her team on pursuing a second career. Shelly is knowledgeable, professional, personable and sincere; she has a gift in that she makes you feel capable of whatever you set your mind to accomplish.

Veronica (Pennsylvania Educator)

"Opening doors I only dreamed about ... Wow!"

Corey (Former Virginia School Administrator)



You're considering leaving the school system, but unsure about your career options or where to begin. As an educator, you have a wealth of skills, experience, and talents that are highly marketable and useful beyond the classrooms and schools. There are hundreds of amazing education careers outside of the school systems that are great matches for Educators just like you. This number also includes lucrative careers with opportunities to impact young lives or support other educators, without being an employee of the schools if that is of interest.

Thousands of leading education companies and organizations are recruiting and hiring K-12 educators almost weekly, even during the COVID-19 pandemic.

Careers with excellent salary ranges, work-life balance with the perks that you so greatly deserve include Curriculum Implementation Managers. Full and part-time Education Consultants, Literacy Adoption Consultants, Learning and Development Managers, Professional Learning Facilitators and countless others.





Many of these fantastic careers do NOT require additional college courses or certifications. However, it WILL require learning a few key career transition readiness (CTR) skills and job search strategies to be successful and land that new career of your dreams.

K-12 Educators are immensely talented and unequivocally qualified.

Sadly, many go UNHIRED. Nearly **60%** of applicants are disqualified and are not hired due to a lack of career transition readiness skills, remaining stuck in their current careers. But, it's not entirely their fault.

Why are career transition readiness skills important?

Technology has changed the job search game. Over 90% of employers replaced some of the work done by humans with resume robots to screen applicants, all vastly different from school systems.

Those **easy-to-learn** CTR strategies can be the difference between success and failure.

Sadly, many educators were never taught essential CTR skills and access to career change resources specifically designed for K-12 Educators are nearly impossible to find.

Until now...

Introducing: 50 Tips to Ease the Transition: This incredibly valuable and essential resource aims to demystify the private industry job market and hiring processes for educators pursuing second careers. It helps eliminate many of the obstacles that they face when transitioning to the next phase of their professional lives. This booklet contains 50 expertly curated tips, written in educator-friendly language and presented in an easily understandable format. These tips and strategies guide educators in leveraging their marketable skills, conducting effective job searches, uncovering hidden career opportunities, understanding various private industry's resume standards, preparing for interviews, as well as salary negotiation tips.

HOW TO GET THE MOST OUT OF THIS 50 TIPS BOOKLET

1. Set Aside 30 Minutes A Day For The Next 5 Days

There are 5 key phases in an effective career search strategy. Read one phase per day. Explore each tip within that particular phase, make note of your areas of strength and areas of growth.

2. Review Your Readiness Levels for Phases 1 – 5.

Select one phase at a time. Go back and review your notes for that particular phase. Next, develop your action plan to improve your knowledge and comfort-level. Move to the next phase and repeat until all phases are covered, be sure to celebrate your progress along the way!

3. Seek Assistance If Needed

There will be key CTR skills that you will easily master. Whereas, others may require a little more time and additional resources or assistance to increase your level of mastery. Perfection is not the key. No one has 100% mastery. Do your best, then seek assistance with the rest. Remember that this a quick-reference guide and is not an exhaustive list of every single CTR skill needed. It is a great starting point and a highly effective planning tool that will equip you with key skills.

4. Establish a written goal to complete each of the 5 phases.

Be sure to create your timeline and goals for learning the 5 phases, designate a specific day(s) per week, and hold yourself accountable by posting it on your calendar. Be realistic and give yourself the time you need but not too much time. You can do this! Educators are among the smartest professionals on the planet. Your next dream career is just around the corner.

ARE THERE EDUCATORS THAT YOU KNOW THAT WOULD BENEFIT FROM THIS CTR TIPS BOOKLET? Give them a copy. It could help to ease the transition process and accelerate their job search.

ARE YOU AN ADMINISTRATOR OR K12 HUMAN RESOURCE PERSONNEL? Give a copy to your retirees, furloughed or released employees as part of their exit package. It can help facilitate a positive separation experience for all parties.

ARE YOU A K-12 SERVING BUSINESS OR EDUCATION ORGANIZATION? Give a copy to your clients, customers, members or subscribers.

The **5** Key Phases of a Successful Career Transition for K-12 Educators

Phase 1

Assessing Your Career Transition Readiness Skills and
Creating Your Job Search Action Plan

Phase 2

Identifying Your Super Powers and Transferable Skills to
Discover Your Career Match

Phase 3

Your Winning Resume Makeover

Phase 4

Implementing a Diversified Job Search Strategy

Phase 5

Mastering the 3-tiered Interview Process and Negotiating a
Great Salary

47 Be prepared for the question, “Why are you leaving your current job?”

Responses like “... to utilize broader areas of my skillset in (e.g., facilitation and training learners, project management, or creating blended professional learning services that engage...)” are effective responses, as is discussing your interest in the company and the value that you will bring to the table. Avoid negative comments.

48 Compile 8 to 10 interview questions to ask prospective employers. Align your questions with the interviewer’s job title, company initiatives, etc., and questions to help you determine if the employer and organizational culture are a good fit is essential.

Posing well-researched questions also helps to reveal your career and company match, impresses the hiring team, giving you a competitive edge and hiring advantage.

49 Answer any salary questions with “It’s negotiable...,” when posed in the early interview process stages.

During the final stage is typically when the job offer and compensation package is offered. Start by thanking them for the offer. Then ask how the compensation package was determined. Reiterate your qualifications and articulate how they align with the job description... Asking what part of the salary package is negotiable and cordially framing questions to successfully negotiate a great salary are all appropriate.

50 Continue your job search for other opportunities until you sign on the dotted line.

No matter how confident you are about getting the job and your interview performance, you only truly have the job once the contract or employment offer letter is signed.



Thank you for your purchase.

This Quick Reference Resource, *Beyond the School System – Discovering Your New Purpose and Dream Career – 50 TIPS to Ease the Transition*, provides key steps and strategies to aid your career transition.

It offers quick tips and is not an exhaustive list.

This booklet was created as a resource for informational purposes only.

Although our clients have gotten exceptional results, Broils Consulting Group, its authors, agents and representatives do not guarantee employment due to various factors beyond our control.

This quick reference resource is based on the information derived by our subject matter expertise and believed to be accurate. It also references past data and performance across multiple time periods.

Note that jobs search and industry market trends can change over time.





Notes:

“ After searching for two years on my own, finding Broils Consulting Group was like finding a light in the dark. I came across Broils Consulting Group after almost two years of searching on my own for a career outside of the classrooms. It was like finding a light in the dark! I finally felt that someone out there not only understood my struggle but had a plan for moving forward. They provided the encouragement, motivation, and direction I needed to achieve my goal. After working with them, I got the job offer of my dreams! Thank you for shining your light and giving me the confidence that I needed to believe it was possible!”
Steph (former Tennessee educator)

Educators have a wide range of valuable skills that can be leveraged beyond academia. Unfortunately, countless educators seeking second careers in new industries are entering uncharted territories in unfamiliar job markets and launching entrepreneurial endeavors unprepared. This presents a unique set of challenges and hardships for the unknowing.

This highly essential and vital resource offers expertly curated tips to help retiring and separating educators navigate the private industry job market and hiring processes. It eliminates many of the barriers that K-12 professionals face while transitioning to the next phase of their professional lives.

TRANSFORMING CAREERS ... TRANSFORMING LIVES

With unparalleled success, Broils Consulting Group, a leader in the industry, is transforming the careers and lives of retiring and separating K-12 professionals worldwide, from teachers to instructional coaches, resource teachers to administrators, ages 23 to 68 and older.

Founded by a former classroom teacher and administrator who transitioned to an incredible private sector career as an employee, advisor and C-Suite consultant for some of the world's most prominent firms, Broils Consulting is recognized by multiple Wall Street business experts as one of the top 20 global leaders in the education consulting and training industry worldwide.

Featured by Market Watch (a Dow Jones firm), Business Wire (a Warren Buffett Berkshire Hathaway firm), national and international news outlets and countless business research firms, Broils Consulting Group is touted as a transformative force and leader in the industry.

The company's mission is to make the career transition experience easier for both K-12 employees and employers. Their vision is to cultivate a future in which educators, academic institutions, and K-12 serving organizations can thrive and emerge even greater.

This is truly my dream job! Thank you!

I now go to bed and sleep well, and I wake up every morning refreshed. I am now making an impact on young people's lives on a global level [for one of the nation's leading private sector companies as a senior education manager]. I'm still in disbelief!

Mrs. L. (former Atlanta administrator)

I had no idea of the vast opportunities in the education field outside of teaching until I met Shelly (of Broils Consulting). I learned that I do have a valuable skill set that is appreciated and respected outside of the classrooms.

They helped me improve my job-seeking and interview skills and craft an outstanding resume that stood out above my competition. I was hired over 60 other applicants!

If you want to transition and do it successfully, I highly recommend making the investment.

Pat (retired Florida educator)

Huzzah, I got the job!

Educators struggle bus through transitioning because the resources are scarce and of low quality while paying through the nose for a service that doesn't fill the needs of ALL educators fully. No other solution I have come across is as all-encompassing as Broils Consulting Group's (most focus on transitioning into instructional design ONLY, but not everybody wants to do instructional design). Broils Consulting Group focuses on helping clients find their fit across multiple types of work [occupations and industries] versus just one field.

It's like no other!"

Jacquelyn (former Utah educator)