



Welcome

Take a minute!

For yourself, write an initial response.

Questions:

- What's one thing you excel at, something others have noted about your work or contributions?
- What professional skills align with your example?
 - E.g. Organizing – Mentoring – Designing – Analyzing – Connecting – Writing – Planning – Facilitating – Problem-solving – Creating



KIM KENYON

Joy Coach



Redesigning Your Professional Materials



Opportunity Network for At-Risk Writers,
Artists, Rights Defenders, and Scholars

www.onwardsproject.org

Facilitator: *Kimberly Kenyon*
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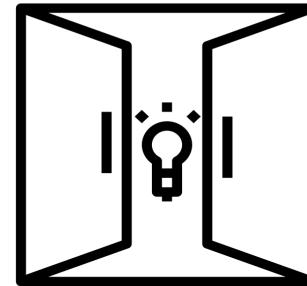
Welcome

Outcomes

Overview

Activities and worksheet

Q&A



Some housekeeping



Chat



Worksheet



Session link

Please use the three dots to add your speciality after your name.



Learning objectives

- Differentiate between academic and industry-style professional documents
- Translate specialized experience into clear, results-oriented language
- Draft or revise a resume section & profile summary targeted to your goals

What do you do really well?

- What's one thing you excel at, something others have noted about your work or contributions?
- What professional skills align with your example?
 - E.g. , Organizing – Mentoring – Designing – Analyzing – Connecting – Writing – Planning – Facilitating – Problem-solving – Creating
- Take 2–3 minutes to write privately
- You're welcome to share a word or phrase in the chat
- No pressure to share

Overview

Why reimagining matters

- Challenging markets
- Some roles may be unavailable, inaccessible (e.g. require different credentials), or have limited postings
- Explore adjacent or new fields
- Focus on transferable strengths & skills
- Clear materials help reviewers match you to position (& interview stage)

Activities

Transferable skills: Inventory

Briefly answer:

- What did I spend most of my time doing in previous roles?
- What tasks or responsibilities did I do well and enjoy?
- What skills helped me achieve results in those roles? (e.g., organizing, problem-solving, mentoring, communicating)
- Which of these skills could apply in a new role, even if the title is different?
- How did I make an impact in my past work? (consider outcomes, improvements, or results)
- What patterns do I notice across my experiences? (skills, strengths, or ways of working that repeatedly show up)

Map skills to new opportunities

Activity:

Think of new areas where your existing skills could be useful.

Examples:

Mentoring → career coaching, HR, community development

Presenting ideas → communications, training, marketing

Analyzing systems → research, advocacy, consulting

What other sectors or roles could use what you excel at?

Share one idea in the chat.

Expand your identity

Activity:

Write a short sentence that describes who you are becoming.

Formula:

“I used to be a [profession], and now I see myself as someone who [core skill or purpose] in [new context or field].”

Example:

“I used to be a lawyer, and now I see myself as someone who builds fair systems and advocates for inclusion.”

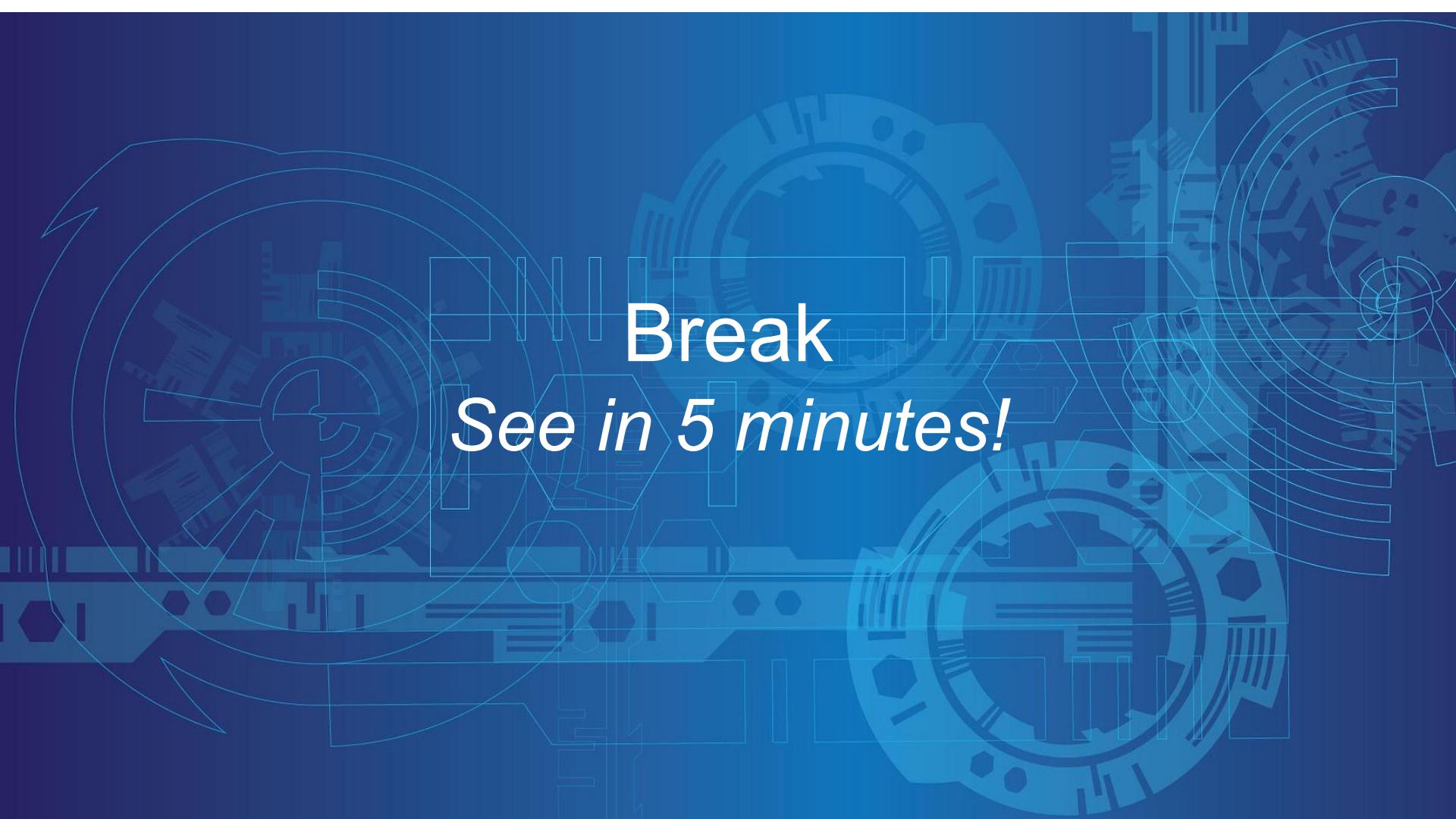
CV vs. resume: Differences & examples

Length	Multiple pages (detailed)	1–2 pages (concise)
Focus	Publications, research, teaching	Skills, achievements, results
Sections	Education, research, grants, publications	Summary, skills, experience, education
Language style	Formal, descriptive	Active, results-oriented

Categories:

CV: Publications, Conferences, Research

Resume: Summary, **Skills**, Professional Achievements/Impact



Break
See *in 5 minutes!*

Show vs tell: Using the STAR method

- Tell:
 - “Analyzed migration data trends for doctoral research on transnational networks.”
- Show:
 - Situation: Used SPSS to analyze data and identify migration patterns;
 - Task: Supported program development for cross-border initiatives;
 - Action: Conducted in-depth data interpretation and collaborated with stakeholders;
 - Result: Informed strategies that improved program reach by 15%.

Note: STAR method unpacks skills & value

Craft a STAR story

Choose one skill and a related achievement

Briefly describe:

- Situation & task: What was the challenge or goal?
- Action: What did you do?
- Result: What was the outcome or impact?

Write one bullet point combining these sentences (Chat GPT may be of help)

Demonstrate impact: STAR

Activity: Write a position overview bullet using STAR + scope and scale, depth and breadth

Draft example:

- Managed a team of 10 (scale)
- Led projects across 3 countries (scope)
- Developed curriculum reaching 500+ students (breadth)

Final overview bullet: Managed a team of 10 to lead multi-country projects across 3 countries, developing curriculum that reached over 500 students globally

Drafting your professional summary

Who you are professionally

Core skills and expertise

Key accomplishments or strengths

Career direction or goals

Samples:

“Creative artist and cultural facilitator with experience in community engagement and digital storytelling seeking roles in arts administration or program coordination.”

“Data-driven researcher with expertise in public health and cross-cultural program evaluation.”

“Multilingual project manager with 6+ years leading cross-functional teams to deliver community-based solutions.”

Drafting your profile summary

Activity:

- Write, or revise, your 3–5 sentence profile summary using worksheet prompts

Note: You've just written part of your resume.



Draft sharing

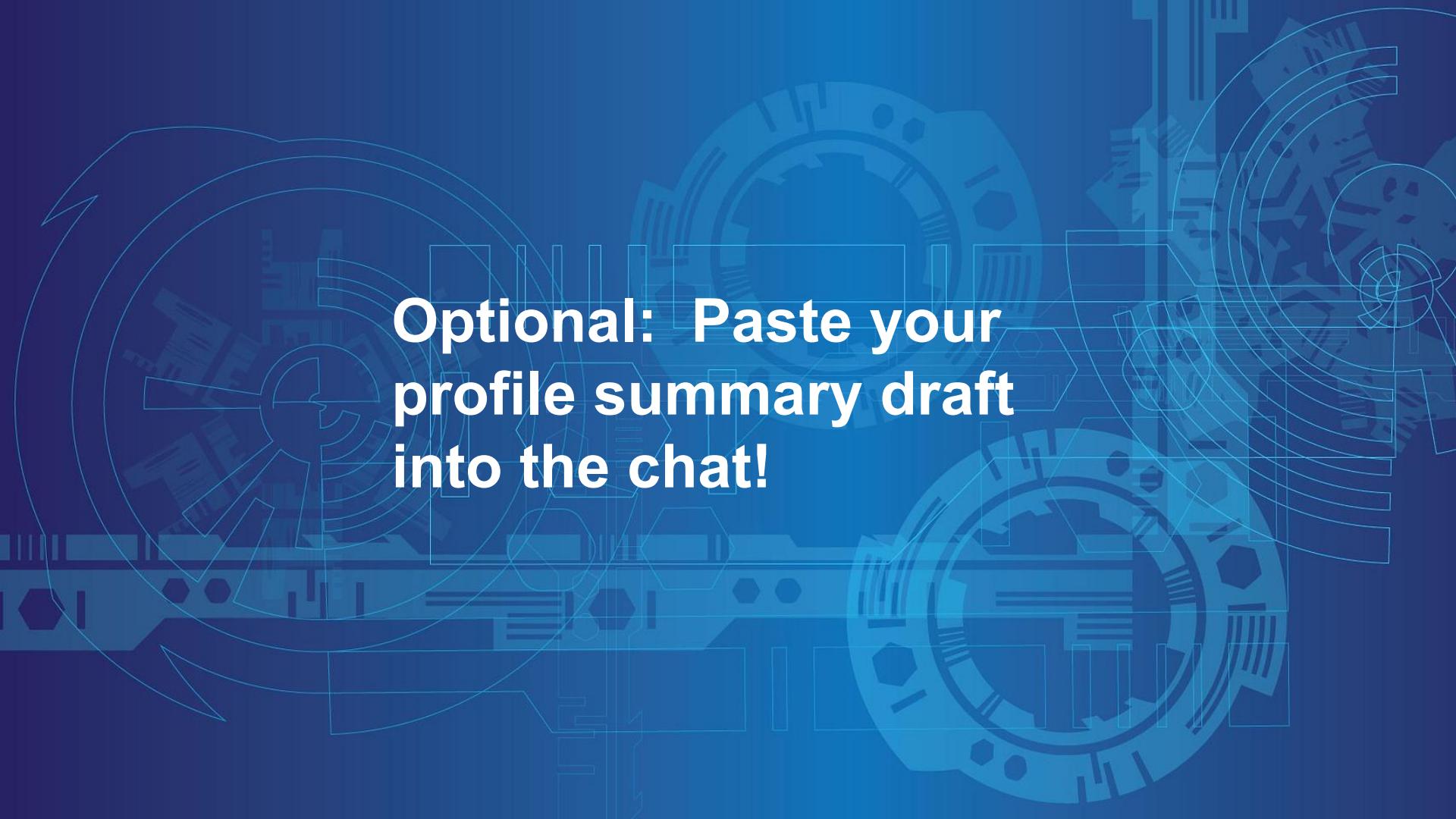
Share your draft & discuss:

- Is the summary clear and concise?
- Does it highlight skills and impact?
- Is the tone aligned with professional language?

Note breakout room number.

If you prefer to work alone, let Kim know via direct message in the chat

Adding you to breakout rooms now.



Optional: Paste your profile summary draft into the chat!

Reframing your LinkedIn profile

Activity:

- Write one field or role you might want to move into.
- Example: “Pivoting toward communications / UX writing / nonprofit strategy.”

Rethink one experience

Activity:

- Pick one role or project from your CV, resume, or LinkedIn.
- Rewrite one bullet point to highlight transferable skills.

Examples:

- “Taught undergraduate writing seminars.” → “Designed and delivered learning content—built communication and facilitation skills.”
- “Conducted PhD research on climate policy.” → “Led independent research and synthesized complex data for diverse audiences.”

Update your headline

Activity:

- Write a headline that connects who you are → where you're headed.

Formula:

- [Current strength or identity] + [target field or aspiration]
- “Researcher & Writer | Transitioning into Public Policy & Data Communication”

Note: You've just created or revised part of your LinkedIn profile.

**Optional: Paste your
headline in the chat!**

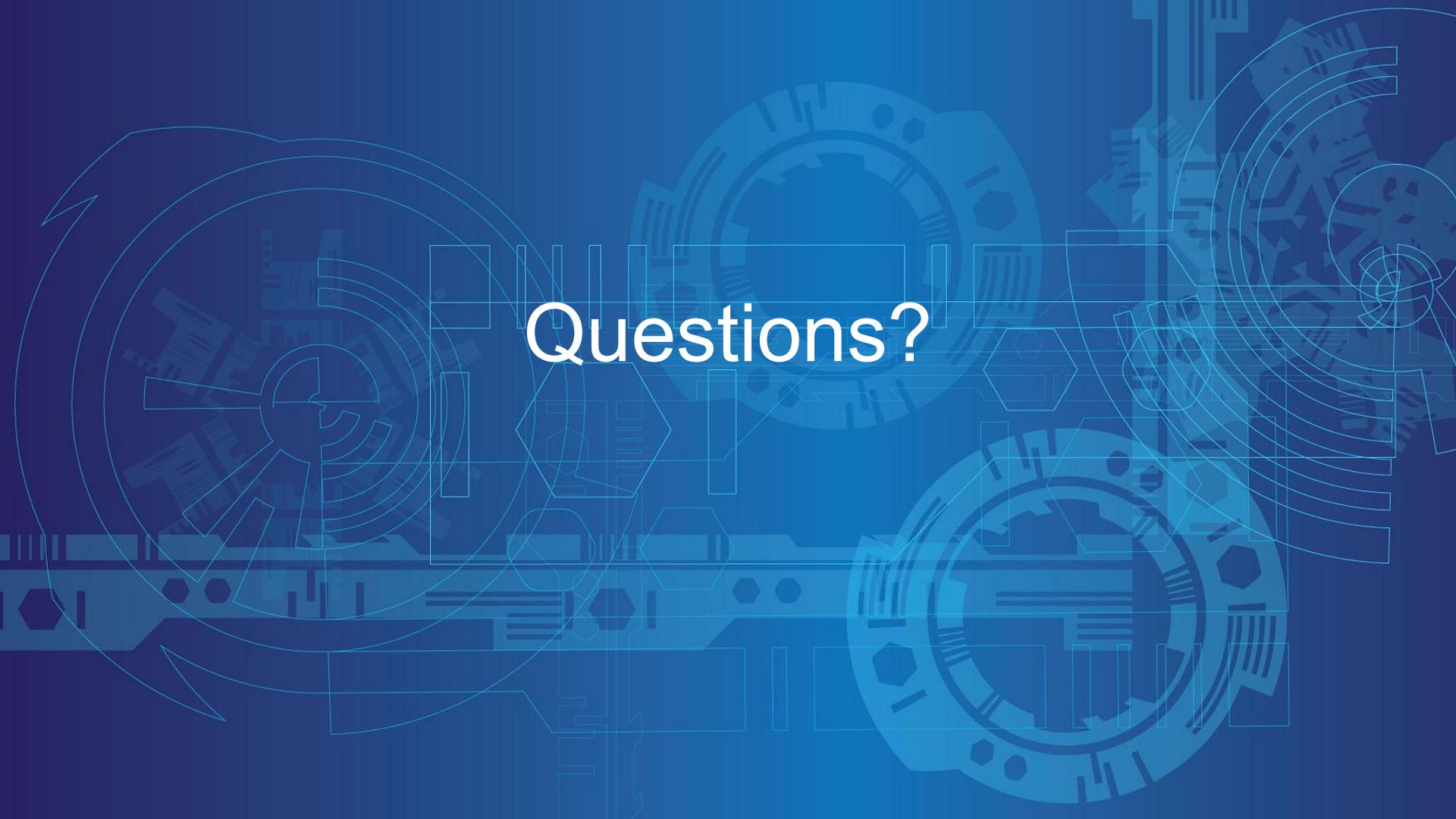
Quick takeaways

In the chat, please share:

One insight from today you plan to build on

Or:

One way today's session will help you to communicate your expertise



Questions?

Thank you!

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