

# Career Reinvention: From Stagnated to Stellar Success



Randi S. Bussin

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*Randi provided  
the structure  
and expertise  
to help me  
figure out what  
I wanted and  
how to effectively  
market myself.*

”

## The Challenge

Alex was growing increasingly dissatisfied at work. He had been with his organization for over 13 years, and spent six of them in his role as a C-level executive. The hours were long, but more importantly, despite putting in the time, he felt his efforts had no real impact; the company’s strategic direction had shifted and no longer aligned with his own vision of the future. He was no longer challenged and wasn’t just looking for “just another job.” Alex turned to Randi Bussin for Career Reinvention help.

## The Solution

Randi guided Alex through a wide variety of exercises and tools designed to bring clarity to what he really wanted from his career, from a personal branding survey with feedback from over 100 of his peers to career assessments and analysis. Leveraging these insights, Alex was able to get laser-focused on his success criteria – the aspects of his career that fulfilled and excited him – and then use this criteria to define, explore and research new career directions.

In the second phase of his Career Reinvention work, Randi and Alex developed a new resume and LinkedIn profile that showcased Alex’s skills, abilities and success stories. Randi encouraged Alex to secure quotes from key executives Alex had worked with over the years. This new wealth of compelling collateral allowed Randi to create a new, targeted résumé that presented his skills and experiences in a compelling, fresh way.

## The Results

During his work with Randi, Alex made the bold decision to walk away from the job that was causing so much dissatisfaction and to give himself the time to really explore what he wanted. With the intensive self-discovery work, combined with a better understanding of how others perceived him, Alex was able to craft a strong vision of his professional passions and purpose.

Alex is now thriving in a C-level position at an organization where the mission and culture align well with his own beliefs and goals. The work is more engaging, meaningful and rewarding as he is able to better leverage all of his skills and experience. In Alex’s words, “I know that if I do my job well the lives of millions of people around the world will be better off. “

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