

A Guide for Your Career Change



Co-funded by
the European Union



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND



ROVANIEMI



Elinvolakeskus



A Guide for Your Career Change –

has been produced as part of the development work of the Speeding up Professional Transitions (ESF+) project. The funding authority for the project is the Economic Development Centre for Northern Finland.

Contributors:

Arffman Mira, Arminen Karita, Korjonen Markus, Mansikka Kaisa, Panu Antti, Tölli Ilkka and Vaarala Milla

Layout and illustration:

Saloranta Susanna, Digital and advertising Agency Höyry

ISBN 978-952-337-566-6

Permanent link to publication: <https://urn.fi/URN:ISBN:978-952-337-566-6>

Rovaniemi, 2026

Contents

Welcome to the guide!6

Career planning tasks for career changers7

- **Getting started with career planning**
 - Envisioning the future8
- **Values and aspirations in working life**
 - Values reflection..... 10
 - Desired job characteristics..... 12
- **Identifying your strengths**
 - Exploring strengths..... 14
 - Making your strengths visible..... 16
 - Identifying and substantiating your strengths 18
- **Recognising your competence**
 - Skills mapping..... 20
 - Reviewing your skills..... 22
 - Your STAR moments..... 24
 - The Hand of Capabilities 26
- **Job search**
 - CV..... 28
 - Skills-based CV 30
 - Job application..... 32
 - Hidden job market..... 34
 - Open job application..... 36
 - Elevator pitch..... 38
 - Preparing for a job interview 40
 - Preparing for a remote interview..... 42

- Traffic light system for career options 44
- Comparing options 46
- **Educational opportunities**
 - Finding educational opportunities using Studyinfo..... 48
- **Plans for the future**
 - Next steps in career planning 50
- How to make your job search easier 52**
 - Job search channels 53
 - Job search checklist..... 54
 - Preparing for events 56
 - Using LinkedIn to support your job search 57
 - Using the töissä.fi website 58
 - Visualising your CV on Canva..... 59
- Different paths to a career change – Find the route that suits you best 60**
 - Apprenticeship training 62
 - Independent study supported by unemployment benefit (OMO)..... 64
 - Pay-subsidised work..... 66
 - Work try-out..... 68
 - Labour market training..... 70
 - Job to job – a direct transition to a new field..... 72
 - Studying at an educational institution –
supplementing your skills through education..... 74
 - Career change stories..... 80
- About this project 82**

Welcome to the guide!

This guide is especially designed for you if you are considering a career change, looking to clarify your career plans or exploring new opportunities in working life. The guide is also suitable as a support tool for careers advisors, guidance counsellors and other professionals working in career guidance.

Changing careers can raise many questions: what options are available to you, what expertise you already have and what pathways can lead you in a new direction. The aim of this guide is to help you structure these questions and identify the right next steps that work for you.

The tasks in this guide combine practical exercises, self-reflection tasks and materials developed to support your job search. They will help you identify your skills and strengths, articulate your motivators and outline career pathways that suit you.

The guide progresses through the key themes of career planning: from envisioning the future to clarifying values and motivation, on to identifying strengths and skills, and finally to practical job-seeking tools. You can use this guide at your own pace and go back to the tasks whenever you want to clarify your thoughts or plan your next steps. Each task has been designed to be easy to use and to be completed independently. The tasks are also suitable for use in, for example, teaching, group counselling or one-to-one career guidance.

In addition to the tasks, this guide introduces various pathways to a new profession. Transitions do not always follow the same pattern: while a direct leap into a new role works best for some, for others, studying, apprenticeships or work trials offer a more natural way to explore a new direction. The guide also provides other further information and support for planning a career change and making it happen.

We hope this guide will encourage you, brings clarity to your reflections on changing careers and helps you build your own path, step by step.

You don't need to know where you are heading yet. It's enough that you are ready to explore the possibilities.

Guidance professionals

We have created a dedicated guide to help you support career changers.

You can find it here:
urn.fi/RN:ISBN:978-952-337-551-2

Career planning tasks for career changers

How to use the guide

The guide is divided into themes, which are separated by colour codes. This will help you get a clear overview and easily find the tasks you need at any given moment. Under each theme, you will find at least one task designed to help you explore the subject in more detail.

The themes of the guide are as follows:

- | | |
|--|-----------------------------|
| ● Getting started with career planning | ● Job search |
| ● Values and aspirations in working life | ● Educational opportunities |
| ● Identifying your strengths | ● Plans for the future |
| ● Recognising your competence | |

The tasks in this guide are structured so that each one includes an introduction, a clearly defined objective and set instructions. The duration indicated for each task is an estimate that may vary depending on your pace and how much you have already reflected on these themes in the past. We highly recommend taking notes as you go, as writing down your thoughts helps to

structure your reflection and allows you to return to your insights later. Feel free to take notes in whichever way you prefer, whether by hand or on a computer. Before you begin, gather any materials you might need. Make sure you have time to get to grips with the tasks and a calm, comfortable space that works for you.

Tip

When you reach the “Recognising your competence” theme, we recommend taking your notes digitally. This makes it easier for you to transfer and copy information at the job search stage to your CV and job applications, for example.

Envisioning the future

• Introduction

This task will help you look to the future before making concrete decisions. Often, when considering a career change, our focus tends to be on what we want to leave behind, rather than where we want to go. Envisioning the future helps to clarify the direction. By giving yourself permission to imagine an ideal working life, you will begin to recognise what truly matters to you.

• Duration

20–40 minutes

• Goal

The aim of this task is to outline what kind of working life you want to move towards. The task will help you identify your desired working environments, roles and feelings, as well as to make your own aspirations visible. At this point, the goal is to dream, without worrying about constraints or realities. This task serves as a foundation for the next tasks in this guide – you can always return to your envisioned future and consider which concrete steps would take you towards your desired goal.

• Guidance

Refer to the instructions on the next page and proceed one step at a time.

Envisioning the future



- 1 **Imagine yourself five years from now.** Imagine you are living your ideal working life. At this point, don't let realities or constraints hold your imagination back.
- 2 **Write a “Day in my life” description.** Write a free-form description of a typical weekday. Consider at least the following:
 - Where do you work? What is the working environment like (physical space, people, atmosphere, location)?
 - What kind of tasks does your day include?
 - How do you work (independently, in a team, remotely, on the move...)?
 - Who is around you? What is the interaction and atmosphere within the workplace community like?
 - What is your role?
 - How does it feel to wake up on a Monday morning?
And how do you feel when the workday ends?
 - How does work relate to the rest of your life?

Values reflection

● Introduction

Values are principles that are genuinely important to you and that you wish to pursue in your life. They are not specific goals or professions, but rather guiding factors that shape your choices. Your values serve as your compass in your career: when your work aligns with your values, you more often experience meaningfulness, motivation and satisfaction. Conversely, conflicts of values experienced at work can lead to stress, diminish your well-being and impact the quality of your work.

● Duration

30–60 minutes

● Goal

The aim of this task is to identify your core values in working life and clarify what truly matters to you. It will help you delve into how your values have been realised in your past work and how you want them to be reflected in your future work.

● Instructions

1. Read through the list of values at your own pace. First, write down all the values that seem important to you.
2. Review your selected values and choose the five most important ones. Write these five core values down separately.
3. Reflect on the five values you have chosen. For each value, write down your answers to the following questions: How has this value been reflected in my previous work? When have I felt a special sense of meaning when this value was realised? When have I felt frustrated or conflicted when this value was not realised?
4. Reflect on the values from a future perspective. For each value, write down your answers to the following questions: How do I want this value to be reflected in my future work? In what kinds of tasks, workplace communities or organisations could this value be realised? What concrete signs can I look out for in job ads or during job interviews?

List of values

Note: The explanations below are examples. You can interpret these values in your own way and select the ones that seem meaningful to you, even if their significance differs from the description.

● Autonomy and influence Autonomy – I can decide how I do my work and act independently Influence – I can influence decisions and the direction of the work Leadership – I get to motivate others and take responsibility for our shared direction Responsibility and trust – I am trusted and have the opportunity to take responsibility Authority and decision-making – I have the authority to make decisions Courage – I have the confidence to make decisions and express my views	● Growth and development Learning and curiosity – I can learn new things and develop my skills Expertise – I can apply and deepen my expertise Personal growth – I develop as a person through work Challenge – Work offers the right level of challenge Creativity and innovation – I get to brainstorm and develop something new Education and appreciation of knowledge – Knowledge and education are appreciated	● Safety and stability Safety and sustainability – Work provides financial and structural stability Clarity and predictability – Roles and expectations are clear and understandable Reasonable expectations – The workload and requirements are realistic Peace of mind – Work does not cause constant stress or conflict
● Meaning and impact Meaningfulness – Work feels important and purposeful Social impact – My work contributes to something greater than myself Service and helping others – I can be of service to others Ethics and morality – My work aligns with my values Fairness and equality – Everyone is treated fairly and equally Sustainability – Work is carried out in a sustainable and ethical manner Respect for the environment and nature – Work takes ecological impacts into account	● Community and relationships Sense of community – I feel a sense of belonging within a group Collaboration – Doing things together Appreciation – My work and contributions are noticed and appreciated Empathy and humanity – Human values are respected in the workplace Honesty and openness – Interaction is straightforward and transparent Close and meaningful relationships – Genuine relationships are formed at work Tolerance and respect – Diversity is appreciated	● Well-being and balance Balance – Work and personal life are in harmony Health and well-being – Work supports physical and mental well-being Job satisfaction – Work brings joy and enthusiasm Freedom and flexibility – I can influence my working hours, place of work or ways of working
		● Success and status Success and achievement – I achieve goals and see results Ambition – I want to advance and develop in my career Reputation and status – My work holds a recognised and respected status Financial prosperity – Work provides a good income and financial independence Efficiency and effectiveness – Work is goal-oriented and effective

Desired job characteristics

● Introduction

Changing your profession or field is a major decision that impacts your daily life and identity, and often your overall well-being as well. When reflecting on a career change, it is easy to focus solely on educational requirements or the job market situation. However, it is equally essential to consider what kind of work truly suits you. Examining the characteristics of the work helps you identify your motivation and desires for your future work. When you understand the environment in which you thrive and sustain your energy, it is easier to make sustainable and realistic career choices and successfully navigate towards a career change.

● Duration

30 minutes

● Goal

The goal of the task is to help you identify the job characteristics that boost your motivation and support your well-being at work. At the same time, it will help you understand why a previous role may have felt draining or like a poor fit. This task can help you discover new, realistic directions for a career change or career planning. The goal is not to find the “perfect profession” right away, but to clarify your direction and the criteria for your decision-making.

● Instructions

1. **Take your time to review the list of job characteristics.** Read through the whole list and pause at the characteristics that feel natural, important or meaningful to you.
2. **Write down all the characteristics** that feel particularly important or meaningful.
3. **Narrow it down to the most important ones.** Review your selected characteristics and choose the 3–5 most important ones. These are the characteristics that you are not willing to compromise on in the future.
4. **Use your choices for further reflection.** Move forward by exploring professions or fields where these key characteristics come together.

Desired job characteristics

List of job characteristics

● Working hours and rhythm

- Regular working hours
- Shift work (two/three shifts)
- Flexitime
- Contract work
- Fast-paced work
- Long-term focus
- Part-time work
- Project work
- Seasonal work
- Daytime hours
- On-call work

● Self-expression at work

- Artistic expression
- Music
- Creativity
- Brainstorming
- Design
- Performing
- Culture
- Writing
- Storytelling
- Media production and content creation

● Technology and tools

- Technology / IT
- Machinery and equipment
- Social media
- Programming
- Automation
- Digital tools
- Data and AI

● People and interaction

- Customer service
- Working with people
- Guidance or advisory work
- Teaching or education
- Coaching
- Care work, nursing or helping roles
- Multicultural work
- Conflict resolution and mediation

● Well-being

- Exercise
- Physical work
- Food-related work
- Ergonomics
- Workload
- Work-life balance

● Values, meaning and motivation

- Ethical work
- A sense of calling
- Environment
- Politics or society
- Commercial work
- Entrepreneurship
- Publicity
- Social impact
- Sustainable development
- Meaningful work
- Volunteering

● Target groups

- Children
- Young people
- Adults
- Families
- The elderly
- People with disabilities
- Prisoners
- Immigrants
- The unemployed
- Students
- Workplace communities

● Workplace community and working conditions

- Nice colleagues
- Well-managed work
- Stability
- Opportunities for development and advancement
- Feedback and encouragement
- Well-being at work
- Psychological safety

● Working environment and place of work

- Indoor work
- Outdoor work
- Mobile work
- Travelling
- Remote / hybrid work
- International working environment
- Noisy / peaceful working environment

● Nature and content of the work

- Routine work
- Variability
- Detail-oriented work
- Practical work
- Intellectual work
- Physical work
- Analytical work
- Research
- Theoretical / scientific approach
- Development work
- Deep reflection
- Documentation
- Quality control
- Problem-solving
- Decision-making

● Roles and responsibilities

- Leadership
- Working as a subordinate
- Independent work
- Teamwork
- Influencing
- Organising
- Arranging
- Expert role
- Project responsibility
- Supervisory work

Exploring strengths

• Introduction

Each of us has a variety of character strengths that affect how we act, make choices and deal with change. When considering a career change or a new professional direction, our attention is often drawn to missing skills or uncertainties. However, for self-awareness and overall well-being, it is more important to recognise your strengths. Strength-based career planning is also likely to lead to more sustainable career choices.

• Duration

40–60 minutes

• Goal

The aim of this task is to introduce you to your character strengths using the VIA Survey. The task supports self-awareness and helps you understand how your strengths can serve as a resource during career reflection and a potential career change.

• Instructions

1. **Take the VIA Character Strengths Survey.** Start mapping out your character strengths by completing the VIA Institute's survey at www.viacharacter.org. See the next page for more detailed instructions on how to complete the test.
2. **Review your strengths report.** The VIA Survey provides a list of 24 character strengths, ranked by how strongly they show up in your life right now based on your answers. The strengths at the top of the list are often referred to as your signature strengths.
3. **Focus on your top 5 strengths.**
Pause to reflect on the following questions:
 - Do you agree with the results? Why or why not?
 - Which of these strengths feel particularly familiar or authentic to you?
 - Did any of the strengths surprise you or evoke conflicting feelings?

Exploring strengths



- 1 Go to www.viacharacter.org
- 2 Click **TAKE FREE SURVEY** in the top corner.
- 3 Fill in the **registration details**. If you prefer, you can change the language (we recommend taking the test in your native language). Select **BEGIN THE SURVEY**.
- 4 Choose the **VIA Adult Survey**.
- 5 **Answer all 120 questions.** Each question has five options. Choose the one that describes you best. Answer honestly, but try not to overthink your choices. After completing the test, you will see a summary page of your signature strengths. By clicking “Access now” at the bottom of the page, you can view your free full report.

Making your strengths visible

• Introduction

Recognising your own strengths is not always easy on your own. Particularly when considering a career change or a new professional direction, attention is easily drawn to uncertainties and what should be changed. Having a conversation with a colleague, friend or someone close to you can help you notice strengths you might not have thought of yourself. Other people often see more clearly when you are at your best and what your strengths are as a team member. This task offers an opportunity to receive valuable feedback and gain new perspectives on your strengths.

• Duration

30–50 minutes

• Goal

The goal of this task is to deepen the understanding of your strengths through conversation. The aim is to identify both familiar and new strengths and to learn how to articulate them clearly. Furthermore, the task supports the development of self-awareness and helps you see how others perceive your strengths and ways of working, particularly from the perspective of career reflection and a possible career change.

• Instructions

Please see the instructions on the next page and proceed step by step.

Making your strengths visible

- 1 **Choose a conversation partner or partners.** Your partner could be a colleague, a friend, a family member or anyone else who knows you well. You can also have this conversation with multiple people and compile the insights.
- 2 **Have the conversation using the prompts below.** Use the provided questions as a framework for your discussion. Feel free to rephrase them or to ask follow-up questions, depending on whether your partner has seen you in a professional setting or if the focus is more on leisure time. However, all observed strengths and examples are equally important, regardless of the operating environment.
- 3 **Listen to the answers with an open mind and write down key observations.** If necessary, ask further questions.
- 4 **Compile the strengths.** Write down at least five strengths that came up during the conversation.
- 5 **Reflect on how to leverage these strengths in the future.** Consider how you could or would like to use these strengths in future working life. Write down ideas about the types of tasks, roles or working environments where these strengths would stand out the most. If you wish, you can use these insights later, for example, when looking for a job, preparing for job interviews or evaluating your options.

Prompts to support the discussion:

- What things do you think I am particularly good at?
- In what kinds of situations do I seem to succeed or be at my best?
- What do you consider to be my most prominent strengths?
- How do these strengths show up in practice (any specific examples)?
- What types of tasks or roles do you think my strengths are well-suited for?

Identifying and substantiating your strengths

• Introduction

Our own strengths are not always obvious to us, because they often come naturally and therefore go unnoticed. When considering a career change or a new career direction, attention is easily drawn to what you cannot do yet or what you still need to learn. Consequently, your existing strengths and the ways of working based on them can be overlooked. Focusing on your strengths helps to increase your self-awareness and boosts confidence in your capabilities during a time of transition. This task lays the foundation for leveraging your strengths more consciously in career planning and a possible career change.

• Duration

20–30 minutes

• Goal

The goal of this task is to help you identify and name your strengths, and to reflect on how they manifest in practice. The aim is also to learn how to articulate your strengths in a concrete way so that you can leverage them in job search, studies and career planning, for example.

• Instructions

1. **Select the strengths that describe you.** Review the list of strengths on the next page and choose five that best describe you. If you have previously taken the VIA Survey, you can also use those results to support your choices.
2. **Substantiate your chosen strengths.** Reflect on how your selected strengths show up in your daily life, studies or work. Write a brief, concrete example for each strength you chose. E.g. perseverance: I see things through to the end. Most recently, this was evident when I completed an unfinished course alongside my job.
3. **Use these examples in the future.** Feel free to use the examples you wrote in your job applications or your elevator pitch.

Identifying and substantiating your strengths

The strengths listed below are based on the classification of virtues and character strengths by Peterson & Seligman (2004). If you would like to explore your strengths in more detail, you can do so by using the [VAHTO Strengths Cards](#) (VAHTO vahvuuskortit) or the [Workbook of Strengths-Based Future Guidance](#) (Vahvuusperustaisen ohjauksen työkirja).

Wisdom and Knowledge Creativity, curiosity, open-mindedness, love of learning, perspective	Temperance Forgiveness, modesty, prudence, self-regulation
Humanity Love, kindness, social intelligence	Justice Teamwork, fairness, leadership
Courage Bravery, perseverance, authenticity, zest	Transcendence Appreciation of beauty and excellence, gratitude, hope, humour, spirituality

Skills mapping

● **Introduction**

When changing careers, your skills may feel narrow or heavily tied to your previous profession. In reality, a large proportion of your skills are transferrable and can be used across a wide range of industries.

● **Duration**

20–30 minutes

● **Goal**

The purpose of this task is to help you recognise just how much expertise you already possess. The skills list will get you started, and you are free to add to it. The goal is to identify and articulate your skills, and to realise how much of your expertise goes with you when you change careers or roles.

● **Instructions**

1. **Take your time to review the skills list.** Read through the full list of skills on the next page.
2. **Identify the skills that describe you.** Select at least 10 skills or competencies from the list that describe you. You can think about things you have received positive feedback on, for example. Write down the skills for yourself.
3. **Supplement the list with your own skills.** Consider whether you have any strengths or skills that are not included in the list. Write these down as well.
4. **Use your skills list for further reflection.** Use the list you have created when thinking about suitable jobs and when preparing your elevator pitch and/or job application.

Skills list

● Digital and technical skills Use of office software (word processing, spreadsheets, presentations) Email, calendar, digital tools Cloud services and file management Remote and hybrid working tools (videoconferencing, chat) Visual skills Basic data processing Social media use and content production Use of collaborative platforms Use of project management tools Online pedagogical methods	● Leadership and organisational skills Leadership and informal leadership Self-management Guidance and induction Overview management Organisation and planning Scheduling and task prioritisation Decision-making ability Reporting Goal-oriented working Change management Taking responsibility	● Work skills and functional capacity Ability to work under pressure Stress tolerance Resilience Concentration Diligence Accuracy Initiative Active approach to work Commitment Flexibility Adaptability Time management Prioritisation of tasks
● Interaction and collaboration skills Communication skills (oral and written) Listening skills Interaction skills Negotiation skills Stakeholder engagement Teamwork skills Working in a group Collaborative skills Networking Customer service skills Customer relationship management Conflict resolution Solution-oriented approach Mediation skills Encouragement and support	● Cognitive and thinking skills Problem-solving ability Analytical and critical thinking Ability to see the big picture Systematisation Proactive and logical thinking Ideation and creative thinking Innovativeness Reflection and assessment Information retrieval, source criticism, analysis and reporting ● Learning skills Ability to absorb new information quickly Development expertise Receiving and applying feedback Self-assessment skills Curiosity Continuous learning Readiness for change	● Project management skills Project planning, goal-setting Project phases: planning, execution, monitoring, closure Scheduling, monitoring and prioritising Seeing the big picture in projects Resource and task coordination Risk identification and management Project communication and status reporting Facilitating meetings, workshops and briefings

Reviewing your skills

• Introduction

When considering a career change or a new career direction, your expertise can feel difficult to define and articulate, especially if your previous work no longer feels right for you. Skills often remain invisible because they feel self-evident to us. Expertise is not limited to formal education or qualifications, but is built from experiences, skills, ways of working and mindset. Positions of trust, voluntary work, and various projects also build your competence. When you articulate your skills in concrete terms, it becomes easier to recognise their transferability to new roles and to use them in your job search.

• Duration

60–90 minutes

• Goal

The goal of this task is to help you review your skills through concrete work tasks. The goal is also to identify your transferable skills in relation to future job opportunities and to generate material for your job applications and interviews.

• Instructions

1. **Select a job role or area of responsibility to review.** Begin by choosing one job role, position of trust, project or other responsibility.
2. **Review the role using the supporting prompts on the following page.** Aim to write down your job description, skills and achievements as comprehensively as possible. No detail is too small or simple to be worth writing down.
3. **Reflect on the transferability of your skills.** Review what you have written and consider which skills, competencies and achievements could support you in a new job or field. Reflecting on this will help you articulate your experience concretely in job applications and to prepare for interviews.
4. **Repeat the task for other roles.** Do the same review for your other job roles or areas of responsibility.

Reviewing your skills

Prompts for a skills review:

• Job tasks and responsibilities:

What tasks did your role involve? What were you responsible for, either individually or as part of your team? What did you spend most of your working time on? For example, think about a typical working day, week or month and consider everything it entailed.

• Strengths:

Which of your strengths did you get to use in this role?
What elements of the work got you excited, and when did you feel a sense of flow?

• Skills:

What skills did you need to have in order to perform your tasks successfully? You can categorise your expertise into themes, such as communication skills, IT and digital skills or customer service.

• Achievements and feedback

What have you received praise for from colleagues, your supervisor or clients?
What are your key achievements?
Provide concrete examples and use data or figures where possible.

• Learning and development:

What did this specific role teach you?
How did your professional skills and competencies develop during this work experience?

Your STAR moments

- **Introduction**

Articulating your own expertise can be challenging, especially during a job search. Simply listing your attributes is not enough; employers are interested in how your skills translate into practice. Throughout our lives, we accumulate valuable professional competence from studies, hobbies, voluntary work and everyday responsibilities. Identifying this broader expertise is particularly important when changing careers. In this task, you will pause to recognise your own STAR moments: situations where you succeeded, developed or resolved a challenge. By using these examples, you will make your expertise visible and credible.

- **Duration**

30–45 minutes

- **Goal**

The goal of this task is to help you identify and articulate your expertise through concrete examples. The task also strengthens your job-seeking skills, as the STAR method can be applied in job applications and interviews, for example.

- **Instructions**

Please see the instructions on the next page and proceed step by step.

Your STAR moments

Prompts for a skills review:

1 **Select one or two situations where you succeeded**
(e.g. at work, during your studies, in your hobbies or in everyday life).
Focus on concrete actions and situations.

2 **Describe the situation using the STAR model:**

S (Situation):
What was the initial situation?

T (Task):
What did you need to achieve or resolve?

A (Action):
What did you do in practice?

R (Result):
What was the final outcome?
What did you learn? What skills did you use in the situation?

The Hand of Capabilities

● **Introduction**

A career change often requires you to review your expertise from a new perspective. The Hand of Capabilities task will help you see your expertise as a whole and identify the kind of “tacit knowledge” that is frequently left off formal employment references.

● **Duration**

60–90 minutes

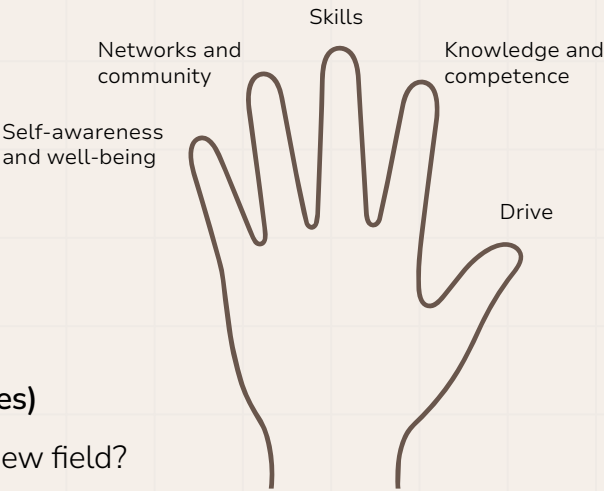
● **Goal**

The goal of this task is to help you identify and articulate your expertise clearly and comprehensively. The goal is also to realise how your previously acquired expertise transfers and applies to a new field. In addition, the task supports you in finding concrete examples that you can use to demonstrate your skills when applying for jobs or training, for example.

● **Instructions**

1. **Draw the outline** of your own hand on a piece of paper, or sketch a simple picture of a palm with five fingers. Each finger represents one area of capability.
 - Thumb: Drive (motivation, attitude and values)
 - Index finger: Knowledge and expertise (education and substance)
 - Middle finger: Skills (practical skills and methods)
 - Ring finger: Networks and community (inclusion and social capital)
 - Little finger: Self-awareness and well-being (personal strengths and coping)
2. **Write** your thoughts, examples and answers next to each finger, using the prompts found on the following page. Aim to write down concrete examples of situations where your expertise has been demonstrated. You can use single words, bullet points or short sentences.

The Hand of Capabilities



Prompts for a skills review

- 1 **Thumb: Drive (motivation, attitude and values)**
 - What motivates you to transition into a new field?
 - What values guide your actions?
 - In which situations has your attitude helped you overcome challenges you have faced?
- 2 **Index finger: Knowledge and expertise (education and substance)**
 - What prior expertise can you leverage in a new field?
 - What degrees, courses or certifications do you hold?
 - Where could you acquire new knowledge when moving into a new field?
- 3 **Middle finger: Skills (practical skills and methods)**
 - What skills, tools or methods are you proficient in?
 - What are you particularly good at (e.g. communication, organising, problem-solving)?
 - In which situations have you used your skills successfully?
- 4 **Ring finger: Networks and community (inclusion and social capital)**
 - Which networks or communities do you belong to?
 - Who knows your capabilities and could, for example, recommend you for new roles?
 - In what ways have you been active or made an impact in your communities (e.g. a housing association or relatives)?
- 5 **Little finger: Self-awareness and well-being (personal strengths and coping)**
 - What are your key strengths?
 - How do you take care of your well-being at work?
 - What successful experiences do you have in mastering a new skill or theme?

Tip

Use your reflections from the previous tasks (e.g. [2 Values reflection](#), [8 Reviewing your skills](#), and [6 Identifying and substantiating your strengths](#)). These will support you in completing this task and guiding your reflections.

CV

● **Introduction**

A CV (Curriculum Vitae) is one of the most important documents in your job search, and it is often the very first thing an employer sees. The purpose of a CV is to quickly provide a clear overview of your expertise and work experience. Particularly when changing careers, your CV is a vital tool that allows you to make your skills visible, even from new perspectives. A well-crafted CV is not just a list of past tasks. It is a carefully considered summary that helps the employer to understand exactly why you are the right fit for the role.

● **Duration**

30–90 minutes

● **Goal**

You will create a clear, tailored CV that presents your work history, education and key competencies in a logical and easy-to-read format. Your CV will complement your job application, give the employer a quick overview of who you are and improve your chances of securing an interview.

● **Instructions**

1. **Choose a clear structure and format for your CV.** You are free to customise the visual layout, as long as the overall look remains clean and professional. A suitable length is typically 1–2 pages, depending on the length of your work history. You can use the example on the next page for guidance.
2. **Gather the relevant information and tailor your CV for the role.** List your education, work experience and any other relevant background. Select and emphasise the skills and experience that are most relevant to this specific job.
3. **Check the layout and technical presentation.** Before sending, always ensure that the layout is correctly aligned and that fonts and text sizes are consistent. Always submit your CV in PDF format, unless instructed otherwise.

Add a photo of yourself here.
The purpose of the photo is to help the employer remember you from among the applicants. A clear headshot against a neutral background.

First name Last name

You can insert your motto here

PROFILE

Describe who you are professionally, what your key competencies are and your future career direction. Keep your profile text concise, ideally around 3 sentences.

EDUCATION

Degree, institution | Year of graduation

Include, for example, your minor or thesis topic if they are relevant to the role you are applying for.

Degree, institution | Year of graduation

If you hold multiple degrees, list the most recent one first.

IT SKILLS

E.g. Microsoft Office 365 software

REFERENCES

Referee's name

Job title, Company

Phone number

Note: Make sure you have the referee's permission!

CONTACT DETAILS

Phone number

Email

LinkedIn: insert hyperlink

WORK EXPERIENCE

List your employment history in reverse chronological order, starting with the most recent job.

If you have multiple past roles, focus on listing those most relevant to the job you are applying for.

Job title | Month/Year – Month/Year

Organisation, location

You can include a brief overview of the following, for example:

What were your duties and responsibilities? What was the working environment like and what were its key characteristics? What expertise did the role require and what skills did it help you develop? Who did you work with? What positive feedback did you receive? What were your achievements or what did you find most inspiring in the role? Provide concrete examples. Write in full sentences where possible.

Job title | Month/Year – Month/Year

Organisation, location

Job title | Month/Year – Month/Year

Organisation, location

LANGUAGE SKILLS

English – Active working language

Swedish – E.g. B.1.1.

Tip

You can also build your own visual CV on Canva. Instructions for using Canva can be found on [page 59](#). Feel free to also draw on your reflections from previous tasks (e.g. 9 Your STAR moments). These will support you in completing this task and guiding your reflections.

Skills-based CV

● **Introduction**

A skills-based CV focuses on the applicant’s skills and capabilities. It is particularly well-suited for situations where your work experience consists of several different roles, your career history is fragmented or you are changing career direction. Instead of following a chronological order, this CV highlights what you can do and how your expertise meets the requirements of the role you are applying for. The CV is built around clear core competencies, such as professional skills, digital skills, customer service or project work. Under each skill area, you should provide concrete descriptions of where and how you have applied these skills in the past.

● **Duration**

30-90 minutes. It will take a bit more time on your first attempt. However, a carefully crafted template will speed up the process for future job applications.

● **Goal**

To create a CV tailored to the role that effectively and clearly showcases your expertise, supports your job application, helps you stand out in the job market and improves your employability.

● **Instructions**

- 1. **Keep the layout clean and visual.** You are free to customise the design of your skills-based CV, but ensure that it remains easy to read and clear. Aim to keep the length to around 1–2 pages, depending on the extent of your work history.
- 2. **Identify 2–3 core skill areas that are relevant to the role you are applying for.** If you wish, you can use the skills-based CV template on the following page to help describe these areas.
- 3. **Check the layout and technical execution.** Before sending, always double-check that the formatting looks right and that there are no inconsistencies in fonts or text sizes, for example. Always submit your CV in PDF format unless explicitly instructed otherwise.

Tip

You can also build your own visual CV on Canva. Instructions for using Canva can be found on [page 59](#). Feel free to also draw on your reflections from previous tasks (e.g. [8 Reviewing your skills](#)). These will support you in completing this task and guiding your reflections.

First name Last name

Add a photo of yourself here. The purpose of the photo is to help the employer remember you from among the applicants. A clear headshot against a neutral background.

PROFILE

Describe who you are professionally, what your key competencies are and your future career direction. A good profile text concise, ideally around 3 sentences.

CONTACT DETAILS

Phone number
Email
LinkedIn (link to profile)

WORK EXPERIENCE

Title, Company
month/year – month/year
Brief job description
Title, Company
month/year – month/year
Brief job description

EDUCATION

Degree and institution, year of graduation
Include, for example, your minor or thesis topic if they are relevant to the role you are applying for.
Degree and institution, year of graduation
If you hold multiple degrees, list the most recent one first.

REFERENCES

Referee’s name
Job title, company
Phone number
Note: Make sure you have the referee’s permission!

Write down below the most relevant skill sets you have identified in relation to the role you are applying for. Below are examples of how to demonstrate the type of expertise you possess through concrete examples.

Project work

I have the ability to schedule, plan and successfully deliver projects to the desired outcome. In my previous role, I managed the implementation and evaluation of a new POS system. My special expertise includes the development and roll-out of innovative evaluation methods.

Customer service

My customer service experience in fashion retail and telemarketing has developed my ability to handle demanding customer situations, where I have successfully resolved customer complaints, among other tasks. My key strength in customer service is my ability to get along with different kinds of people.

Digital skills

List here the software you have used, for example, desktop publishing and image editing software, analytics tools, social media tools, etc.

LANGUAGE SKILLS

English – Active working language
German – E.g. b.1.1.

FEEDBACK I HAVE RECEIVED

Here, you can share positive feedback you have received from customers, colleagues or line managers, for example.

Job application

● **Introduction**

A job application is one of the most important tools in your job search. A well-crafted job application complements your CV and explains exactly why you are the right person for the role. It highlights your motivation and interest in the specific position, as well as your suitability for the role. A carefully prepared application significantly improves your chances of securing an interview and landing the job.

● **Duration**

30–90 minutes

● **Goal**

The goal of this task is to enable you to draft a targeted job application that showcases your skills, motivation and suitability for the role. The task will help you articulate your expertise convincingly and stand out from other applicants.

● **Instructions**

1. **Research the role and the organisation.** Before you begin writing your application, familiarise yourself with the position and the organisation. Identify the specific skills and expertise most critical for the role.
2. **Reflect on your expertise.** Consider which aspects of your previous roles, education or other experiences best align with the requirements of the job.
3. **Write your application using the template provided on the next page.** Tailor the content of your application to match the duties and skill requirements outlined in the job advertisement. Use concrete examples when describing your expertise and achievements. For example, quantifiable successes and feedback from supervisors or colleagues are excellent, tangible ways to demonstrate your capabilities and workplace skills.
4. **Pay attention to layout.** Your application should fit onto a single A4 page. Justify the text. Before sending, always double-check that the formatting looks right and that there are no inconsistencies in fonts or text sizes, for example. Always submit your application in PDF format unless explicitly instructed otherwise.

Job application

Job title, company name

In the first paragraph, explain why you are applying for a job with this company and why the vacant role interests you. This demonstrates your motivation. Then state why you should be hired; that is, what value you bring to the company or what aspects of your expertise the employer might be interested in. Around three sentences is an appropriate length for the opening paragraph. It is crucial to capture the employer’s interest right from the start.

In the second paragraph, highlight your educational and professional background, focusing particularly on your skills. The goal is to demonstrate your qualifications for the role. Reflect your expertise against the requirements and preferences outlined in the job advertisement. Use concrete examples to back up your claims. For example: *“The role requires experience in customer service and POS systems. In my previous role as Store Manager, I developed the store’s customer journey, which significantly improved customer satisfaction scores. I was also involved in developing the Group’s POS system to make it more user-friendly.”*

In the third paragraph, you can describe what you are like as an employee and a member of a workplace community. Provide concrete examples by referring to your past workplaces, or share what your former colleagues or supervisors have said about you. For example: *“My approach to work is highly customer-oriented. My supervisors have highlighted how I always do my work with the customer’s needs in mind, and colleagues have also given feedback on my good teamwork skills.”* You may also mention hobbies and positions of trust if they are relevant for the role you are applying for.

In the concluding paragraph, set the stage for the next steps in the job search process. Emphasise your enthusiasm for moving forward; for example, in the form of an interview. Include any additional information requested in the job advertisement, such as your salary expectations or your access to a car for work purposes.

Yours sincerely,
Name
Phone number

Tip

Use your reflections from the previous tasks (e.g. 2 Values reflection, 8 Reviewing your skills, and 6 Identifying and substantiating your strengths). These will support you in completing this task and guiding your reflections.

Hidden job market

- **Introduction**

Not all job vacancies are advertised publicly. Many career opportunities are uncovered through networking or by taking personal initiative. Searching the hidden job market relies on identifying employers that interest you and reaching out to them on your own initiative. While this can feel challenging at first, it offers an opportunity to stand out and discover roles that are exactly right for you.

- **Duration**

60 minutes

- **Goal**

The goal of this task is to help you identify hidden job opportunities and practise proactive job searching. The task also aims to teach you how to map out interesting employers, articulate your skills to match their specific needs and lower the threshold for making that first contact.

- **Instructions**

Please see the instructions on the next page and proceed step by step.

Hidden job market

- 1 **Identify interesting employers.** List 3–5 organisations or workplaces that interest you.
 - You can search for these online, on social media or through your own networks, for example.
 - Reflect on exactly why these specific jobs appeal to you.
- 2 **Conduct background research.** Select one employer and look into them in more detail:
 - What does the employer do (e.g. sector, services, customers)?
 - What kind of professionals do they employ (e.g. educational background)?
 - What kind of experts do they possibly need?
- 3 **Note down 2–3 skills or strengths that fit this workplace.** Compare your own expertise with these findings. Consider:
 - What skills do you have that could bring value to this employer?
 - What could you offer them, even if there is no current vacancy?
- 4 **Practise making contact.** Draft a short message or an elevator pitch that you could use to approach the employer. You can use [Task 15](#) to write an open job application to express your interest in working for them.

Tip

Feel free to also draw on your reflections from previous tasks (e.g. [8 Reviewing your skills](#), [16 Elevator pitch](#)). These will support you in completing this task and guiding your reflections.

Open job application

- **Introduction**

An open job application is a way to approach an employer when there are no suitable vacancies currently advertised. It allows you to demonstrate your interest in a specific organisation and highlight the expertise you can offer. An open job application is based on proactivity and targeting. Instead of responding to an existing job advert, you are demonstrating your initiative and ability to identify the skills a company might need and how you, in particular, could meet that need.

- **Duration**

60–90 minutes

- **Goal**

The goal of this task is to help you build a clear and targeted open application for an employer of your choice. The aim is to learn how to justify why you are approaching that specific organisation and how your skills could meet their needs. At the same time, you will practise proactive job-seeking and making professional contact.

- **Instructions**

1. **Choose an employer** that interests you and to whom you would like to send an application.
2. **Find out who to address.** Where possible, search the company’s website to find the person responsible for recruitment or the relevant team manager. Also check whether the company website has a dedicated form for open applications, or a general recruitment email address where they prefer such applications to be sent.
3. **Write your application** using the template on the next page.

Open job application

Open job application, organisation name

In the first paragraph, explain why you are contacting this specific organisation and what aspects of their work interest you. This demonstrates your motivation. Briefly outline the types of roles you are interested in, highlight the expertise you can offer and explain why they should get to know you better. Around three sentences is an appropriate length for the opening paragraph.

In the second paragraph, outline your educational and professional background, alongside your core skills. Describe the types of roles you have held and what you have achieved. Map your expertise against the organisation’s operations and describe how you could add value to their work. Use concrete examples to back up your claims. For example: *“Your organisation places a strong emphasis on customer-oriented service. In my previous customer service roles, I developed my skills in handling customer interactions and using POS systems. I was responsible for serving dozens of customers daily, processing payment transactions and resolving complaints, which enhanced my ability to handle various customer situations smoothly.”*

In the third paragraph, you can describe what you are like as an employee and member of a workplace community. Provide concrete examples by referring to your past experiences. You can also highlight your strengths, your way of working or your motivation to develop professionally.

You may mention hobbies or other activities if they support the direction the employer wishes to pursue. In the concluding paragraph, express your interest in discussing potential job opportunities in more detail. You can suggest a follow-up call or a meeting. If you wish, you can also mention practical matters, such as your availability or your interest in starting in a specific role.

Yours sincerely,
Name
Phone number

Tip

Use your reflections from the previous tasks (e.g. [14 Hidden job market](#), [8 Reviewing your skills](#), and [6 Identifying and substantiating your strengths](#)). These will support you in completing this task and guiding your reflections.

Elevator pitch

- **Introduction**

An elevator pitch is a short and concise way to talk about yourself, your skills and your goals. It can be used for job searching, networking events or at the very start of a job interview, for example. A well-constructed elevator pitch helps you to make a clear and compelling first impression. For a career changer, an elevator pitch is particularly important, as it allows you to highlight your transferrable skills and explain why you are a serious contender in your new field as well.

- **Duration**

60–90 minutes

- **Goal**

The goal of this task is to help you condense your skills, strengths and goals into a clear and fluent elevator pitch. The aim is to learn how to articulate your value to an employer and present your core expertise in a concise format. This task also builds confidence in your job search and helps you to communicate your skills naturally in various situations.

- **Instructions**

Review the guidelines for creating an elevator pitch on the next page and proceed step by step.

Tip

Use your reflections from the previous tasks (e.g. 8 Reviewing your skills, and 6 Identifying and substantiating your strengths). These will support you in completing this task and guiding your reflections.

Elevator pitch

An elevator pitch is built around the four components below. A completed pitch lasts around 1–2 minutes. You can find useful tips in the example sentences. When drafting your pitch, it is a good idea to write down a few keywords for yourself. However, it is important to learn your pitch in a natural way so that it is easy to deliver verbally when the right situation arises.

- 1 **Start by stating who you are.** Briefly describe your background or professional direction. *“I am a customer-focused project management professional with a strong background in leading teams.”*
- 2 **Next, talk about your expertise;** that is, what you bring to the table. Choose 2–3 key skills and explain what you achieve with them. Think about what you can do and how it would benefit the new role. *“One of my core skills is digital marketing, through which I have significantly increased the visibility of my previous company, among other achievements.”*
- 3 **Describe your way of working;** how you do what you do. Highlight one strength and make it concrete. *“Creativity is my core strength, which is reflected, for example, in my way of coming up with new approaches to familiar tasks. For me, creativity also means using a keen visual eye in my work.”*
- 4 **State your goals and motivation.** Explain what you want next in your career and why. Think about why this should appeal to your listener, such as an interviewer. *“I am currently looking for an opportunity to take on a more responsible and independent role, where I can use my skills to advance the organisation’s goals. Your growing company would offer me an opportunity for personal growth, which would also allow the company to streamline its operations.”*

Example of a career changer’s elevator pitch:

“I have previously worked in cleaning and customer service, and I am now moving into care assistant roles. I have strong experience in working meticulously, supporting smooth daily routines and interacting with people. In my work, I am used to taking customers’ individual needs into account and keeping the environment pleasant and safe. As a professional, I am reliable and calm, and I thrive in roles where I can help others. I am now looking for a new kind of opportunity to support people’s well-being in their daily lives.”

Preparing for a job interview

● **Introduction**

A job interview is an important stage of the application process, offering you the opportunity to demonstrate your skills, motivation and suitability for the role. The purpose of the interview is to determine how well you meet the requirements of the job and what you are like as an employee. At the same time, it is an opportunity for you to assess whether the role and the organisation are the right fit for you. Thorough preparation will help you make a strong first impression and will boost your confidence during the interview.

● **Duration**

1–3 hours

● **Goal**

The goal of this task is to ensure you are a well-prepared, confident and compelling candidate who can clearly articulate their skills and motivation, as well as demonstrate a genuine interest in the role and the employer.

● **Instructions**

- 1. Review the list of the most common job interview questions on the next page.
- 2. Practise answering these interview questions. You can write down your main points and practise speaking your answers aloud to ensure your delivery is fluent during the actual interview.

Tip

Use your reflections from the previous tasks (e.g. 2 Values reflection, 6 Identifying and substantiating your skills, 8 Reviewing you skills, Elevator pitch). These will support you in completing this task and guiding your reflections.

Preparing for a job interview

- 1 **Introduce yourself.** Focus on your work history and skills that are relevant for the role. Crafting an elevator pitch will help you prepare for this question. You can look at [Task 16](#) for an example.
- 2 **Why are you applying for this job? / Why do you want to work for us?** Connect your own motivation to the company's operations. Refer back to what you stated in your application. Example: "Your focus on the customer experience really appeals to me, and my background in customer service complements this approach perfectly."
- 3 **What are your strengths?** Think of 1–3 strengths that suit the position, along with short, concrete examples. Example: "One of my strengths is leadership, which in practice means that I naturally take on the responsibility of coordinating team projects."
- 4 **What are your weaknesses / areas for development? Think of a genuine but not overly critical weakness in advance, and explain what you are doing or have already done to improve on it.** Example: "Sometimes I can be overly meticulous, but I have learned to prioritise my tasks more effectively."
- 5 **Where do you want to develop further? Demonstrate a willingness to learn and progress in the role or field you are entering.** Example: "I want to develop my digital skills, and I have already enrolled in a course on advanced Excel usage."
- 6 **Why should we hire you?** Summarise your skills, motivation and value to the employer. Example: "I bring customer service skills to the team, along with sales experience and a strong motivation to learn new things."
- 7 **How do you work as a team member?** Explain your most natural role and describe your strengths in teamwork situations. Example: "I often take responsibility for coordination and make sure that collaboration runs smoothly."
- 8 **What kind of feedback have you received about your work in the past?** Highlight concrete, positive feedback from customers, supervisors or colleagues, for example. Example: "I have been commended for my reliability and good communication skills."
- 9 **In your opinion, what makes a good supervisor?** Explain what helps you succeed in your work. Example: "I appreciate clear communication and constructive feedback."
- 10 **Do you have any questions? Always prepare to ask something about the job, the team or the practicalities of the role. It is a good idea to have several questions ready so that you always have one to ask, even if some topics have already been covered during the interview.** Examples: "What would a typical working day look like for me?" "What opportunities are there for development in this role?" "How will the recruitment process proceed from here?"

You can also ask about the salary if it was not specified in the job advert.

Preparing for a remote interview

● **Introduction**

A job interview may sometimes be conducted on online platforms (such as Google Meet, Microsoft Teams, Skype or Zoom). A remote interview requires the same preparation as a face-to-face meeting, but additional attention must be paid to technology, your environment and your screen presence. These guidelines will help you manage the remote interview professionally.

● **Duration**

30–45 minutes

● **Goal**

Ensure that both your technical setup and your personal presentation support you in showcasing your skills. The goal is to create a confident and natural impression over video connection, and to handle any unexpected situations calmly.

● **Instructions**

1. **Prepare well in advance of the interview time.** Choose a quiet, distraction-free space with a clean, neutral background. Ensure that the lighting is sufficient and is coming from the front. Position your camera at eye level to establish natural eye contact. Test your microphone, speakers and internet connection.
2. **Join the interview via the link provided by the employer.**
3. **Be yourself and relax during the interview.** Express your interest through your facial expressions and gestures, and listen actively. Avoid speaking over others, as there may be a slight lag in the audio. If you experience an unexpected technical glitch, do not panic. If the connection drops, view it as an opportunity to demonstrate your ability to handle pressure calmly.

Preparing for a remote interview

Checklist for a remote interview. Go through these points before the interview begins:

- 1 Technology and the environment
- ✓

Power supply: Ensure your computer is plugged into a charger or the battery is fully charged.
- ✓

Connection: Test that your internet connection is working properly (Tip: Close any heavy background programs and extra browser tabs.)
- ✓

Sound and Image: Test your microphone and camera within the application settings.
- ✓

Background: Keep your background tidy and neutral (e.g. no clothes drying racks or a bright window directly behind you).
- ✓

Light: Ensure there is sufficient lighting, coming from the front.
- ✓

Camera level: Position the camera at eye level (use a stack of books under your laptop if necessary).
- 2 Personal preparation
- ✓

Clothing: Wear professional attire that is smart and appropriate for the occasion.
- ✓

Peace and quiet: Put your phone on silent and inform anyone sharing your space that you are in an interview.
- ✓

Contingency plan: Have the interviewer’s phone number saved or written down next to you.
- 3 Materials within reach
- ✓

Notes: Keep a pen and paper ready for taking notes.
- ✓

Job advert: Have the job description and your CV easily accessible for reference.
- ✓

Water: Keep a glass of water nearby in case your throat gets dry.

Tip

Whether your interview is remote or face-to-face, investing time in preparation is the best way to help you relax. Make use of your reflections from the previous tasks (e.g. [17 Preparing for a job interview](#)). These will support you in completing this task and guiding your reflections.

Traffic light system for career options

● **Introduction**

When looking for a new direction, it is important to browse vacancies with a genuinely open mind. First impressions can easily dictate our thinking, causing us to dismiss job openings quickly without stopping to explore where that feeling comes from. This task encourages you to look closely at roles you might have previously passed over without a second thought. By pausing to reflect on what triggers interest, uncertainty or rejection in a job role, you will gain valuable insights into your own desires, values and career direction.

● **Duration**

45–60 minutes

● **Goal**

This task will help you identify which types of roles and workplaces genuinely motivate you, what factors cause uncertainty or hold you back from applying, and what options might be viable for you, even if you hadn't considered them before. It also aims to help you to clarify which jobs are realistic targets right now, which ones require further research or upskilling and which ones you can rule out for the time being.

● **Instructions**

Please see the instructions on the next page and proceed step by step.

Traffic light system for career options

1 Go to your preferred job search site and browse the vacancies.

Select at least one job role for each traffic light colour. Write them down for your own reference (e.g. as shown below).



Jobs

Red – A role you could apply for based on your current skills, but which does not interest you or is not feasible (e.g. due to working hours, location or company values).

Yellow – A role that interests you to some extent, but where something gives you pause (e.g. skills, salary or working hours).

Green – A role you could apply for right away. It feels exciting and realistic in relation to your expertise and current life situation.

2 Review your notes.

What specific factors make a vacancy red, yellow or green?

3 From yellow to green

- Look at each yellow vacancy and consider: what could you do to make this role feel green, meaning realistic and attractive?
- What small steps could you take right now to make this job feel like a more realistic option?

You might want to consider:

- Do you need to acquire more skills or more information about of the role?
- Do you need more information about the company, the position or the sector? Where could you find this?
- Are there any solutions regarding working hours, location or other practical arrangements that you could explore?

Comparing options

• **Introduction**

Career planning is often easier when you make your options visible and compare them carefully. Often, the thoughts swirling around in your head only become clear once you write them down. Comparing your options highlights both the opportunities and the challenges, helping you make more informed decisions about your future.

• **Duration**

45–60 minutes

• **Goal**

The goal of this task is to reflect on and write down 3–5 job roles that interest you, evaluate their pros and cons, and consider what pursuing each option would require from you. The task helps you to see the strengths and challenges of each option, as well as the factors supporting or delaying their realisation, so that you can assess which direction is the most realistic for you.

• **Instructions**

Please see the instructions on the next page and proceed step by step.

Tip

Use reflections from previous tasks (e.g. 2 Values reflection, 3 Desired job characteristics). These will support you in completing this task and guiding your reflections.

Comparing options

- 1

List your options. Write down 3–5 job roles that might interest you. At this stage, you do not need to worry about whether these options are realistic yet. You can use the vacancies you found in [Task 19](#).
- 2

Create a decision matrix for each option.
 - Look at the diagram below. Draw a similar diagram on a piece of paper. Also add headings.
 - Create a separate matrix for each of your options.
 - Evaluate the options from four different perspectives. Write down your thoughts in the quadrants as concretely as possible.
- 3

Review your notes.
 - Which option highlights the positive aspects most clearly?
 - Which option has more downsides than upsides?
- 4

Finally, choose 1–2 options to explore in more detail. Research them and create a concrete action plan on how you could transition into those specific roles.

Selection matrix	
What are the pros of the option?	What are the cons of the option?
What factors help to make this option a reality?	What factors delay or challenge the realisation of this option?

Finding educational opportunities using Studyinfo

- **Introduction**

When planning a career change, one of the key questions is what kind of training and education options are available and how to apply for them. Studyinfo (*Opintopolku*) is a national online service that allows you to search for courses across different fields, compare options and find suitable pathways to a new profession.

- **Duration**

45–60 minutes

- **Goal**

The goal of this task is to learn how to navigate the wide range of educational options available and identify the right application pathways for you. You will achieve this by learning how to use the national Studyinfo service.

- **Instructions**

Please see the instructions on the next page and proceed step by step.

Finding educational opportunities using Studyinfo

- 1 Go to the Studyinfo website: [Studyinfo](#)
- 2 Select “Show all courses, programmes and educational institutions” below the search bar.
- 3 Use the filters on the left-hand side of the search results to find the best options for you. These filters allow you to narrow down the courses based on factors such as your prior education or the mode of study.
- 4 Write down at least two courses that interest you. In addition, consider what applying for these selected courses will require from you and what the application timeline looks like. This will help you move forward with your educational options and turn your plans into concrete steps.

Next steps in career planning

- **Introduction**

Progressing in career planning often happens one step at a time. Occasionally, a career changer’s thoughts can get stuck due to uncertainty, an overwhelming number of options or difficulty in finding their direction. Reflecting on your career planning helps you pause to acknowledge these feelings, and to make visible the insights and discoveries that previous career planning exercises have sparked in you.

- **Duration**

10–20 minutes

- **Goal**

The goal of this task is to help you to structure your insights and learning throughout the career planning process. Complete this task last among all the tasks in this guide. The purpose is to identify what you have learned about yourself and your skills, as well as to determine what goals or next steps you now want to set for yourself.

- **Instructions**

Please see the instructions on the next page and proceed step by step.

Next steps in career planning

Write down a brief description of your reflections regarding the tasks you have completed and your career planning. Use the following questions to guide you:

- 1 What new things have I learned about myself?
- 2 What core strengths have I identified in myself?
- 3 What thoughts do I have about my skills and expertise now compared with before completing the tasks?
- 4 How has my attitude towards job search or working life changed?
- 5 What am I going to do next? Define 2–4 concrete actions you intend to take next (for example, to progress your job search).

How to make your job search easier

Looking for a job can feel overwhelming, especially when your direction is still taking shape or there are many options to choose from. The good news is that with small, concrete steps, you can make your job search clearer, smoother and more efficient.

Try the tips in this section in practice and progress your job search one step at a time:

- [Job search channels](#)
- [Job search checklist](#)
- [Preparing for events](#)
- [Using LinkedIn to support your job search](#)
- [Using the töissä.fi website](#)
- [Visualising your CV on Canva](#)

Guidance professionals

We have created a dedicated guide *(in Finnish)* to help you support career changers.

You can find it here:
urn.fi/URN:ISBN:978-952-337-551-2

Job search channels

Job Market Finland (Työmarkkinatori)

Job Market Finland is the official Finnish employment service, where a wide range of vacancies across various sectors are published. On the website, you can search for jobs based on factors such as location, sector or type of employment. The service also allows you to create a job search profile and get suggestions for suitable jobs.

Duunitori

Duunitori is one of the largest job search sites in Finland. The website collects job advertisements from many different sources and companies. On Duunitori, you can search for vacancies by occupation, location or sector, for example. You can also set up a job alert on the site, which will notify you when positions matching your criteria become available. The website also features a wealth of articles and tips related to job searching.

Kuntarekry

Kuntarekry focuses on vacancies within municipalities and wellbeing services counties. Here you can find open positions in fields such as administration, education, social and health care, and technical sectors. You can create your own profile on the site and apply for jobs directly through the service. The site also offers opportunities to find short-term substitute work.

Valtiolle.fi

Valtiolle.fi is a government recruitment site. The site publishes vacancies within government agencies and organisations. Applications are usually submitted directly through the service, and many positions require a thoroughly completed application form.

Job search checklist

During a job search, you may apply for several vacancies at the same time. A job search checklist helps you keep track of the bigger picture. With the checklist, you can monitor which jobs you have already applied for, which positions are still open and what additional information you may have requested from the employer.

The job search checklist also makes it easier to prepare for potential job interviews. When all the information is in one place, it is easier to remember which job is which, what you have already asked and what details you still want to clarify.

You can use the example table on the following page. If you prefer to create your own job search checklist, you can include information such as:

- Name of the company
- Position applied for
- Application date
- Application deadline
- Where you found the vacancy (e.g. job search website)
- Whether you have been in contact with the employer / what additional information you have requested
- Status of the application (e.g. applied, invited to interview, not selected)

You can keep the checklist in whatever format works best for you. The most important thing is that you can easily see where you have already applied and which job search tasks have already been taken care of.

Jobs applied for					
Job title	Application deadline	Contact person	Application submitted (date)	Possible follow-up contact with recruiter (date)	Additional information / response

Preparing for events

Various recruitment events and job fairs are excellent places to meet employers and **advance your career change**. You can usually find these events in city event calendars, local newspapers, educational institutions’ websites, the social media channels of your local employment area, or by asking your own employment specialist. By being well-prepared, you will get significantly more out of these events and improve your chances of making a good impression on the employers present.

Before the event

- Find out which employers are attending the event and familiarise yourself with their operations and open job opportunities. Consider which organisations interest you and what kind of skills and expertise you could offer them.
- Prepare to introduce yourself briefly and clearly. For example, an elevator pitch helps you to talk about your skills, background and goals concisely. Update your CV before the event as well, and be prepared to share it with employers either as a printout or digitally.

During the event

- First impressions are formed quickly, so pay attention to neat, situation-appropriate clothing and your overall presentation.
- Be active and bold at the event: approach employers, ask questions and talk to several different operators. Highlight your motivation and interest, as they are often decisive factors.
- Networking is an important part of these events. Aim to create genuine contacts that you can also benefit from in the future.
- Educational organisations, employment services and career guidance services may also be present, providing you with support and guidance for your career planning.

After the event

- Make use of the opportunity to follow up. A brief thank-you message reinforces a professional image, demonstrates your motivation and interest and helps you to stay on the employer’s mind. If needed, make use of digital channels such as LinkedIn to support your communication. At the same time, you can express your interest in continuing the discussion, for example, in an interview.

Using LinkedIn to support your job search

Job opportunities and professional contacts can also be found online. Digital channels such as LinkedIn complement face-to-face networking and offer ways to make your skills and expertise visible to a wider range of employers. You can use LinkedIn to support your job search whether you are just starting out or are already an active user.

If you do not have a profile on LinkedIn yet, follow these steps:

1 Create a profile

- Go to: www.linkedin.com
- Add a clear profile picture and a headline (e.g. “Customer service professional” / “Interested in the social and health care sector”)
- Write a short summary about yourself: what you can do and what you are interested in.

2 Describe your expertise

- Add your work experience, education and key skills.
- You can use your CV as a template.

3 Network

- Add people you know: colleagues, fellow students, teachers.
- Follow companies that interest you.

If you already have a profile on LinkedIn but would like to use it more actively, follow these steps:

1 Update your profile to match your goal

- Highlight the skills and expertise that support your new direction.
- Edit your headline and summary to reflect your goals.

2 Make your expertise visible

- Add concrete examples (projects, achievements, publications, etc.)
- Request recommendations or skill endorsements from your colleagues or supervisors

3 Be active

- Comment, react to and share posts created by others.
- You can also write short posts about your own learning journey or areas of interest

Tip

Make use of your reflections from the career planning tasks (e.g. [11 CV](#), [14 Hidden job market](#), or [16 Elevator pitch](#)).

Using the töissä.fi website

Considering a career change or a new career direction is made easier with concrete knowledge about the types of roles people with different educational backgrounds can work in. The töissä.fi website provides a valuable perspective on this by bringing together information on higher education graduates in working life and their career paths.

————→ www.töissä.fi

How to use the töissä.fi website:

Explore where different educational backgrounds can lead. You can search by major subject or degree programme directly on the homepage. This helps you understand what kind of jobs are practically possible to pursue based on that education.

Research a job role that interests you. If you already have a future career in mind but do not know which qualification leads to it, you can use the website’s third tab. It allows you to see the educational backgrounds of people working in various roles. This particularly supports career changers and can help you identify study options for Task 21 in this guide, where you search for courses via the Studyinfo service.

Use career stories for inspiration

On the second tab of the website, you will find career stories from various professionals. These stories describe not only career paths but also the skills and expertise required at different stages of their careers. They can help you identify transferrable skills from your own background and identify alternative routes into the working world.

Tip

[Töissä.fi](http://www.töissä.fi) does not tell you what you need to do; instead, it offers examples of what is possible to do.

Use the website as a source of information, insights and new perspectives to support your career reflections.

Visualising your CV on Canva

A visually clear and polished CV helps you stand out in your job search and makes your skills easily accessible from an employer’s perspective. When changing careers, a well-structured and modern layout can support the message of your content and help to direct attention to your most relevant expertise.

Canva is an easy-to-use and free online tool that allows you to create a visual CV using ready-made templates, without requiring any prior graphic design experience.

Here is how to get started with Canva:

1 Go to Canva’s website:

www.canva.com

2 Log in or create an account.

You can log in to Canva using your email or your Google or Microsoft account.

3 Search for CV templates.

Type “CV” into the search bar to get a wide variety of templates.

4 Choose your preferred template.

Templates that do not feature a crown icon are free to use.

Click on a layout you like and select “Customise this template”.

5 Personalise the content.

Replace the placeholder information, text and headings with your own. You can freely modify the fonts, colours and layout, provided that the overall look remains clear and easy to read.

6 Download your finished CV:

- Click “Share” in the top right-hand corner.
- Select “Download”.
- Click “Download”. The default format is PDF, which you do not need to change.

Different paths to a career change – Find the route that suits you best

Every career changer’s starting point is different; one may be considering a change while in employment, while another is looking for a new direction as an unemployed jobseeker. That is why there are multiple paths available. In this section, we introduce various options: some enable a direct transition into a new job, some offer the opportunity to train for a new profession and others flexibly combine work and study.

For a career changer currently in employment, the goal is a planned progression towards a new profession and skill development.

- [Job to job – a direct transition to a new field](#)
- [Studying at an educational institution – supplementing your skills through education](#)
- [Apprenticeship training](#)

There are several paths available for an unemployed jobseeker, aimed at easing the transition into a new profession, lowering the employer’s recruitment threshold, and enabling skills development.

- [Studying at an educational institution – supplementing your skills through education](#)
- [Apprenticeship training](#)
- [Independent study supported by unemployment benefit \(OMO\)](#)
- [Pay-subsidised work](#)
- [Work try-out](#)
- [Labour market training](#)

On the next page, you will find a summary of the different paths available to an unemployed jobseeker considering a career change. Read more about these paths in the subsequent sections. At the end, you will also find real-life stories shared by career changers.

Path	Who is it suitable for	Funding	Considerations	Further information
Apprenticeship training	Unemployed jobseekers Those currently employed	The student receives a salary in accordance with the collective agreement during on-the-job learning. For study days, it is possible to receive a daily allowance and expense compensation.	Employment services can pay a wage subsidy to the employer if the apprentice training participant is an unemployed jobseeker. Must be clarified before drawing up the agreement! Working hours must be at least 25 hours per week.	Your local vocational institution
Independent study	Unemployed jobseekers or those in part-time employment. For those over 25 years of age.	Unemployment benefit. An unemployed jobseeker has the opportunity to receive the benefit for the duration of their studies.	Employment services will assess whether the studies support employment. The eligibility for self-motivated study support (OMO) must be clarified before starting the studies!	Job Market Finland
Pay-subsidised work	Unemployed jobseekers	The pay subsidy is granted to the employer. The employee is paid a salary that is at least in accordance with the collective agreement.	The employer applies for the pay subsidy from employment services before the employment relationship begins. The pay subsidy decision is always fixed-term.	Job Market Finland
Work try-out	Unemployed jobseekers or those in part-time employment	Unemployment benefit and a possible expense compensation	A work try-out is not an employment relationship, and no salary is paid for it. A work try-out is fixed-term.	Job Market Finland
Labour market training	Unemployed jobseekers	Unemployment benefit. Possibility of expense compensation for travel and accommodation costs.	A need for training must be identified by the employment services. Student selection is decided by the employment authorities organising the training programme.	Job Market Finland

Apprenticeship training

An apprenticeship can be used to complete any vocational qualification at upper secondary level. Apprenticeship training is highly suitable for career changers in various situations: employees who lack vocational education or whose studies were left incomplete, professionals who want to progress in their career, or business owners who wish to develop themselves and their business operations.

Apprenticeship training is planned in cooperation between the student, the employer and the educational institution. The student performs planned work duties at the workplace and completes studies at the educational institution. The amount of institutional study varies depending on the qualification or training being completed, as well as the student's Personal Competence Development Plan (PCDP). The total duration of the apprenticeship varies from 4 months to 3 years.

Who is it suitable for

- Unemployed jobseekers who want to train for a new profession through practical work
- Employed individuals who wish to complete a qualification or supplement their skills, including business owners



Key prerequisites and considerations

- You must find an employer who is willing to train you through an apprenticeship and who can assign a workplace instructor
- Working hours must be at least 25 hours per week
- The work duties must be sufficiently diverse to achieve the learning outcomes of the qualification
- The educational institution is responsible for organising the training and drawing up the Personal Competence Development Plan (PCDP)

Benefits for career changers

- The opportunity to complete a degree or part of a degree through on-the-job learning
- Paid training that accumulates work experience
- A fast track to the labour market, especially in sectors suffering from labour shortages
- It is also possible to combine a pay subsidy with the apprenticeship. You can read more about this on [page 66](#).

How to proceed in practice:

1. Find an employer who is willing to train you through an apprenticeship, either for part of a degree or a full qualification. If you already have a job, discuss the possibility of an apprenticeship with your employer.
2. Once you have found an employer who is ready to train you through an apprenticeship, contact your local vocational institution.
3. Further information: [Opiskelu oppisopimuksella – REDU \(Studying through an apprenticeship – REDU\)](#) or [Oppisopimus – Kouluttaudu tai kouluta ammattiin työpaikalla \(Apprenticeship – Train yourself or others for a profession at the workplace\)](#)

Independent study supported by unemployment benefit (OMO)

Self-motivated study supported by unemployment benefit means that an unemployed jobseeker can study full-time while receiving their unemployment benefit for the duration of their studies. A personal desire to change careers is not enough on its own, but the employment services must determine that there is a genuine need for the training in order to promote employment.

If your current education and work experience already offer good employment opportunities, retraining supported by unemployment benefit is not justified. It is also important to note that, in almost all cases, you will still be required to look for work during your studies. This job search obligation is assessed based on the individual customer's situation.



Who is it suitable for

- Unemployed jobseekers or jobseekers in part-time employment
- For those over 25 years of age
- Unemployed jobseekers whose employment prospects can realistically be improved by the training

Key prerequisites and considerations

- Employment services will assess whether the studies support employment
- Studies must be short-term (up to 6 months), part-time or full-time, and they must improve vocational or business management skills
- Study progress is monitored in accordance with the agreed plan

Benefits for career changers

- The opportunity to study full-time and receive unemployment benefit during the studies
- Enables the acquisition of new skills in a situation where the current education or work experience does not support employment
- Supports a planned and structured change in career direction

How to proceed in practice:

1. First, contact your assigned employment specialist or leave a contact request through the e-services platform to inform them about your training plans.
2. Discuss the next steps and your options with your employment specialist. OMO is not automatically an option for everyone. You can obtain more detailed information from your local employment services.
3. Further information: [Independent studies with unemployment benefit – Additional information on services – Job Market Finland](#)

Pay-subsidised work

Employment services may grant financial support to an employer for hiring an unemployed jobseeker. The amount and duration of the pay subsidy depend on the situation of the person being hired, the terms of the employment relationship on offer, the employer's situation and the budget available to the employment services.

The employer receives the pay subsidy decision electronically. The jobseeker is notified of a positive decision via text message. A negative decision is communicated only to the employer, as the pay subsidy is a form of support granted to the employer, and the grounds for the decision concern the employer. However, a negative pay subsidy decision does not prevent the employment relationship from beginning. The employer may still choose to hire the individual without the subsidy.

Who is it suitable for

- Unemployed jobseekers whose employment the authorities wish to support
- Career changers in situations where there is a desire to lower the employer's recruitment threshold



Key prerequisites and considerations

- This is a regular employment relationship where the salary paid is at least in accordance with the collective agreement
- The employer can be a company, an association or a foundation
- The employer applies for the pay subsidy from the employment services before the employment relationship begins
- The pay subsidy decision is always fixed-term

Benefits for career changers

- Improves the chances of securing a job in a new sector
- Enhances employment prospects if entering the open labour market has become more difficult due to, for example, long-term unemployment, partial work capacity or another labour market status
- Enables the accumulation of work experience and the development of skills through practical work
- Can serve as a gateway to permanent employment

How to proceed in practice:

1. Find out whether you are eligible for a pay subsidy. The possibility of a pay subsidy is usually recorded in your employment plan, but you can also ask the employment services directly.
2. Mention your eligibility for a pay subsidy when applying for jobs.
3. Advise the employer interested in hiring you to apply for the wage subsidy through the Job Market Finland e-services platform well in advance of the start of your employment relationship.
4. Further information: [Pay subsidies – Additional information on services – Job Market Finland](#)

Work try-out

A work try-out means practical training that takes place at a workplace, resembling the on-the-job learning carried out during studies. The aim of a work try-out is not solely to accumulate work experience; it must genuinely enhance the individual's employment prospects.

An employer should primarily be contacted to enquire about paid employment opportunities. If paid work is not possible due to a lack of education or training, for example, only then can the possibility of a work try-out be discussed. A work try-out agreement is typically made for five days a week and six hours a day. Depending on the jobseeker's situation, other working hours can also be agreed upon, due to health reasons, for example.

Who is it suitable for

- Unemployed jobseekers or those in part-time employment
- Jobseekers who are considering a career change and want to familiarise themselves with a new sector in practice
- Individuals returning to the labour market, for example, after a long absence



Key prerequisites and considerations

- A work try-out is not an employment relationship, and no salary is paid for it
- During the work try-out, the individual receives unemployment benefit and an expense compensation
- The work try-out must support career planning and employment prospects
- Work try-outs are initially short, for example one month in duration, but if proven beneficial, they can be extended to up to six months

Benefits for career changers

- The opportunity to familiarise yourself with a new sector or work duties in practice
- Supports clarifying your career direction before applying for training or work
- Can serve as a pathway to employment, pay-subsidised work or apprenticeship training

How to proceed in practice:

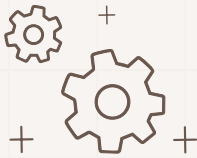
1. Discuss the suitability and appropriateness of a work try-out with your assigned employment specialist.
2. Search for a work try-out placement. Your employment specialist can help you with this.
3. Once a suitable work try-out placement is found, a work try-out agreement is filled in with the employer. The agreement is submitted to the employment specialist, who will contact the employer and make the decision on starting the work try-out.
4. Further information: [Work try-out – Additional information on services – Job Market Finland](#)

Labour market training

Labour market training is training organised by the employment authorities, aimed at developing professional skills and promoting employment. Labour market training can include programmes designed to enhance vocational skills and working life skills, develop business management skills or support integration.

Who is it suitable for

- Unemployed jobseekers whose professional skills need updating to improve their employment prospects.
- Career changers aiming to transition into a sector with a labour shortage



Key prerequisites and considerations

- The applicant must have completed compulsory education
- A training need has been confirmed by the employment services
- The applicant meets the entry requirements and is suited for the training
- Student selection is decided by the employment authorities organising the training programme

Benefits for career changers

- Free-of-charge training that develops professional skills
- The opportunity to study while continuing to receive unemployment benefit
- Often provides a direct link to working life through on-the-job learning periods, for example

How to proceed in practice:

1. Browse the available labour market training courses on the Job Market Finland website.
2. Once you find a course of interest, review its entry requirements.
3. Discuss applying for the training with your assigned employment specialist.
4. Apply for the training through the Job Market Finland e-services platform.
5. The selection process sometimes includes a separate selection event. If this incurs travel or accommodation costs, you can apply for compensation from the employment services.
6. Applicants will receive a written decision regarding the selection outcome.
7. Further information: [Labour market training – Additional information on services – Job Market Finland](#)

Job to job – a direct transition to a new field

A career change does not always mean obtaining a new qualification. Many people transition to a new field directly from one job to another by leveraging their existing skills, networks and courage to seize new opportunities. This path is particularly suitable if you are looking for a change in your duties, sector or the meaningfulness of your work, but want to remain in employment during the transition.

A direct transition often requires looking at your skills from a new perspective and moving forward strategically. The following insights will help you outline how to build a controlled transition to a new field.

Tip

The “Career planning tasks for career changers” section of this guide contains tasks that you can use to support your reflections.

Self-reflection:

Reflect on your interests, values and strengths. This will help you identify which new field suits you best or what would inspire you. You will find support for these reflections throughout this guide.

Networking:

Networking often plays a decisive role when changing careers. Don’t hesitate to reach out to people who are already working in the sector you are interested in. Ask them about their experiences, their day-to-day routine and the skills required. LinkedIn is an excellent tool for this. Update your profile, highlight your skills and start networking actively. Not all contacts lead to a job – but even one meaningful conversation can open up a new direction. You can also network at various recruitment events.

Transferrable skills:

Reflect on which of your current skills are transferrable to a new field. Employers value a diverse background. Often, it is not the sector that matters most, but your ability to learn, apply and deliver value in a new environment.

Small steps:

If possible, begin your transition with small steps, such as through part-time work or volunteering, to get a feel for the new sector before making a full-time commitment. A work try-out is also a great way to do this. Set realistic goals for yourself if you are entering a completely new field. For example, you do not need to land a high-level position right away; you can start with an entry-level role.

Expert help:

Where possible, make use of career counselling services or mentors who can help you navigate the career change process. These services are often provided by organisations such as trade unions.

Job-search skills:

Update your application documents to meet the requirements of the new sector. Highlight achievements and skills from your previous jobs that support your new direction. A skills-based CV is an excellent tool for showcasing a career changer’s expertise.

Studying at an educational institution – supplementing your skills through education

When considering a career change, one of the key questions is **whether your new direction requires training or education, and if so, where you can find up-to-date information about the different options**. The world of work is constantly changing, and acquiring new skills or complementing your existing competence is an important part of a career change for many.

This section contains links **to the websites of educational institutions in the Lapland region**. Through these links, you can explore various degrees, shorter courses, continuing education and open studies. Many institutions also offer flexible modes of study, such as online and blended learning, which make it possible to study alongside job searching or alongside work, for example.

You can use these pages to support your own planning: what kind of educational pathways are available for different fields, what the entry requirements are and what skills the studies provide. The websites also offer further information about matters such as the application process, course content and the guidance services provided by the institutions. **If you are an unemployed jobseeker, remember to discuss the impact of studies on your unemployment benefit with the employment services**. In many cases, it is wisest to have this discussion before applying for training.

The aim of this section is to help you easily find reliable information and support for planning your next steps.



Things to consider:

- **Employment opportunities:**
What are the demand and career prospects in the sector?
- **Financial situation:**
How can studies be funded?
- **Entry requirements:**
Is previous experience beneficial? What are the selection criteria?
Are there any eligibility restrictions for admission?
What attachments do I need to provide with my application?
- **Time management and modes of study:**
How will the duration of the programme and its completion affect my day-to-day life?
Is it possible to study alongside work? If so, what arrangements will it require?
- **Networking:**
How can I make the most of work placements and practical experience during my studies?
- **Motivation:**
Clarify your goals and the reasons for your career change. Careful planning helps you succeed.

Lapland Education Centre REDU



At REDU, you can study for a vocational qualification or enhance your professional expertise through a variety of options. Training is available not only for comprehensive school leavers but also for those further along in their careers.

- Homepage: [Homepage – REDU](#).
- Education in English: [Education in English - REDU](#)
- There can be many factors to consider when applying to study, such as health requirements for different sectors, aptitude tests and entrance exams, and language proficiency requirements. You will find more information on this site: <https://redu.fi/en/education-in-english/for-applicants>. There is also answers for frequently asked questions on this site: <https://redu.fi/en/education-in-english/frequently-asked-questions>.
- Contact details: <https://redu.fi/en/contact>
- Information about studying for immigrants (*In Finnish*): [For immigrants – REDU](#).
- Adult education provider REDU Edu Oy: [Homepage – REDU Edu \(varmanatoihin.fi\)](#).
- Lapland Summer University is part of the Rovaniemi Joint Authority for Education (REDU). It organises professional continuing education for various sectors, open university studies and on-demand training for companies and organisations, as well as courses related to hobbies and well-being throughout the year. Summer university homepage (*In Finnish*): [Lapland Summer University](#)

Lappia Vocational College



At Lappia, you can study for a vocational qualification or enhance your professional expertise through a variety of options. Training is available not only for comprehensive school leavers but also for those further along in their careers.

- Homepage: lappia.fi
- Fields of vocational education and training: <https://www.lappia.fi/en/fields-of-vocational-education-and-training/>
- Student selection criteria: <https://www.lappia.fi/en/student-selection-criteria/>
- You'll find our staff's contact details at the bottom of the International activities -page: <https://www.lappia.fi/en/international-activities/>

Rovala



Rovala-Opisto is a private adult education institute offering a wide range of educational opportunities for learners of all ages and backgrounds.

- You can find all multicultural activities and information in English on this page: <https://rovala.fi/monikulttuurinen-toiminta/monikulttuurinen-toiminta-2/multicultural-activities/>

Luovi Vocational College



Luovi provides education for individuals who require special support in their studies. At Luovi, you can study in preparatory education for programmes leading to a qualification (TUVA) and education preparing for work and independent living (TELMA), as well as complete vocational degrees.

- Homepage: <https://luovi.fi/en/>

University of Lapland



At the University of Lapland, you can pursue Bachelor's and Master's degree studies, and the university also offers a variety of continuous learning opportunities.

- General information about university degrees in Finland: [Homepage – Yliopistoalinnat.fi](https://yliopistoalinnat.fi)
- University of Lapland. [Homepage – University of Lapland](https://ulapland.fi/en/study-with-us/)
- Study with us: <https://ulapland.fi/en/study-with-us/>
- Open university: [Open university – University of Lapland](https://openulapland.fi/en/study-with-us/)

Lapland University of Applied Sciences



At Lapland University of Applied Sciences (Lapland UAS), you can study for a Bachelor's degree (AMK) or a Master's degree (YAMK). In addition, the University of Applied Sciences offers various options for professional development and upskilling.

- General information on Universities of Applied Sciences (UAS) in Finland: www.ammattikorkeakouluun.fi
- Lapland UAS homepage: [Homepage – Lapland University of Applied Sciences](https://lapinamk.fi/en/studies/)
- Studies: <https://lapinamk.fi/en/studies/>
- Open UAS: [Open University of Applied Sciences – Lapland UAS](https://openlapinamk.fi/en/study-with-us/)
- Contact information: [Contact details – Lapland University of Applied Sciences](https://lapinamk.fi/en/contact/)

Career change stories

A career change is not always a straightforward or rapid process, which is why exploring the experiences of other career changers can be particularly valuable. Hearing the stories of others helps us realise that career paths come in many forms and that change is possible from very different starting points.

These stories show that a career change can be triggered by many different circumstances: interest or chance, or finding yourself faced with an unexpected situation. What they all have in common, however, is the courage to look at your skills from a fresh perspective and take steps towards change.

- The path to a completely new field can stem from a single customer interaction. Read the story here *(in Finnish)*: [Luonto kuuluu kaikille – uraohjaus rohkaisi Kristiinaa esteettömän matkailun yrittäjäksi | Lapin Kansa](#)
- A new direction can be found surprisingly quickly when the right opportunity comes along and you seize it. A career change can start with a small step, such as an event, a conversation or a trial that opens up new options. Read the story here *(in Finnish)*: [Uuteen alkuun vain muutamassa päivässä – Sarin matka lähihoitajaksi alkoi Polkuja töihin -tapahtumasta | Lapin Kansa](#)
- A career change can be triggered by the end of an employment relationship, which ultimately turns into an opportunity. Read the story here *(in Finnish)*: [Työsuhteen päätös olikin onni – Markun onnistunut alanvaihto sotealalle | Lapin Kansa](#)

About this project

Career counselling in the project was provided by:

Career counselling for career changers was developed and implemented within the Speeding up Professional Transitions project, offering individual guidance to those considering a career change. The counselling work carried out during the project also served as a development platform for testing various guidance tasks and models of cooperation. All the information and tasks produced for this guide are based on the counselling delivered during the project and the needs that emerged from it.

Articles about the project were also published in the local newspaper. You can read them here *(in Finnish)*:

- [Uusille poluille: Hanke vauhdittaa alanvaihtajien matkaa Rovaniemellä | Lapin Kansa](#)
- [Löydä oma polkusi: alanvaihtajan osaaminen esiin uraohjauksen avulla | Lapin Kansa](#)
- [Kokemuksia monikielisistä työyhteisöistä sosiaali- ja terveysalalla Rovaniemellä](#)

University of Lapland



Mira Arffman



Karita Arminen

Rovaniemi Joint Authority for Education (REDU)



Kaisa Mansikka



Antti Panu



Milla Vaarala

City of Rovaniemi



Markus Korjonen



Ilkka Tölli

The aim of the Speeding up Professional Transitions project was to promote the availability of a skilled workforce and facilitate transitions from one field to another by developing cooperation between employment services, educational institutions and employers. The project addressed labour shortages by constructing clear and tailored pathways, particularly into the service and social and health care sectors, while strengthening the actors' joint service model. During the project, pathways were identified and developed to support smoother transitions into new fields. Cooperation between the various actors intensified, and shared practices and roles became clearer in customer work.

Total cost of the project: EUR 1,602,141

EU and state contribution: EUR 1,281,712

Funding authority: Economic Development Centre for Northern Finland

Implementers: Lead partner City of Rovaniemi, co-partners Rovaniemi Joint Authority for Education (REDU) and University of Lapland

Group project code: R-00642