

☐☐☐ CAREER DOCTOR

I am a qualified hairdresser and am thinking of taking my career in a different direction. I'm looking to get into working as a rep for L'Oréal or some other haircare specialist. I would like a job that has more opportunities and some diversity. But how do I go about it?

A. From experience, individuals follow one of a number of strategies when faced with decisions about career change. Diversifying your career is a major step in one's life, after all.

Some will put much thought into the career change process by making an informed decision, which seems like the most obvious route to take.

Unfortunately, the majority of individuals use the "trial and error" approach, which can result



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in them drifting aimlessly throughout a career from job to job without ever finding true fulfillment or knowing what this looks like.

You indicate that you are thinking about pursuing a career as a rep for L'Oréal, but I do not get the feeling that you have put a great deal of thought into this decision. You need to take a step back and undertake a

more detailed analysis of your situation.

There are many aspects you must consider, including being very clear about what you enjoy or dislike about work, what you are interested in, your strengths and how you prefer to behave at work.

This analysis will provide valuable information when considering potential career options.

Once you have completed this exercise, you can start exploring options with your eyes open. Research these options carefully.

There's nothing like hearing it from the horse's mouth. Using the example of a rep with L'Oréal — talk to the reps who visit your premises to get an insight into the role. Good luck.

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