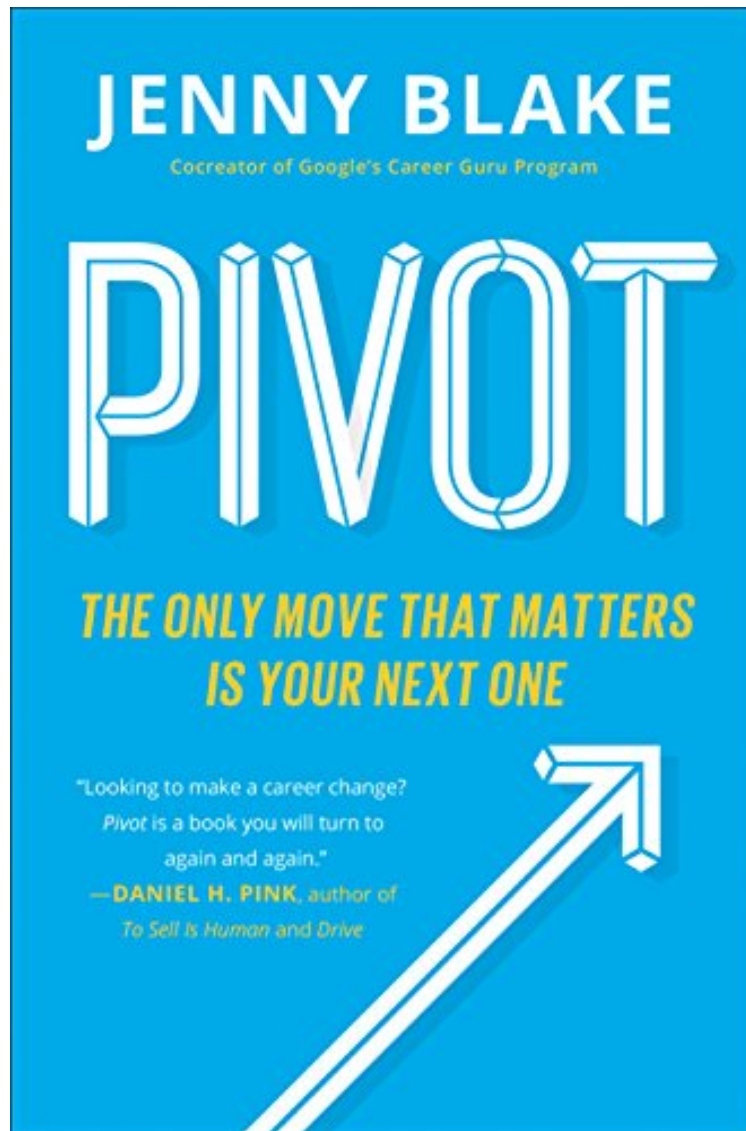


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## Pivot: The Only Move That Matters Is Your Next One

Jenny Blake

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**Jenny Blake : Pivot: The Only Move That Matters Is Your Next One** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pivot: The Only Move That Matters Is Your Next One:

145 of 151 people found the following review helpful. Great content, fantastic practical suggestions, but does not address one big aspect of career changeBy Shubha ChakravarthyAt the outset, let me clarify that I think Ms. Blake is a very impressive individual and I'd be thrilled to be as accomplished as she is even at my age (mid 40s). This book has fantastic and very practical content in terms of 1) taking stock of your strengths and clarifying your vision 2) scanning the environment for suitable oportunities 3)piloting low risk experiments and then 4) launching when you have found

your "it". I won't expand further on the detail other than to say the content is incisive, sharp, practical and very, very useful. Then why the 3 stars? I think the book misses the boat on one very critical element, which is the emotional and self-identity changes involved in making a successful career transition. My perception is that these tend to be very gut wrenching if you are older and also if the change is more drastic than not, and these two factors certainly compound the effect of each other. She skims lightly if at all over these aspects, whereas in my experience, dealing with the implications of these over 6 years of a still ongoing transition into entrepreneurship from very well paying corporate job with a family and bills to pay, these are monumental. Working identity, by Herminia Ibarra, and very surprisingly (for me) Pivot, by Adam Markel ended up being much stronger on these dimensions. A transition is not at all linear and the author just tips her hat to this fact. The light treatment given in the book to the enormous real life implications of the mess of iteration does the aspiring career changer a disservice.

22 of 25 people found the following review helpful. A Method, an Inspiration, and a Practical Toolkit By Chuck Grimmett If you are at a sticking point in your career, project, or life plan, this book is for you. While a lot of books on this subject tell you to follow your passion and shoot for the stars, Jenny Blake brings her advice down to ground-level and teaches you a method for how you can actually identify, test out, and make the shift you've been craving. This book is full of practical, actionable advice that has been put to the test and worked for countless people. The examples in the book are sure to inspire you and give you confidence that it will work for you, too. Besides for the exercises in the book that allow you to immediately apply what you just read (which is the best way to learn!), the book's companion website has a toolkit with a goldmine of additional resources. I'm working through the steps right now and I'm excited for my next pivot! Add this book to your cart. It is what you need to get past your sticking point now and any that may come in the future.

2 of 2 people found the following review helpful. A must read for Career Development By Alex Deal've read Jenny's other books and was excited to hear that she would be writing another one. I finally had the chance to read this book recently and found it very valuable. I think it's safe to say that most of us in the workforce will have to consider or enact at least one (if not many) career change in the next couple years. Jenny's Pivot framework provides both strategic direction and actionable tactics to help guide you through how to use your strengths and existing skillsets to identify new career opportunities, whether it's finding a new job, finding a new career, or pursuing an entrepreneurial venture. The book does a good job mixing in the framework, key questions that will help you reflect, real-world people and their stories, nuggets of research and other key books, and pithy sayings and ideas that help drive home key points and learnings. I'll be recommending this to anyone I know who is going through or thinking about a career change. As a Career Coach, I often fall into the trap of giving advice but sometimes having a hard time swallowing my own medicine. What's great about Jenny's book is that not only is she prescribing a method but she has humbly lived it through her own series of pivots in her own career. As someone who works in the tech sector I see everyday how innovative technologies are reshaping our world and our jobs. I think reading this book is a great way to help people identify how they can cope with the changes that are to come, and to help them navigate changes in the future.

Jenny Blake, author of *Life After College* and former career development program manager at Google, reveals how to methodically make your next career move by doubling down on what is already working. Careers are not linear, predictable ladders any longer; they are fluid trajectories. No matter our age, life stage, bank account balance, or seniority, we are all being asked to navigate career changes much more frequently than in years past. The average employee tenure in America is just four to five years, and even those roles change dramatically within that time. Our economy now demands that we create businesses and careers based on creativity, growth, and impact. In this dynamic world of work, the only move that matters is your next one. Drawing from her own experience and those of other successful pivoters, Jenny Blake has created a four-stage process that teaches anyone how to seamlessly and continually: Double-down on existing strengths, interests, and experiences; Find new opportunities and identify skills to develop without falling prey to analysis-paralysis and compare-and-despair; Run small experiments to determine next steps; Take smart risks to launch with confidence in a new direction.

"A sharply reasoned and immensely practical guide to crafting a meaningful working life in an unpredictable world." —Cal Newport, author of *Deep Work*; "If you don't manage your career, who will? Jenny Blake is here to remind us that we live in a different time, and the possibilities are endless—as long as we're willing to pivot." —Seth Godin, author of *What To Do When It's Your Turn*; "If you should trust anyone in the career space about the way to thrive in the new world of work, it is Jenny Blake. *Pivot* is packed with practical, actionable and repeatable ways to remain relevant and highly employable. Jenny shares her signature killer tools and processes for the benefit of us all." —Pamela Slim, author of *Body of Work* and *Escape from Cubicle Nation*; "To pivot well is the difference between millions and failure. Former Googler and entrepreneur Jenny Blake (one of my favorite human beings) dissects the pivot, how to do it, and how to do it right." —James Altucher, author of *Choose Yourself* and *Choose Yourself Guide to Wealth*; "It's not a matter of if you'll need to pivot your career, it's a matter of when. Let Jenny Blake show you how with this wildly practical guide to the career changes headed your way." —Jon Acuff, author of *Do Over*; "Changing jobs or careers can be daunting. *Pivot* is an invaluable guide for

planning and succeeding in your next professional reinvention."mdash;Dorie Clark, author of Reinventing You and Stand Out, and adjunct professor at Duke University's Fuqua School of Businessnbsp;"ldquo;Feeling stuck? It's time to try something new. All that stands between you and your next adventure is a bit of strategy, planning, and preparation. If a change is in your future, Pivot is your guide.rdqquo;mdash;Josh Kaufman, bestselling author of The Personal MBA and The First 20 Hoursnbsp;"Pivot is a book you will turn to again and again, whether you're seeking a new career direction, a second career after retirement, or just on the lookout for new ways to use your talents. Jenny Blake takes a strength-based approach to managing the risk that comes with making a change and provides tons of helpful examples and exercises.rdqquo;mdash;Daniel H. Pink, author of To Sell is Human and Drivenbsp;"Non-traditional career journeys are not only the new normal; they're how innovators throughout history changed their world and ours. With actionable insights and lucid prose, Jenny Blake illuminates the path to building your own destiny."mdash;Shane Snow, bestselling author of Smartcuts and co-founder of Contentlynbsp;"Wondering what your next move is? Read this book! Jenny Blake is one of the wisest and freshest voices on the subject of career development, and this is her best work yet. In Pivot, you will hear the good news: that you can get paid to do what you love. It may not look like what you thought, and it may require some personal growth, but you can find the work you were meant to do. You just have to pivot." mdash;Jeff Goins, best-selling author of The Art of Worknbsp;"Are the tectonic plates below your sturdy career suddenly splitting into a deep abyss of unknown? Let this book be your rope ladder out." mdash;Neil Pasricha, author of The Happiness Equation and 1,000 Awesome Thingsnbsp;"If you think life is a highway, then you've got it wrong. It's more like a winding path through an unpredictable forest. Not only do you have to wade the swamp and battle the beasts, but time after time you come to a crossroads. Left? Right? Straight ahead? Jenny Blake's new book will help you find the wisdom and resources to make the best choices, move into the sunlight and end up where you want to be." mdash;Michael Bungay Stanier, Author of The Coaching Habit and Do More Great Worknbsp;"ldquo;We live in a time of rapid evolution, and we develop skills quickly now by absorbing many shorter term work experiences, so we can become what Jenny Blake calls impacters in our careers. This book gives you a solid roadmap to making the right call about career changes that will help you discover what yoursquo;re truly built for. Courage, consciousness, and competencemdash;thatrsquo;s what Pivot offers you. Itrsquo;s excellent!rdquo;mdash;Penney Peirce, author of The Intuitive Way, Frequency and Leap of Perceptionnbsp;"The book is fantastic. No matter where you are in your career, Pivot is provokingly relevant."mdash;Dr. Tom Guarriello, founder of RoboPsych and founding faculty at New Yorkrsquo;s School of Visual Arts, Masters in Brandingnbsp;"Today, the average person has eleven jobs and three to six careers, which is why Pivot is essential reading for every professional. Let Jenny be your coach, giving you the confidence and tools required to make your next career transition. Whether you're an employee, freelancer or entrepreneur, this book will help you identify the skills you have or need that will lead to your next opportunity. Jenny has been through career transitions and has successfully navigated them on her own, which makes her the perfect spokesperson for helping you do the same. Pivot is the book that you'll need to read multiple times through your life because change is constant and often times unexpected!"mdash;Dan Schawbel, Author of Promote Yourself and Me 2.0nbsp;"ldquo;Whether yoursquo;re considering a career change, job change or figuring out what to do next, Jenny Blakersquo;s Pivot is the book you need. Itrsquo;s a comprehensive, practical, must-have guide to your pivot.rdqquo;mdash;Susan RoAne, keynote speaker and author of How To Work a Room" Well-researched, well-written, and well-organized, this book will appeal to those willing to invest time, energy, and effort into the process of "pivoting" their careers for the better."mdash;Library Journal

About the Author Jenny Blake is a career and business strategist and international speaker who helps people build sustainable, dynamic careers they love. She pivoted from studying political science and communications at UCLA to become the first employee at a political polling start-up in Silicon Valley. She then moved to Google, where she spent over five years in training and career development while also writing her first book, Life After College. Jenny left Google in 2011 to take her consulting business full time. A San Francisco native, she now lives in New York City.