

# Establishing Relevance in a New Field

## Section 1: Why am I Relevant?

Answer the following questions before you craft a relevancy statement:

- What new field would you like to enter?
- Name a few of your skills that your new field values?
- What accomplishment have you made that demonstrate those skills?
- Why does your new field value those skills?

Take your answers from the questions above and craft a relevancy statement. Your statement should begin with your important skill and be followed by the impact you make. Answer the question “Why are you here?”

## Section 2: How Do I Extend My Relevance?

Finding the right people

- Advanced search on LinkedIn
- Professional organizations
- Conference speakers
- Industry publications
- Webinars
- Alumni Networks
- Twitter

Finding the right groups

- Professional associations
- ANSI or ISO certifications
- Meet up
- Educational groups
- Field specific alumni groups
- People you talk to
- Social clubs

Identify what options you'll pursue over the next week to find the right people and groups.

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## Section 3: Communicating My Relevance.

When asking for interviews keep it short and to the point.

Crafting Questions:

- Demand at least a sentence answer
- Demonstrate your knowledge

Based on the information provided write a potential informational interview question you'd ask:

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