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**PRESS**

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**Opera Singer Reinvents Herself As a Nationally-Known Career Coach  
And Shares With Women How to Recharge, Reignite, and Reinvent Their Careers**

"Now is a great time to ramp up your career reinvention efforts and reflect upon what would gratify you in a career. If this is not the career you ordered, it's time to jumpstart your professional reinvention so you can regain control and thrive." So says Caroline Dowd-Higgins, a former opera singer who traded in her performing career for far more fulfilling and emotionally rewarding work that plays to her many strengths. Today, she maintains an active private practice as a career and executive coach for individuals and corporate clients, and she speaks nationally on professional development topics specializing in the empowerment of women in the workforce. She is also the author of the second edition of *This Is Not the Career I Ordered* (Reinvention Press, January 2015) in which she offers the experience of real women who have reinvented their careers and whose stories have inspired women from all walks of life.

In *This Is Not the Career I Ordered*, the second edition, Caroline offers:

**Sunday Night Blues** – If you suffer from the *Sunday Night Blues* and dread the thought of going back to work on Monday morning, it's time to consider why. Bad jobs, even bad bosses are a reality

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– but suffering is optional. If you are not playing to your strengths in a work environment that honors your professional values and your contribution – it’s time to explore other opportunities that can be a better fit. Perhaps you are underemployed, stuck on a low rung of the organizational ladder, or in a career field you simply don’t enjoy. You have the power to make a change now.

**Degrees of Reinvention** – Not everyone wants a major career overhaul. Some will be happy with a few tweaks in a current organization. Consider pursuing a new role to satisfy the project envy you have for work in another department if you are happy with your company. Recharging an existing career is possible but first you need to assess your *sweet spot* – what you do well that your company really needs.

If you want a full-scale career reinvention to explore a new field – game on! It’s possible as long as you can illustrate your value add to the employer in the new field and clearly articulate your relevant skills. Being in control of your professional story is up to you. Think like a salesperson and sell what you have based on what the employer needs that matches your area of interest. If you have no experience in a new career field, volunteering is a terrific way to learn the ropes and gain credibility in a new area.

**Overcome the Permission Paradox** – Don’t let lack of experience paralyze you from moving forward with a career change or reinvention. Re-imagine your experience, get creative and be willing to start at the bottom. Credentials are important but you need not always add another degree to your pedigree. Micro-credentials and certificates – even volunteer experience can make a difference. If you believe in your abilities, others will, too.

**Act Like a Winner** – There is no room for whining and victim behavior in a competitive job market. If your job stinks, change it. Be resilient, focus on playing to your strengths and stay positive since

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employers hire for culture fit as well as skills. They can smell a bad attitude a mile away.

Focus on the success of others as you cultivate your success strategy. Lead with your curiosity and be a learning animal.

Caroline believes, "Successful people recognize that it's up to them to decide their career fate. You must constantly bob and weave as a professional and you can change your mind and your career as often as you wish if you are willing to work for it. Give yourself permission to dream big and keep your skills and interests current so you can pursue the goals that may seem out of reach. Do your research, investigate opportunities, and nourish your network before you need it and you will always be ready," she urges. "Life is too short to be miserable in your career. My mantra is: Enjoy Your Career. Love Your Life!"

This Is Not The Career I Ordered: Empowering Strategies from Women  
Who Recharged, Reignited, and Reinvented Their Career (second edition)  
By Caroline Dowd-Higgins  
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## Suggested Interview Questions

1. Caroline, what should we expect from our careers? Isn't work supposed to be a chore? Aren't we supposed to just get through the day and live for those three weeks of vacation every year?
2. You have a brilliant career as a career and executive coach, author, and speaker. Did you always know what you wanted to do professionally?
3. Until recently, you were coaching law students at the Indiana University Maurer School of Law, a top tier law school nationally. Why do law students, or others who have invested years in studying their intended professions, need career coaching?
4. What is your personal experience with recharging your career and reinventing yourself?
5. At what point is it too late to find job satisfaction and reinvent yourself?
6. In a tumultuous economy, isn't it sometimes more important to have job security than to find satisfaction in the workplace?
7. How can you tell, in advance of committing yourself, whether self-employment and entrepreneurship are for you?
8. How important is mentorship? What is sponsorship?
9. What is the "permission paradox," and how we overcome it?
10. What's the difference between a job, a career, and a calling?
11. What do you mean by developing a "professional brand?"
12. For those who have read your book, *This Is Not the Career I Ordered*, what's new about the second edition?

## **Caroline Dowd-Higgins: Bio**

**Caroline Dowd-Higgins** is the Director of Career & Professional Development for the Indiana University Alumni Association. She leads an expanded alumni career enhancement and leadership development program that has captured the attention of executive coaching guru, Marshall Goldsmith, and Spencer Stewart, CEO, Jim Citrin. With over a decade of career and professional development experience, Caroline authored the book and maintains the blog: *This Is Not the Career I Ordered*® which showcases her savvy professional development advice and women who are thriving after a career transition or reinvention. Caroline has social media reach of 81 million and writes for the *Huffington Post*, *America Online (AOL)*, *CNN Money*, the British online magazine – *The Rouse*, and a column for *The Chronicle* newspaper in Indiana. She maintains a career and executive coaching practice and speaks nationally on professional development topics specializing in the success of individuals in the workforce. Her podcast series, *Your Working Life* is available on iTunes and has an international audience featuring interviews with thought leaders and influencers on inspiring topics about thriving in life and career. She is also developing a TV series on career and life empowerment for women. Caroline's mantra is: Enjoy Your Career. Love Your Life! Visit her online at [www.carolinedowdhiggins.com](http://www.carolinedowdhiggins.com)