

Back to Business

Finding Your Confidence, Embracing Your Skills, & Landing Your Dream Job After a Career Pause

Back to Business Provides Practical Steps and Hard-Won Wisdom to Help Women Overcome the Obstacles Blocking Their Return to Work, Negotiate Their Pay, and Land Their Dream Job

The 45 percent of American women (plus millions more since the pandemic) who take career breaks know better than anyone that searching for a job—with its new modes of communication, new rules of discoverability, and new expectations—has changed rapidly in the last decade. This book lays out a clear path for anyone ready to re-enter the workforce.



A 2018 Harvard Business School survey showed that recruiters and hiring managers would rather hire someone who was fired than a woman who went home to care for her family.

NANCY MCSHARRY JENSEN
and SARAH DUENWALD

BACK
to
BUSINESS

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Excerpt

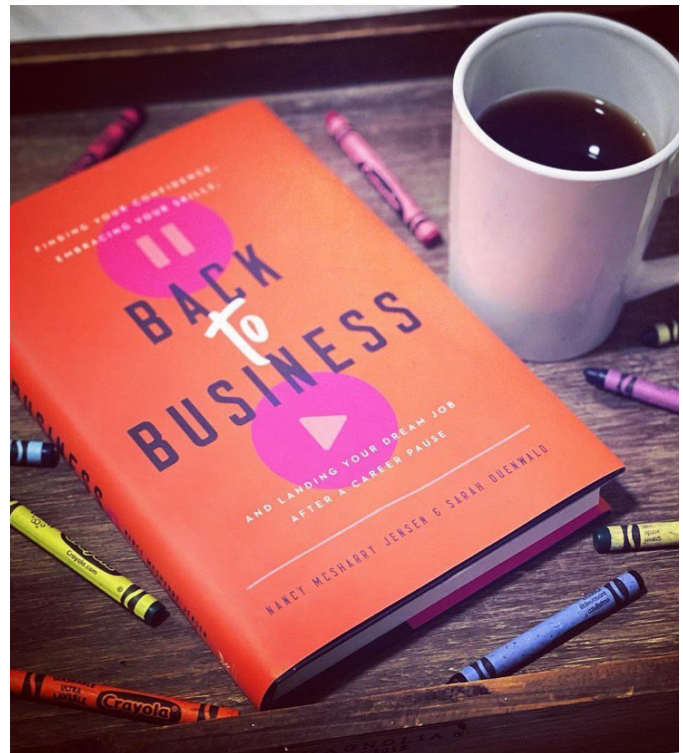
On the job hunt? Don't just polish your resume—you better make sure your LinkedIn profile is updated. And, if you aren't getting responses from recruiters, chances are it's, because the robots aren't selecting your profile because it's missing pertinent keywords. And, by the way, dress codes have changed and you'll need to know new technologies such as Slack and Google+ Hangouts. Got it?

For many women re-entering the workforce after a career break, the job search world is a disorienting, confusing, and overwhelming place. Getting started is much easier when you know what the first step should be.

Back to Business teaches you how to:

- Identify and talk about what you want, taking into account what you've been up to while on break.
- Understand your personal brand, both in-person and online, and how your skills translate to the career you are looking for.
- Become professionally relevant and gain confidence in your ability to return to the paid workforce.
- Look for job opportunities while being productive and intentional with your time.

The authors understand through first-hand experience the anxiety of returning to work. They have helped hundreds of women facing the job search process to overcome the anxiety of what is often overwhelming life change.



■ Britt Provost

Speaker & EVP People and Culture,
Accolade | Womens' Career Advocate

"As companies across sectors work to improve pay equity and wage transparency, it's equally important for women to know how that game is played, from initial discernment to final negotiations. Back to Business is a must-read, with real-life success stories and actionable, accurate advice"

■ Colleen O'Brien

CMO, M12- Microsoft Venture Fund

"A new job has a lot of unknowns—an unfamiliar customer, a novel product, or a contemporary skill set. Maintain a foundation of confidence by keeping one foot in something you know to pivot purposefully to your next great job. Back to Business is the perfect remedy for facing the unknowns fearlessly: a step-by-step guide to take inventory of your capability, and an actionable roadmap to your next role"

Career pause? Re-enter the workforce with confidence The Back to Business eCourse



Part 1: Strategy

The first module is all about mindset. You'll meet the instructors, Nancy McSharry Jensen and Sarah Duenwald, who will show you the 3 main mindset shifts you'll need to make to succeed in getting back to business.

Part 2: Your Marketing Toolkit

Don't sell yourself short by not clearly establishing your personal brand! This section is all about how to market yourself as the best candidate possible. Take a personal brand self-assessment, learn how to position yourself in the marketplace, the important aspects of your social profile, and what to include on your resume.

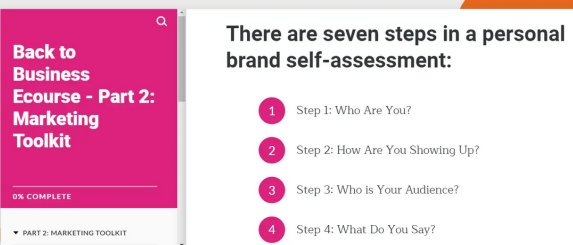
Part 3: The Power of Relationships

You've probably heard the saying, "It's not about what you know - it's who you know." Make this true for you by learning how to capitalize on your relationships. Learn where to go to network and how to do it right - and unlock the networking toolkit.

Part 4: Interview Resources

You've landed the interview... what now? Discover everything you need to know about interview research and prep, negotiation research and prep, alternative hiring options, timeline and salary expectations, and more. Plus you'll be able to do a mock negotiation with Nancy & Sarah.

If you're interested in buying this course in bulk for your team or organization. Please email us at info@theswingshift.co





Sarah Duenwald

Cofounder & Head of
Ops @ The Swing Shift

Sarah's career over the last 15 years has focused on revenue growth operations in the technology consulting industry. At ADP, where she managed a team of business development representatives, and as a senior manager for a Gaming Technology Consulting company. She has won multiple Presidents' Clubs & various awards for revenue achievement and client growth.

. She also serves as Strategy Board Member for Girls Inc.

Sarah believes it's imperative to change the perception of the modern workplace and works every day to empower women to take control of their careers

Nancy McSharry Jensen

Cofounder & CEO @
The Swing Shift

Nancy built her career establishing new and emerging businesses. At International Data Corporation, she opened businesses on both coasts. At Microsoft, she launched operating systems, servers and early SaaS products, including SharePoint's market introduction. She served as an account director at Sterling Communications, and featured in Forbes, The Huffington Post, at Seattle's infamous F-Bomb Breakfast Club and at the Female Founders Alliance Champion Awards.

Nancy believes that women shouldn't be penalized for taking care of their families, committed to getting women into the workforce on their own terms, and dedicated to 100% pay parity.

Press Release

*CAREER TRANSITION EXPERTS HELP WOMEN SUCCESSFULLY RE-ENTER THE WORKFORCE ON THEIR OWN TERMS AFTER A CAREER BREAK THROUGH NEW BOOK, **BACK TO BUSINESS***

(NASHVILLE, Tenn.) Dec. 16, 2020 — Every year, nearly 45% of women take a break from work to care for their children, parents, or themselves. But in 2020, many of them were **forced** to do so as they struggled with the disproportionate effects of COVID-19. In September alone, about 860,000 women left the workforce as compared to only 216,000 men. Now, 1 in 4 women reports considering downshifting or leaving her career altogether as the pressures of managing a job, a household, and their children's care and education doubles down.

As these millions of women struggle with the financial strain of the pandemic, they're also facing another cruel reality: When it comes time to re-enter the workforce, career break women are met with rejection after rejection despite their strong experience, achievements and skills. Across almost every industry, leaders and hiring managers are averse to giving career-break women the same consideration they give to the rest of their pool. Even resume screening technology is in on it.

Something's got to give, and Back to Business is here to give it.

Authors and career transition experts **Nancy McSharry Jensen** and **Sarah Duenwald** aren't strangers to the tough transition that women face when they make the decision to return to work or pivot in their career. Their own experiences prompted them to create The Swing Shift —a company dedicated to lifting barriers that impede women from finding meaningful work. Since its inception in 2017, Nancy and Sarah have empowered hundreds of women to take back control of their careers with confidence. Now, through their new book **Back to Business: Finding Your Confidence, Embracing Your Skills, and Landing Your Dream Job After a Career Pause** (January 19, 2021, HarperCollins Leadership), any woman can access the critical information they need to enter the workforce on their own terms or make a seamless pivot to a new role or industry.

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Press Release

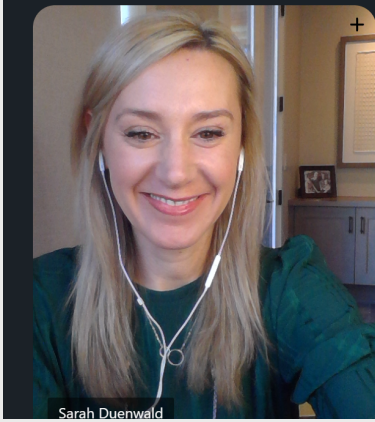
"So many factors block women's return to the workforce: lack of accessible and affordable childcare, corporate hiring biases regarding stay at home mothers and women whose careers have been interrupted and the ever changing job search landscape," says Sarah Duenwald, program and operations director for The Swing Shift and co-author of Back to Business. "Back to Business is designed to empower women and teach them how to play and win at the game that sets out to undermine their value every step of the way."

Beginning with the pros and cons of four distinct paths that women can take to get back to business —the Boomerang, the Lily Pad, the Try and Buy and Pro Bono to Paid— Sarah and Nancy outline the essentials every woman needs in her marking toolkit and provide timeless advice on networking. With the perfect blend of heartfelt story, hard-won wisdom, and actionable steps, Back to Business will help women learn how to:

- Ditch timidity and talk confidently about what they want
- Say goodbye to settling for just enough and start negotiating fair pay
- Get savvy with their job search and uncover what makes them come alive
- Stop hiding behind their career break and instead use it to their advantage
- Highlight their skills strategically and prove their relevance to the workforce
- Polish their personal brand and use it as an asset both online and in-person
- Dust off their network and start tapping the right connections at the right time

"Women are penalized on the way out the door when they need to care for their children, their parents and their own health," notes CEO and Co-Founder of The Swing Shift and Back to Business co-author Nancy McSharry Jensen. "And then they're penalized again when they want to return. Yet over 90% of family care is provided by women. This disparity needs to be reconciled at both the corporate and policy level to better re-incorporate women into the workforce when it's time for them to return. Women's gains in pay parity and long terms savings have been set back 10 years by the current pandemic, so there's extra urgency in rectifying this problem."

While many of the challenges facing women require much larger, systemic change, like ensuring equal access to affordable child-care, Nancy and Sarah are determined to help women take back control of the few variables they have. Even leaders and HR professionals will find Back to Business helpful as they consider ways to retain brilliant women despite their career breaks.



Sarah Duenwald



Leah Glover Hayes



Nancy McSharry Jensen

Interview Questions

Q: You both had first-hand experience returning to work after taking a break. Can you share more about that experience? What helped you the most in your own transitions?

Q: More than 45% of women take a break from work at some point whether to care for their children, a parent, or themselves. What are the biggest challenges facing those women when they decide they want to return?

Q: Research suggests that the career break will become much more of a norm for Millennials and Gen Z because of how differently they approach work. With these two generations making up a larger and larger portion of the workforce every year, how can companies retain this talent throughout their career breaks?

Q: You've both been helping women make successful career transitions for years now through The Swing Shift. What prompted the writing of *Back to Business*?

Q: The economic impacts of COVID-19 have and continue to affect women particularly hard as 1 in 4 women consider downshifting their job or leaving the workforce altogether. With so many women feeling the financial strain even more so now, what role do you hope *Back to Business* will play in ensuring that women re-enter the workforce on their own terms whether it's to start a business, pivot in their career, or return for the first time in years?

Q: What's the importance of a personal brand? How can women start building theirs?

Q: You also talk a lot about the corporate responsibility of companies to change their policies and embrace the returning women and have ongoing corporate projects to help companies do so. What can companies do to be more open to women who are returning to the workforce?



The Swing Shift

The Swing Shift founded by Sarah Duenwald & Nancy McSharry Jensen is a company dedicated to lifting barriers that impede women from finding meaningful work. Designed specifically for women who are moving into a new field or returning to the workforce after an extended absence, The Swing Shift offers programs and services that equip clients and cohorts with the necessary tools and mindset to compete in a modern job search. The company strives to ensure that every woman is empowered with the best mindset, skills, and strategies to guide her own career trajectory through life's inevitable twist and turns. The Swing Shift also partners with mission-aligned industry leaders and employers that are committed to enhancing and advancing career opportunities for women.

■ **Adrienne Metoyer Eng**

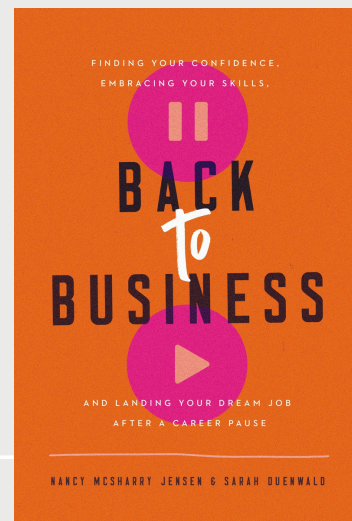
Senior Director Compensation and Benefits,
Survey Monkey

“Demand for flexible work from women has never been higher, and so is the need to properly prepare for that exploration. Back to Business provides everything you need to get back in game, or switch roles, and get paid properly for it.”

■ **Rebecca Kraus**

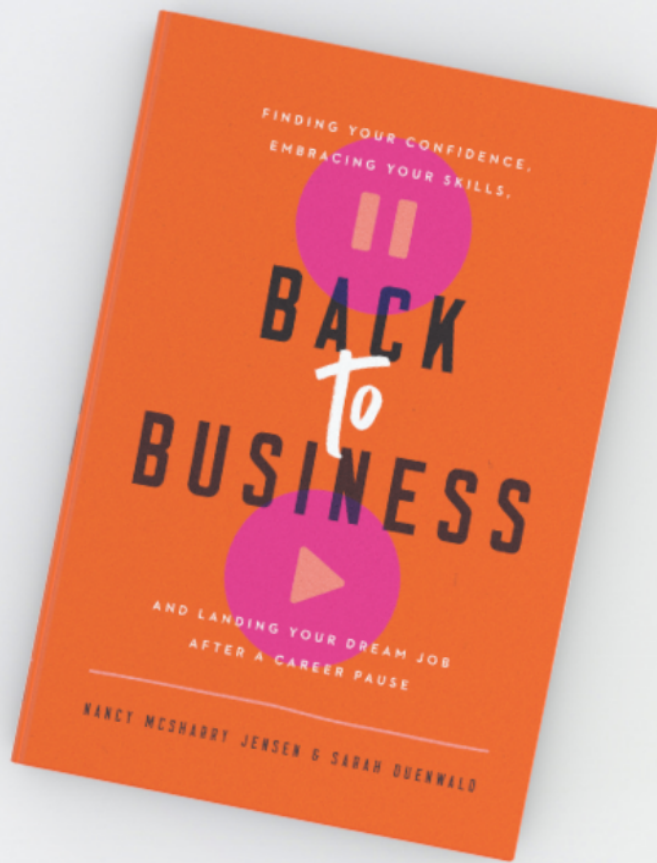
Content Strategist, Career Coach and
Columnist for The Muse and The Seattle Times

“When women return to the workforce, having a trusted guide helps smooth the path to a successful re-entry. Back to Business serves that purpose, providing examples, templates, tools, and advice to get you back in the game, in practical and supportive ways.”



Book & Author Press





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www.backtobusinessbook.com

75%

Percentage of women who put their careers on pause do some kind of paid and pro bono work. Those are absolutely legitimate jobs and skills to talk about and promote.

