

THE WALL STREET JOURNAL SUNDAY.

Sometimes a Tweet Away

REINVENT | Taking the next steps in your career You're In Charge Now

BY ALEXANDRA LEVIT

At 32, I think I'm approaching midcareer. I say that because the 10 years I spent in marketing communications—where I climbed to the position of vice president—feels like a long time.

Even in my early 20s, I knew I eventually wanted to change my path. A writing career seemed to be the best fit for me. I started by taking journalism and public speaking courses, all while still working for large company.

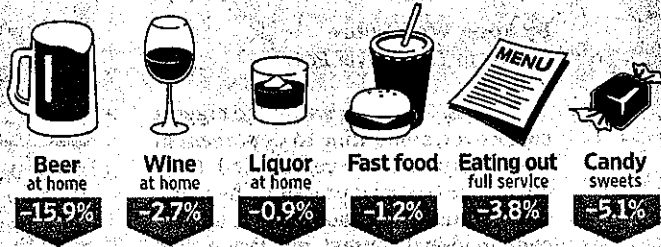
I'm a workaholic by nature, and I plodded along with my transformation in the same way I've achieved best things in life—slowly and steadily. Like many

opportunities in your current organization to trading in retirement for a new career, to ditching your first career for a second act or using your corporate skills to launch a business—we'll cover them all.

I recently spoke to Stephen Covey, author of "7 Habits of Highly Effective People" and "The 8th Habit," about this idea of career renewal and change. He insisted now is the time for organizations and individuals to focus on reinvention: "We are living in a white-water world, and these are Level 3 rapids. You must have a clear sense of what your purpose is and the skill set to get there."

Stat of the Week

SOBERING TRENDS: Consumers cut their food spending by 3.7% in the fourth quarter from the previous three months. Here's where they pared expenditures on some of the pleasures of life:



Note: Seasonally adjusted data, in constant 2000 dollars

Source: Commerce Department

vice. "You've got to get into the details. Who are they insured. example, parents with college-age kids can work on a shared