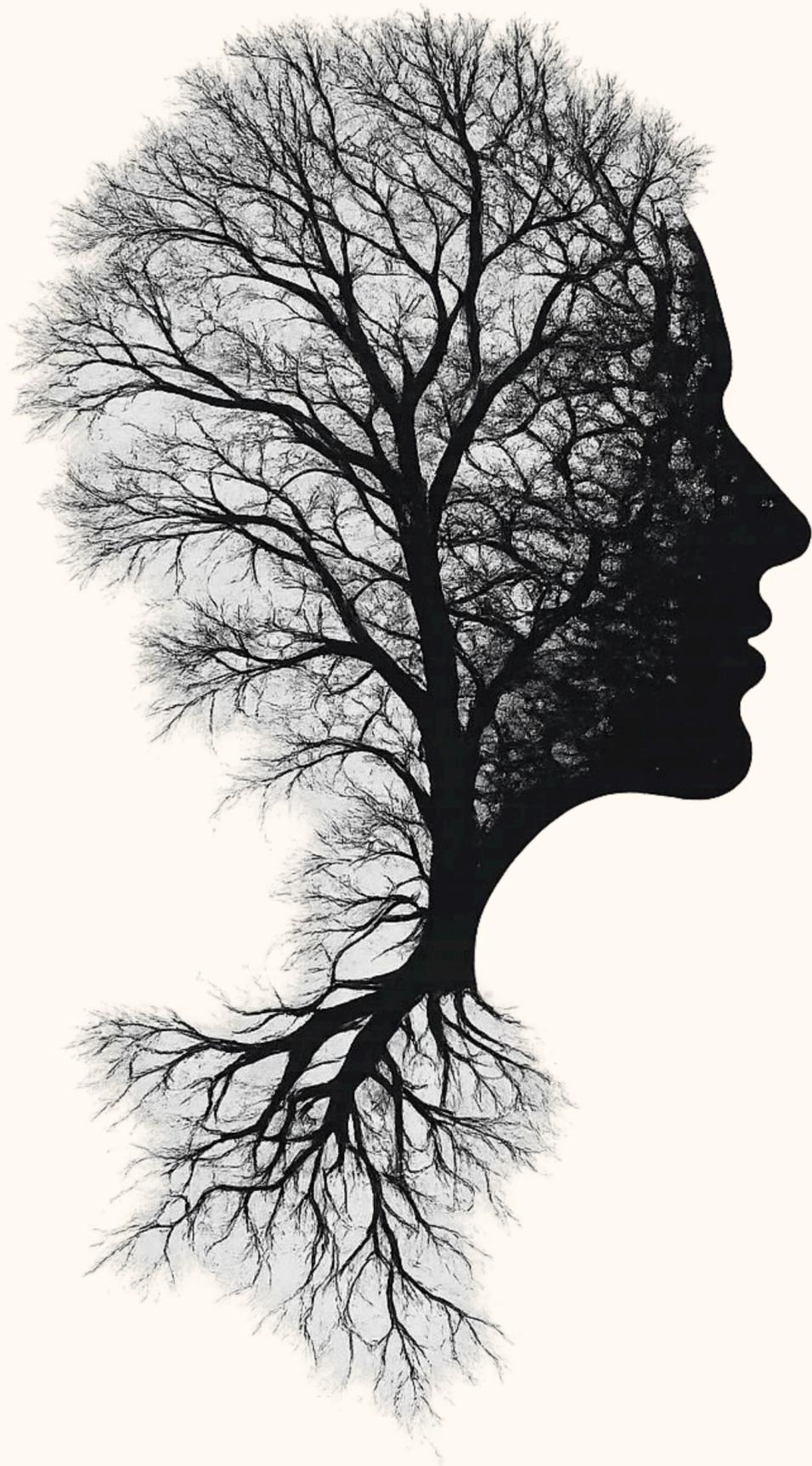


The Smart Lateral Move

Victoria Coker | coker.ltd



1

The “Starting Over” Myth

They believe a career pivot means starting again from the bottom.

They assume their past experience no longer counts and hesitate to make a move.

They feel stuck -
and delay progress.

A smarter move

- Reposition experience, don't reset
- Translate skills into cyber value
- Move laterally with intent

2

The Overqualified Candidate

They have years of experience but feel “not technical enough”.

They’re told they’re too senior to start junior, yet not obvious for cyber roles.

They question their fit - despite strong capability.

A smarter move

- Lead with judgement, not tools
- Frame experience in risk terms
- Signal readiness, not gaps

3

The Invisible Professional

They deliver results quietly and expect work to speak.

Meanwhile, others progress faster by positioning themselves better.

They're capable - but overlooked.

A smarter move

- Make outcomes visible
- Communicate impact clearly
- Build leadership presence

4

The Volume Applier

They submit application after application hoping one will land.

Their CV blends in, and responses stay silent.

They work harder - not smarter.

A smarter move

- Focus on positioning first
- Align to hiring signals
- Secure interviews early

5

The Strategic Lateral Mover

They don't start from zero.
They reposition experience.

They understand employers value
context, judgement, and decision-making.

They move sideways -
and progress faster.

A smarter move

- Enter at the right level
- Compound experience quickly
- Let momentum build

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