



# REINVENT YOURSELF

## GREG GUTHRIDGE

### VIDEO TRANSCRIPT

My definition of reinventing myself is really just never going stale, frankly. Pushing myself into areas where I may not be as comfortable.

It starts with having a core competency something that you really built that's a good skill and then using that skill to pivot into something new so that over time you can broaden your skill sets, broaden your perspectives and go in different directions.

You'll know when it's time to reinvent yourself when A, there's a great new opportunity in an area that really gets you excited, B, when it allows you to leverage your core skill base and C, when you have a great network of sponsors and mentors and supporters that will allow you to go in that direction in a really positive way.

I had a good technology background but I wanted to move in more of an operational and business direction so I leveraged my strengths and technology to give me that momentum as I moved in a different direction.