



The 5 Most Critical Steps to Getting Interviews in 2018

Presented by:

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A Bit of Perspective To Help Set The Table

- ▶ I work with ExecuNet Members every day and have done so for 8+ years. Here's what I've learned:
 - Most of you have **not had to search** in many years **if at all**.
 - You're approaching your job search **like it's 1999**.
 - You have little insight about your **"unique competitive advantage"**—a problem since **you're competing for a job**.
 - Applying to **job postings** represents your primary "go-to-market" strategy. Unfortunately, it's the **least effective** way to find your next job.
 - You believe you can succeed without the help of a **"trusted advisor"** and that belief costs you both time and money.

So What's a Person to Do?

- ▶ ExecuNet's a “**Learning Company**” and has been since **founded in 1988**. We're here to help Senior Executives both during your transition and after you've landed.
- ▶ **The Career Strategy Group (CSG)** that I lead is a team of “**Trusted Advisors**” assembled to help you land your next position as quickly and painlessly as possible.
 - **CSG** is comprised of former CEOs/COOs, Labor Lawyers, Recruiters, Career Coaches, Consultants, HR Executives, Resume Writers, Graphic Designers and LinkedIn Experts.
- ▶ And what I'm about to share comes from both ExecuNet's **ongoing research** and from **speaking with Members like you** over 150 times each week.

Five Most Critical Steps To Getting Interviews in 2018

- ▶ You need a **Job Search Strategy and Plan (both Push and Pull)** that includes the following:
 1. Developing a unique and compelling **Value Proposition and Value Conversation.**
 2. Developing **World-Class Collateral (Resume, LinkedIn & ExecuNet Profiles + others)** to Capture a Hiring Manager's/Interviewer's Attention in 10 Seconds or Less.
 3. **Networking**—Particularly with **“Key Connectors.”**
 4. Learning how to use **LinkedIn** as your key **Search Platform.**
 5. Attracting and Engaging **Recruiters and Hiring Managers.**
- ▶ **NOTE: Job Postings are not one of the five Critical Steps so adjust accordingly!**

The Job Search Process

Some Context

- ▶ The “Job Search Process” is a **Marketing and Sales Process** with one winner and lots of “others.”
- ▶ Our research tells us that to be considered/to make the short list, you must first capture a resume/profile reader’s attention **in 10 seconds or less.**
- ▶ To capture the resume/profile screener’s attention requires a short, impactful, insightful **Value Proposition** (plus some other stuff.)
- ▶ **Most job candidates are unclear about what makes them unique** and therefore, “what they should count on to win.”

1. Defining Your Unique Value Proposition

- ▶ Finding a new job is a “**competition**” and you need to **market and sell yourself**. SO:
 - What are **you counting on to win?**
 - How will **you stand out from your competition?**
 - What will **you bring to this job that others can't or can't as well as you?**
- ▶ It needs to be **more about YOU** than your previous jobs (that info is already in your resume.)
- ▶ If you don't know and can't articulate your **unique Value Proposition**, how can you possibly write an effective resume, network, interview and hope to advance?

Example 1A: Value Proposition

- ▶ **Global, Innovative and Tenacious Marketing and Business Development Executive** with a talent for identifying potential customers, assessing market needs, and delivering distinctive products that customers will buy. Leverage marketing, business development, and engineering expertise to fluently communicate with engineers, marketers, C-level executives and customers. Triathlete and long-distance cyclist who energizes teams and fosters a culture of commitment.

Example 1 B: Value Proposition

- ▶ **Innovative, Collaborative Consumer Products Finance Leader, Business Partner and Trusted Advisor.** A decorated Marine who served in Afghanistan and who's also earned an MBA. Recognized for his impeccable record of transforming worldwide Finance Operations to achieve overall company goals and profitability. A reputation as a results-focused and decisive leader with extensive experience across start-ups, turnarounds, M&As and high-growth operations. A "home chef" who aspires to appear on the TV show Chopped.

2. “Boring Resumes” are No Longer Enough in Today’s Search Reality

- ▶ To effectively compete in today’s highly competitive job market, you need a world-class:
 - A. **Resume**
 - B. **One-Pager for Interviews** (we call ours a ValuGraphic)
 - C. **One-Pager to use while Networking** (we call ours a Networking ValuGraphic)
 - D. **LinkedIn Profile**
 - E. **ExecuNet Profile**
 - F. Set of **Cover Letters**
 - G. Set of **Email Correspondence**
 - H. And potentially others

2A. Key Elements of an Effective Resume

- ▶ In the order they should appear in your Resume:
 - Your **Name, Brand Statement** and **Contact Information**
 - An **Executive Summary** including—
 - Your **“unique” Value Proposition**
 - 4–5 **Accomplishments with Metrics**
 - 20+ **Key Words**
 - Your **Work History** to include—
 - **Company Name**, what the **company does**, and your **tenure**
 - What **Problem/Opportunity** you were hired to address
 - Your **Job Title** and a **Job Description**
 - 3–5 **Accomplishments with Metrics**
 - Other—**Education, Certifications, Volunteer Work**, etc.

2B. An Interview Leave-Behind (ValuGraphic)

- ▶ A **Resume** is your “marketing collateral equivalent.” It’s only purpose is to get you **invited to interview.**
- ▶ An **Interview** is your “sales call equivalent” designed to address the “**hiring company’s needs**” better than your competition.
- ▶ And since **interviewers already have your resume** when you arrive, we recommend you bring a **one page “complimentary collateral piece”** to share.
- ▶ It should include your “**career timeline**” & **graphics focused on your uniqueness/accomplishments.**

2C. A Networking Meeting Leave-Behind (Networking ValuGraphic)

- ▶ To **stand-out from your competition**, you need to **continue marketing yourself** during every major phase of the search process.
- ▶ If you attend a **Networking Meeting, Trade Show, Conference** or are just **meeting a contact** for a cup of coffee, you need a collateral piece designed for these occasions. It should include your:
 - **“Career Timeline,”** specifics about the **role you’re seeking** & **graphics** focused on your **uniqueness/accomplishments**
 - **Picture**—especially if you’re attending a large-group event

Other Collateral

- ▶ Individuals looking to start their **own business**, or to join a **Board of Directors**, or to **work abroad** may need additional personal marketing collateral.
- ▶ Sometimes those in the **medical field**, **higher education** or **government** require a targeted version of their collateral to address these specific industry opportunities.
- ▶ **Cover Letters** and **Outreach Emails** can also be quite helpful as part of your collateral portfolio.

3. Networking to Open Doors and Get Introductions

- ▶ You need to be comfortable **Networking**:
 - With people you know and those you don't
 - One-on-one and in groups
 - Face-to-face, by phone or virtually
- ▶ You need to have a fluent 30–60 second **Networking Pitch** to share (based on your **unique** Value Proposition.)
- ▶ You need a “**leave behind**” that will help you to stand out and be easily remembered (ideally with a picture, graphics and a description of the job you're looking for.)
- ▶ The more “**Key Connectors**” you have, the easier your search will be. **But your next job is more likely to come from a “stranger” than someone you currently know well—so network accordingly!**

3. LinkedIn Tips to Be Found and to Find Others

- ▶ Your LinkedIn Profile must be designed with the “ever-changing” **LinkedIn Algorism** “top-of-mind.”
- ▶ **Key Word Optimization** is most critical if you’d like to be found by someone with the perfect job.
- ▶ A **Picture** increases your chances of being contacted by **36X** (but not one on a motorcycle wearing a tank top.)
- ▶ **Joining Groups** is a secret weapon for being found. The ideal is to approach **10M group members combined**.
- ▶ You’re 22X more likely to be contacted for a **local job opening** than one requiring relocation.

5. Attracting and Engaging Recruiters

- ▶ **It's not like it was** 20, 15 or even 10 years ago when recruiters regularly returned your calls and were happy to chat with you.
- ▶ In 2018, **Recruiters focus on filling jobs** not collecting resumes and candidates.
- ▶ **Poor collateral** guarantees a “no response.”
- ▶ Being “**hard-to-find online**” guarantees fewer, if any unsolicited calls.
- ▶ The best way to get the attention of a recruiter or hiring manager is through a **personal introduction**.

One More Thing

- ▶ More often than not, you become your own worst enemy. Finding a new job is hard enough. Don't make it worse for yourself by assuming:
 - You're too old and no one's ever going to hire you.
 - Your old resume, updated with your latest job will do the job.
 - All you need to do is apply to postings and you'll have a job in no time.
 - All you need to do is tell your network you're available and good things will happen.
 - You can do this search a couple of hours a week and find a job quickly.
 - You can do this alone, like in the past. You're not an expert in finding jobs. Find someone who is and get help.

In Conclusion

- ▶ If you're currently earning approximately \$156K a year, each additional week of unemployment is costing you \$3,000. At \$208K a year, it's \$4,000/week.
- ▶ Reducing your "Time-to-Reemployment" by a week or two, or 10, is like adding real money to your newly negotiated package.
- ▶ It's in this spirit that ExecuNet offers these Master Classes—to help you land more quickly and painlessly.
- ▶ It's time to **answer your questions**.
- ▶ And **please fill out the Evaluation Form** before leaving.

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Questions.....

ExecuNet offers an array of fee-based Career Collateral and Coaching Services. For inquiries –

<http://www.execunet.com/events?id=10774>