



# There is No Vacation in Job Search

*Presented by Don Weintraub  
Managing Director  
ExecuNet's Career Strategy Group*

# Overview of Today's Webinar

- Too many candidates view “the summer” as a time to take off and relax.
  - Yes, you do deserve a break.
  - Yes, your batteries need to be recharged.
  - Yes, you should spend more time with family and friends.
  - Yes, the house needs painting and there's a list of other projects to do and places to visit.
  - But by taking off, you're giving other candidates an unfair competitive advantage. Don't. Use the next few months to defeat those at the beach or golf course.

# Six Reasons Why Summer is an Ideal Time to Look for a Job

- For some companies, July 1 is the start of their new fiscal year. So in May/June, they have FY16 dollars to spend and in July, they have FY17 dollars to spend.
- When an opening exists, most recruiters and companies want to fill it quickly—regardless of the temperature outside.
- The summer is a great time to train a new hire and get them ready for the fourth quarter and next year.
- Since, on average, it takes 11.1 months for an executive to find their next job, the sooner you start, the sooner you land.
- If you made \$156K/year in your last or current role, every week of unemployment costs you \$3,000—more if you earned more.
- If your competition is on vacation, you have a better chance of getting noticed, interviewed and hired. If they're actively searching and you're not, advantage competition!

# Some Background for Today's Presentation

- For the past 24 years, ExecuNet has done formal/extensive research to uncover what the hiring marketplace is seeking.
- It's clear that your job search process has now become a branding, packaging, marketing and sales process with you as "the offering." You're competing for the reader's attention to get noticed and interviewed. Once you're in the running you need to defeat candidates against whom you're competing.
- My job today is to provide you with help getting noticed and found, leading to more interviews and more job offers.
- NOTE: today's content is but a fraction of what you'll need to know to succeed. But it's a start, so let's get going!

# Know Your Personal Value & Brand

- Getting hired is a competition.
- There's likely to only be one winner.
- The winner will likely be the candidate who's perceived to offer the **greatest value** and **least risk**.
- Having worked with thousands of ExecuNet Members, one thing is crystal clear. Most of you have real trouble defining and articulating your unique Value Proposition and Brand (hopefully not you)!
- So here's a quick exercise...

# Know Your Value—Exercise

- Please write down 1 or 2 things that you believe defines your unique value. They should be:
  - Differentiating
  - Compelling
  - Short and to the point
  - Using impactful language
  - Designed to capture the reader’s attention and get him/her to want to ask you questions and/or to “continue the conversation”

# Know Your Value—Exercise

So what did you come up with?

Think about being the résumé screener/reader. Would what you wrote:

- Grab their attention?
- Distinguish you from the other 400 candidates?
- Encourage them to continue reading your résumé ?
- Have them dying to bring you in for an interview?
- Easily convert into a networking or interview “Value Conversation?”

# Value Propositions—Examples Developed By Our Team for Other Members

- **Fearless, Adaptive Change Agent** through mergers, acquisitions and turnaround situations. Recognized for ability to develop targeted solutions that restore focus and profitability, and drive game-changing shifts across the organization. Cross-functional leader who fosters alignment, develops strategic partnerships and leads teams in identifying and executing opportunities that optimize revenues and facilitate growth.
- **Passionate, Award Winning Sales and Operations Executive** who has captured over \$4B in high-margin business within highly competitive environments. Capitalizes on financial and accounting expertise to gain insight into customer needs, financial integrity and operational efficiencies. Crafts win-win pricing, sales and account management strategies. Interfaces effortlessly with all levels of the organization, from executive suite to shop floor, within the public and private sectors, small start-ups to *Fortune* 100 companies.
- **An Innovative Leader and “Organizational Fixer”** with a unique ability to harmonize disparate ideas, business philosophies and priorities to deliver breakthrough business results. Brings a depth and breadth of experiences innovating, branding and launching new products, services and customer solutions within hospitality, wellness and luxury consumer products sectors throughout North America, Europe, the Far East and Africa. Leverages keen business acumen, creativity, and a passion for authenticity.

# Value Propositions: Statements That Don't Work

- ▶ Don't come across as generic/indistinguishable:
  - “Strong team leader” | “team builder” | “team player” |
  - “Results driven” | “Highly successful” | “Track-record of success” |  
(all without sharing metrics)
  - “30-years of experience” | “Seasoned professional” |
  - “Exceptional ability to build rapport” | “Able to communicate at all levels” |  
“Strong communicator” |
  
- ▶ “Strong” is weak
- ▶ “Seasoned” makes me think of garlic
- ▶ Touting “Communicator” is only as good as the communication you're sharing.

# So You Have a Compelling Value Proposition—Now What?

You need a “Launch Strategy and Plan” that includes both a **Push** and a **Pull** component.

- Your **Push Strategy** is about being proactive/finding career opportunities. It should include:
  - A personal marketing portfolio (your resume is but one portfolio element)
  - A job search strategy and plan to:
    1. Network—with those you know or don’t, 1-on-1 or in a group, in person or virtually
    2. Attract and engage recruiters
    3. Identify job opportunities (especially those that are not posted) and Getting Introductions to decision makers
    4. Respond to blind job postings (when all else fails)
  
- Your **Pull Strategy** is critical and is all about being found.

# Resume Effectiveness—Exercise

▶ **Is your resume effective? Answer YES or NO to the following:**

1. WILL THE READER LEARN WHAT YOU WANT THEM TO KNOW ABOUT YOU IN 10 SECONDS OR LESS?
2. IS YOUR UNIQUE PERSONAL VALUE PROPOSITION "CRYSTAL CLEAR" TO THE AVERAGE READER?
3. WILL YOUR RESUME EXCITE THE READER AND ENCOURAGE THEM TO CALL YOU?
4. IS YOUR RESUME DIFFERENTIATED FROM THAT OF YOUR COMPETITION?
5. WILL THIS RESUME BE EASILY FOUND BY APPLICANT TRACKING SOFTWARE?
6. DOES YOUR RESUME PROVIDE METRICS/TANGIBLE PROOF OF THE RESULT CLAIMS YOU'VE MADE?
7. IF YOUR RESUME IS A SNAPSHOT OF YOU AND YOUR PERFORMANCE, IS IT FOCUSED ON WHAT THE READER IS SEEKING?
8. IS YOUR RESUME EASILY SKIMABLE?
9. DO YOU PROVIDE THE READER WITH THE "CONTEXT" TO UNDERSTAND THE ISSUES YOU WERE HIRED TO ADDRESS?
10. HAVE YOU USED YOUR "RESUME REAL ESTATE" WELL?
11. HAVE YOU AVOIDED TYPOS, PUNCTUATION MISTAKES AND OVERUSED TERMINOLOGY?
12. DOES YOUR RESUME MARKET YOU WELL BOTH IN FORM AND SUBSTANCE?

# Your Personal Marketing Collateral: Your Résumé — **Above the Fold**

- ▶ ExecuNet has conducted major job search research for 24 years. Here's what we're told recruiters and hiring managers are looking for in 2016:
  - Your name and an “**Executive Brand Statement.**”
  - A “**Value Proposition**” that describes your overall uniqueness and what you'll bring to your next role.
  - Four or five **accomplishments with metrics.**
  - Twenty+ **competencies/key words.**
- ▶ And if you're lucky, you'll get 10 seconds of their time.

# Your Personal Marketing Collateral: Your Résumé—**Below the Fold**

If the top section of your résumé is like the inside jacket cover of a book or the coming attractions for a movie, the “Professional Experience” section is your actual story.

It should include the following information for each job:

- Company name, description and dates of employment
- Your title and responsibilities (with dates for each role)
- What was going on in this company before you arrived (context)
- What you did to address what you initially found
- What you accomplished (with metrics) during your time in this role/company (your legacy)

**Business Manager**, PMP, CSM... LEADING TOP PERFORMING BUSINESS UNITS AND DELIVERING OPTIMIZED SOLUTIONS

**Global Business Manager** Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem

- **Turnaround Success:** Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur.
- **Scalable Growth:** vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur.
- **Client Satisfaction:** dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur.
- **Technology Transfer:** qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

## Expertise in Providing Value Driven Bottom-Line Results

- Start-Up Operations
- Engagement Excellence
- Onshore | Offshore Assets
- Cross-Cultural
- P&L | Budgeting
- Voluptassit
- Consequuntur magni dolores
- Voluptatem quia voluptas
- Nemo enim ipsam
- Nisi ut aliquid
- Totam rem aperiam
- Odit aut fugit
- Adipisci velit
- Unde omnis
- Sed quia

## Leading Business Growth in Start-Up and Fortune 100 Settings

**Sed ut.** Parsippany, NJ 2012 – Present  
*Global provider of risk analytics solutions and loan origination systems to financial institutions.*

**DIRECTOR – HEAD OF PROFESSIONAL SERVICES / NORTH AMERICA**  
Brought on to rebuild and refocus the entire delivery group, dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur.

- Sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima.
- Qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas.
- Vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur.

**Nemo enim.** Burlingame, CA 2005 – 2012  
*Industry leader in delivering engineering-based software to international financial entities.*

**DIRECTOR**  
Hired to open and establish a new European territory, while setting up a new engagement group from scratch. Qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

- Rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur.

**Nulla pariatur, Inc.**, New York, NY 2004  
*Interactive designer of custom web-based solutions for Global 1000 organizations.*

# But a Résumé is Not Enough

- The interviewer has your résumé before you arrive. What will you use during the interview and/or leave behind after the interview?
- If you go to a networking event or meet for coffee with a recruiter or former colleague and they ask you for your current CV, what will you share with them?
- Different situations call for different collateral to address different hiring needs and expectations.

# Why a ValuGraphic?

- It's contemporary and delivers a “wow factor.”
- It's a great “parting gift” to differentiate your candidacy from others.
- It's visual and appeals to “visual learners.”
- It compliments your résumé and provides an opportunity to:
  - ▶ Encourage additional conversations.
  - ▶ Display a timeline of your work history.
  - ▶ Spotlight your unique brand, value proposition and potential differentiators.
  - ▶ Graphically display key value drivers (i.e., global footprint, results, leadership competencies, etc.) that might not be apparent in your résumé.

# ValuGraphic

## Gregory Painter... QUIDEM VELIT TATION QUIDEM LUPATUM MINIM

### CAREER AT A GLANCE

	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012
<b>Innitho</b> Vice President, Operations										****
<b>Coppini Inc.</b> Senior Manager									**	
<b>Focilki Corporation</b> Vice President, Distribution Logistics									****	
<b>Alquam, LLC</b> Vice President, Operations									*	
<b>Consequat Pharmaceuticals</b> Vice President, Global Operations									*****	
<b>Nashud USA</b> Vice President, Operations									*****	

### Global Operations Executive

Nonummy ne augue nulla aliquam, et, eum non amet, probo. Quidem velit tation quidem lupatum minim, est luto lupatum ornarebo, ut, qui expulso appetito, praesent demoreo obgo, hendere, lito et vel illum accorarene, hic diam eum odio noshud obgo a consequat, vel vel erat quod eorum probo. Qui interdico fructum dilleno suscipi autem. Sed illa accorari odio qui nonummy aliquam veli, Praesent accorari nonummy in eu in dolere erat luto, qui luto vel quidem tation, Commodo, odio ut illum noshud nulla, Innitho, dolor augue, lupatum qui, luto praesent, volubet vulputate si inilla, luto erat lita. Appellato obgo qui nonummy lupatum, eros enim amet blandi et vel ad, praesent in.

### Speaking Personally...

**Q** Sed quis accorari odio quis nonummy aliquam wisi?

**A** Luto enim, odio praesent noshud cogo, diam eadem ad vel aliquam luto et. Illa odium suscipi dolere suscipi feugiat et dolere esse hic, illum vel nulla. Nulla vulputate consequat le nulla et et laboris suscipi hendere vel vero, vel quidem, Et vel augue, loquat accorari blandi ornarebo feugiat lupatum blandi est loquat nihil noshud aliquam. Consequat, appetito praesent, noshud esse vero iusticia.

**Q** Nulla vulputate consequat le nullas et et laboris?

**A** Sed quis accorari odio quis nonummy aliquam veli. Praesent accorari nonummy in eu in dolere erat luto, qui luto vel quidem tation, Commodo, odio ut, Innitho, dolor augue, lupatum qui.

**Q** Why are entrepreneurial skills valuable in a large organization?

**A** Probo diam ut praesent et vulputate quis, si feugiat aliquam noshud dui et obgo, in dignissim, tamen, si eu ut dui commodo praesent dilleno vulputate luto, Praesent, probo, facilis loquat ut praesent Innitho, vero, Praesent aliquam eum vulputate noshud facilis luto augue commodo, augue, Vel ut, feugiat aliquam vel, tui tation, appetito appetito et in ingenuis fructum dilleno, Adgo obliqua dion qui lupatum eum enim obgo luto, et tation ea interdico vel, Et propul, dignissim hute odio appetito amet, Aliqua, Nil propul vulputate, dilleno enim, consequat enim deserit si, appetito autem, nullo tamen.

**Q** Probo diam ut praesent et vulputate quis, si feugiat aliquam noshud dui et obgo?

**A** Eu, eu dolere qui ornarebo vel vel veli probo ingenuis quod vel ne in, et, Tation dui facilis dolor vero eros qui quod praesent et augue, quod magna illum vel, Praesent vel loquat tui feugiat deserit et ut ornarebo hendere dilleno ut composit aliquam hute, Suspend in nullo veli consequat eum vero vulputate eros in occorari ex laboris laboris, Et consequat obliqua tation, tamen, inilla hendere illum laboris eum et, Ornarebo nullo perheno consequat expulso, feugiat accorari Ne enim dolere hendere, Et veli nullo quidem ut eo vero odio aliquam nonummy.

**Q** Veni accorari nonummy ne augue nulla aliquam?

**A** Laboris et quis dui le vel vel aliquam facilis, dolere, Minim veriam consequat in, eu, ad, luto tamen diam quidem eummod ut ornarebo hendere hic.

### EXPERIENCE IN A GLOBAL MARKETPLACE

**WORLDWIDE** Experience: France, Republic of Congo, Portugal, China.

**USA** Vice President, Accounting, Accounting, In-Apparel, Retail, Manufacturing, Sales.

**PHIL** Corporate Director, President, Retail, Sales, Sales, Marketing, Sales, Sales, Sales.

### Multi-Industry Experience

1234 Olympic Circle • Brown, PA 19312 • 470.555.1234 C • gpainter@comcast.net

# Networking ValuGraphic



# And While We're on the Topic of Networking...

- What's your Strategy and Plan for Networking with: **Individuals** | **Groups**—**In Person** | **Virtually**—**with Strangers** | **People You Know**?
  - Do you have goals for each networking interaction?
  - Do you have a short Networking Value Conversation to share?
  - Don't forget the compelling leave-behind.
  - Did you know ExecuNet runs monthly Networking events in over 30 North American cities every month?
  - What will you do to come across as a giver/a helper — and not a taker?

# And Let's Not Forget Profiles

- If you're earning \$150K, only 12% of jobs are posted. It's 8% if you earn more than \$200K.
- 89% of recruiters have hired at least one candidate found on ExecuNet or LinkedIn. So:
  - Do you have a completed and compelling Profile (with a picture) on both ExecuNet and LinkedIn?
  - Are you aware that recruiters pay ExecuNet to search candidate profiles like yours—often without you knowing?
  - Do you know how to use Boolean Logic and current algorithms to be found on the first page or two of a search?
  - Do you have more than 500 LinkedIn Connections?
  - Are you using LinkedIn Groups to your advantage?
  - Are you aware that on the ExecuNet site, you can connect with any other member—not only first level connections?

# Interviewing: What's Most Important

- You need to:
  - Identify a prospect company—in this case a company for whom you'd like to work and where you're job-qualified and/or another with a current attractive opening.
  - Earn the right to be on their short list of candidates.
  - Understand their needs/what they value in a candidate.
  - Find out against whom you're competing and what they bring to the table as compared to you. Interview accordingly.
  - Determine who makes the final hiring decision and based on what decision criteria.
  - Be clear on what you want to share and/or learn during the interview process in order to get the job offer.

# Ultimately, it's About Competing, Advancing and Winning

- ▶ Unless you're the only candidate who applies you'll need to defeat other candidates to get that next job.
- ▶ Getting noticed and in the door is a challenge onto itself. You never know how many interview chances you're going to get. So once you're invited in to interview, you need to "stay in the running," advance and be the "last candidate standing."
- ▶ Interviewing is like presenting to a "must-win sales prospect." Your unique value must be clearly communicated early and often.
- ▶ If a hiring decision is a problem solving or opportunity filling decision, then "being seen as the solution" requires you to fully understand the company's problems/needs/opportunities better than your competition.

# In Conclusion

- ▶ You need to approach your search like it's a marketing and sales challenge. There will only be one winner. Make it you!
- ▶ Know your unique value and be able to articulate it in your resume and during networking and interviewing opportunities.
- ▶ Create a Launch Strategy & Plan—with both a Push and a Pull component—and commit to implement it as if it is your full-time job.
- ▶ Your resume and profiles are branding, packaging, marketing and sales documents. They create a lasting first impression. Make it a great one!
- ▶ Resume readers want an easily skimable document. Focus on value, accomplishments, metrics and an interesting story.
- ▶ Don't blow "getting in the door" by being unprepared to interview and/or by not continuing to promote your value.
- ▶ Once you've closed the deal, create an Onboarding Plan to help you succeed from day one.
- ▶ Take advantage of the "beachgoers." Make the summer yours, bask in your success and take your vacation in the fall.

# It's Time for Your: Questions, Comments and Reactions

- ▶ I know we covered a lot during this program. Think of it as “Job Search 101—a survey course” in which we’ve only skimmed the surface.
- ▶ It’s now time for your questions, comments and reactions. We’re ready, so please tell us what’s on your mind...

# Did You Know...

- ▶ **One-on-One Career Coaching and Help Updating Your Collateral is Available from ExecuNet (for a reasonable investment.)**
  - Partner with a skilled team of ExecuNet career and business coaches, executive recruiters, labor lawyers, resume writers, graphic designers, marketing strategists, HR professionals and outplacement coaches who have proven track records of helping ExecuNet Members in career transition and beyond. [Get Started Now.](#)
  - If you aren't ready now, we'll be happy to follow up with you later. Please provide your name and email address here:  
<http://www.execunet.com/events?id=10347>