

# ***Navigate the Challenges and Opportunities of the New Recovery***

***May 12, 2010***

***Presented by  
Mark Anderson  
President and Chief Economist***





# Program Details

- You will be in a muted status for the course of the presentation. Questions will gladly be taken at the end.
  - Click on the “chat pod” in the lower left side of your screen and send in your question
  - Push \*1 on telephone to be placed into the queue to ask your question
- There will be a survey at the end of the presentation please give us your feedback!

# Mark Anderson

## *President, ExecuNet*



Mark Anderson joined ExecuNet in 1993, with extensive marketing, new product and business development experience.

As Employee #3, he has helped Dave Opton, the Chairman and Founder, to build ExecuNet into the Business and Career Network for senior executives that it is today. He currently serves as President and is the resident Chief Economist for the company.

Recognized widely as an executive career management and recruiting expert, he is regularly quoted in various publications including *The Wall Street Journal*, *Fortune*, *BusinessWeek*, *Workforce Magazine*, *CFO Magazine*, *HR Magazine*, *IndustryWeek*, *Sales and Marketing Magazine*, *The NY Times*, *The Boston Globe*, *ComputerWorld*, among many others. He also has been seen on CNBC, Bloomberg TV and the Fox Business channel.

Mr. Anderson received an MBA from Stanford University and holds a BA in Economics from Yale University.

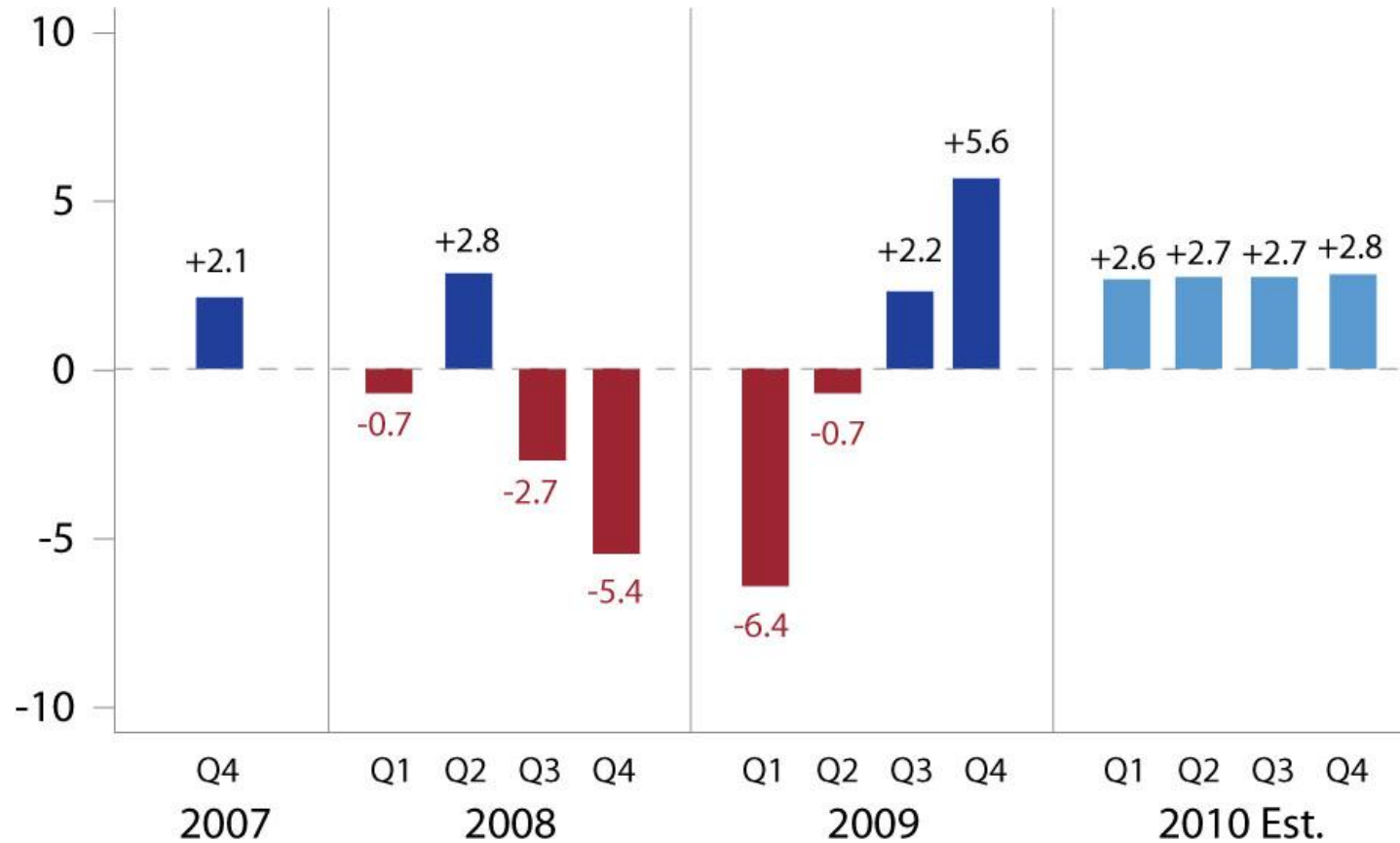


# Today's Agenda

- The Economy and Emerging Business Opportunities
- “Sunshine After the Storm” – Where to Tap the Growth in 2010
- What We Hear From Companies and Recruiters
- New Tactics for the New Recovery
- Compensation Trends
- Conclusion
- Open for Discussion

# Economic Growth Expectations Positive in 2010

## Actual and Estimated US GDP % Growth by Quarter 2007-2010



# Good News: Recruiters are Becoming More Bullish

## ExecuNet's Recruiter Confidence Index 2007-2010

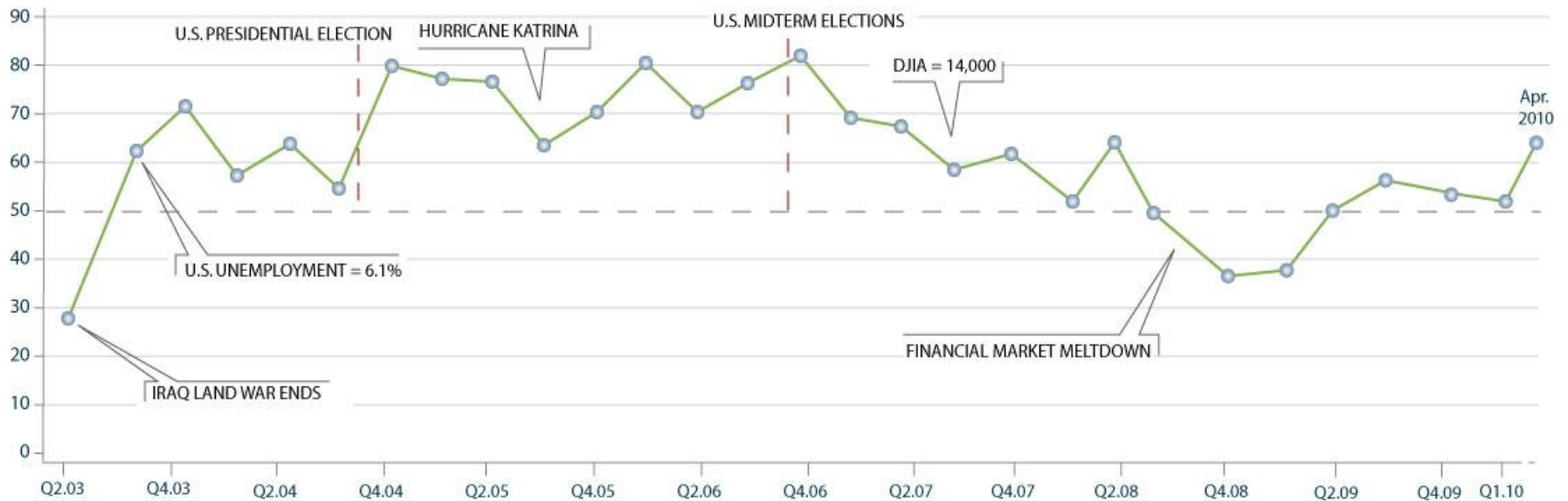


# Headlines Versus Reality

- “Green shoots of hope” blooming into “opportunities exist”
  - Recovery is real and fairly broad-based
  - Growth expected to be slow and steady, not a return to rapid growth
- Recent positive shifts
  - Consumer and investor confidence almost back to pre-crisis levels
  - Banking sector improving, credit starting to expand
  - Businesses reinvesting and international trade is growing
- Job creation turned positive
  - Economy added 150,000+ jobs in Q1-2010; 260,000+ last month
  - Unemployment to hover near 10 percent throughout 2010
- Economy is resilient but uncertainties persist
  - Consumer spending remains lackluster? Interest rates headed upward?
  - Opportunities may be uneven and differ by industry or segment

# Recovery Slower than Last Recession

## ExecuNet's Recruiter Confidence Index – 2003-2010



# Not “Jobless” Recovery, More Job Creation Ahead

## ExecuNet’s Executive Job Creation Index



# Top 10 Industry Growth Areas for 2010

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>Trend</u>
Healthcare	1	1	1	
Clean/Green Technology	--	2	2	+
High Tech	4	6	3	++
Pharma / Med / Biotech	3	3	4	
Energy	5	4	5	
Business Services	2	5	6	--
Fin. Svcs / Banking / Insurance	6	10	7	++
Gov't / Nonprofit	19	8	8	+
Environ. Prod and Svcs	7	7	9	--
Manufacturing	8	12	10	++
Defense / Aerospace	10	9	11	
Consumer Products	9	14	13	

# Top Functional Growth Areas for 2010

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>Trend</u>
Business Development	1	1	1	
Sales	2	2	2	
Operations Management	2	3	3	
Engineering	5	5	4	+
Marketing	7	7	5	++
General Management	4	6	6	
Finance	5	4	7	--
Consulting	9	9	8	
R&D	10	8	9	
MIS/IT	8	10	10	

# Companies Shifting from “Survival” to “Opportunity”

- Furloughs / salary reductions / cutbacks are being reversed
  - Only 5% of companies still cutting back or have freezes on hiring
  - 24% expected to add positions in 2010
  - 55% of companies willing to upgrade talent – for the “right talent”
- Top CEO priorities returning to basics
  - Still vigilant about expenses and efficiencies
  - Getting back to vision and growth
  - Don’t want to be last to realize opportunities, laggards won’t grow as fast
  - Starting to identify talent gaps
- Recruiters report search for “right candidate” taking longer
  - With increased demand, “world has changed”
  - 81% of recruiters: “specs are more demanding”
  - Competition more intense; finding the “stand outs” more difficult

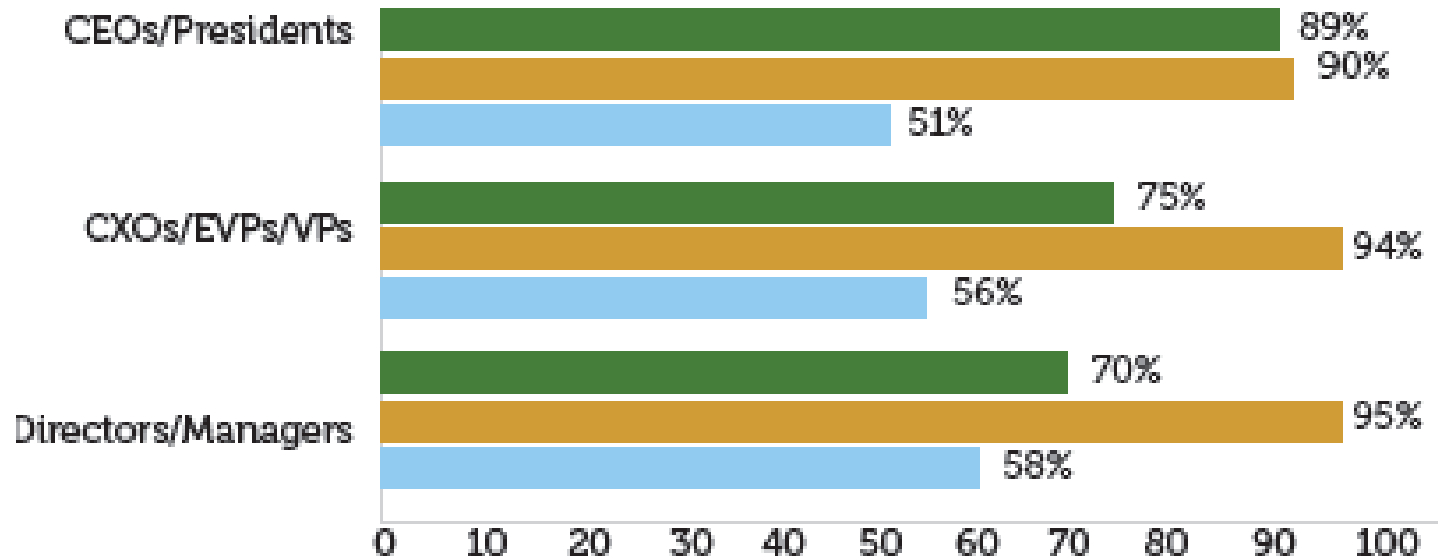


# Return to Opportunity Not a Return to “Old Normal”

- Rapid change in business changing job search and advancement strategies: “in role” and with new companies
  - Ruthless economy = less predictability, more uncertainty and less job security
  - Increased demands at work; uncertain promise of rewards
  - “Work all out” not enough; “immediate worth” over “experience”
  - Erosion of boundaries: personal and business in 24/7 world
- Technology enabling rapid change and creating new demands
  - 24/7 information overload; changes in rules of engagement
  - Maintaining ties and connections more important and more difficult
  - Finding peer counsel and advice



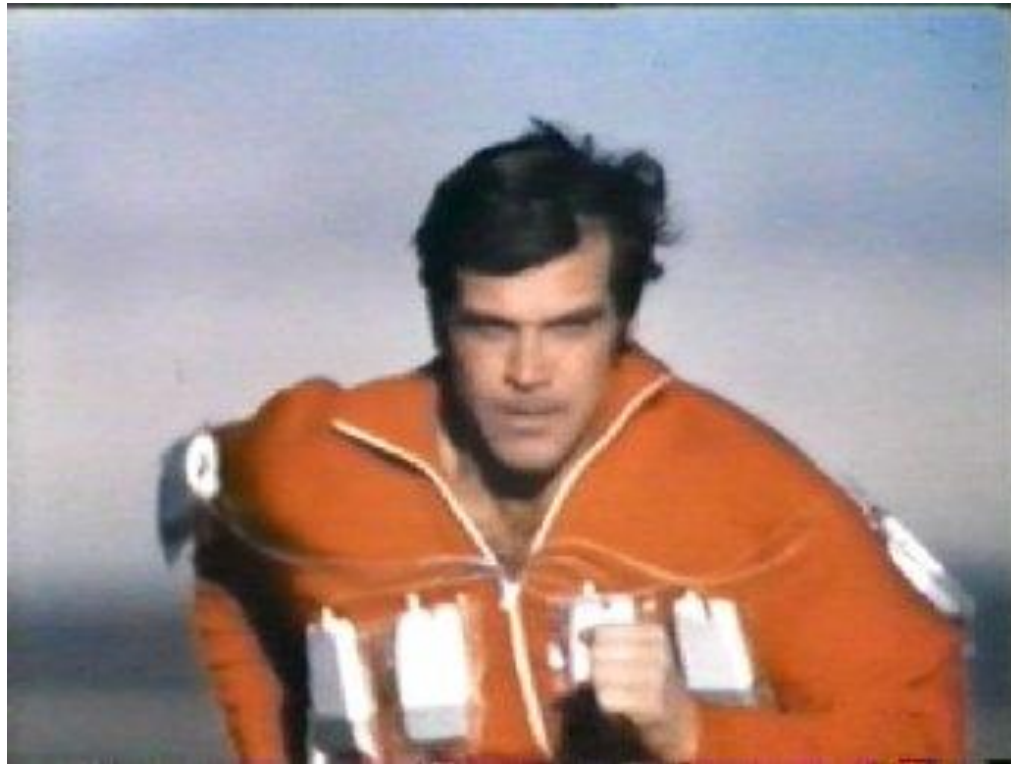
# Top Talent is Restless; Retention Worries Loom



Source: ExecuNet/Finnegan Mackenzie 2009 Executive Retention Report

- Engaged in Current Role
- Would Take Recruiter's Call
- Actively Looking Now

# What You Need to Succeed in This New Recovery





## Job Boards: “Out With the Old”

- The “Old Way” doesn’t work because:
  - Everyone has easy access to openly available positions
  - There is “instant competition”
  - Companies are inundated with résumés — often from unqualified candidates
  - False sense of productivity
  - About 90% of \$200K+ positions are not openly posted, say companies

# Job Boards: “The New Way”

- Jobs from public and “aggregator” sites have research value
  - Identify hiring and growth trends
  - Help understand pain points companies and industries are facing
  - Learn industry keywords and key skill needs
  - Can be used to strengthen appeal
- Niche and private sites often have more targeted value
  - Jobs you won’t find anywhere
  - Targeted connections and a “peer” environment



# The New Paradigm

- A company CEO's lament:

“So someone who comes to me informally before I publish a job posting...

and tells me how they can solve problems that I hadn't quite formulated into a job description.....

.... is likely to get the job without any job posting ever happening.”



# Networking: “Out with the Old”

- The “Old Way” doesn’t work because:
  - Job search as catalyst to attend professional events
  - Send résumé to friends, family and anyone
  - Ask for job leads
  - Promiscuous linking
  - “I-Need-working”

# Networking: “The New Way”

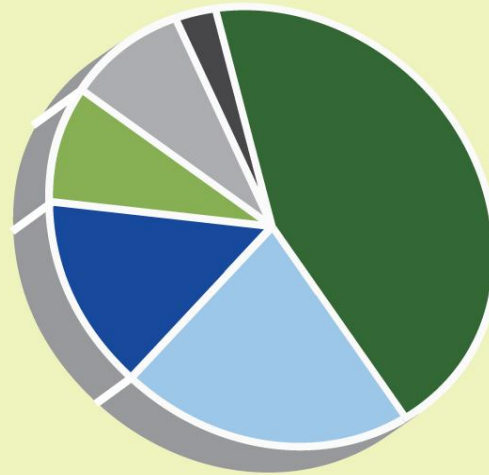
- Build a network of relationships for business to create career options
- Pay it forward: “Give and you will get”
  - Share your expertise and knowledge
  - “You-Need-working”
  - Opportunities follow
- Need to be visible and available in the “right” places
  - For business
  - For recruiters
- “Loose ties” often open doors you would not expect
- Not optional in today’s world; make it personal and online and offline

# How Recruiters Find Talent



## Where Recruiters Find Executive Candidates

*according to search firms*



■ Networking	44%
■ The firm's database	21%
■ Research	14%
■ Online job postings	9%
■ Searching résumé databases	9%
■ Advertising	3%

# Network with Peers, Locally and Broadly



World Business Forum >>

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[Make Connections](#) >> My Member Network

## Find Contacts

Use this search tool to find and connect with other ExecuNet members, companies or industries you are targeting, or who have contacted you. Please complete your own [Member Profile](#) so that networking is all about sharing for mutual benefit.

Hold "Ctrl" or "Cmd" key to make more than one selection in each category. \* = required

### Specific Functional Area(s):\*

- ALL
- Finance Related
- General Management Related
- Operations Mgmt / Engineering / R&D Related
- Marketing & Sales Related
- Sales Related
- Marketing Related

### Geographical Location(s):

- ALL
- USA Only
- Alabama
- Alaska
- Arizona
- Arkansas
- California

### Specific Industry Area(s):

- ALL
- Natural Resource / Base Mat'ls
- Manufacturing - Industrial / Consumer Products
- High Tech
- Pharmaceuticals / Medical / Biotech
- Healthcare
- Financial Services & Banking
- Retailing & Direct Mail
- Travel / Hospitality / Personal Services
- Distribution / Transportation / Wholesaling
- Advertising / Entertainm't / Media / Publishing
- Conglomerate / Holding Company
- Real Estate / Construction

### Keyword(s) to Search:

Search by:

OR

OR

### Display my results in this order:

[clear form](#) >>

For a more targeted search, [Add More Criteria](#) >>

- My Member Network**
- Recruiters & Companies
- Forum Discussions
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- Face-to-Face Meetings
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## Member Networking

[My Member Profile](#) >>

## Basic Search Tips

Good networking is about building one-to-one relationships. For that reason, we limit the number of contacts you can make in one week to 100 members.

Members' e-mail addresses are not revealed initially; your message is sent through ExecuNet. If members are interested in responding to you, they will provide contact information at that point.

Please read our [Networking policy](#) for complete details.

[About Us](#) [Contact Us](#) [Privacy Statement](#)



# Networking with Recruiters, Peers in Membership

**My Networking Preferences:** [Add/Update](#) >>

## I'm offering to:

- Provide Referrals to Recruiters
- Share information about companies I know well
- Share expertise about industries or products I know well
- Provide references for past or present coworkers
- Advise on new ventures and investment opportunities*
- Assist individuals interested in my areas of interest

## I'm seeking to:

- Explore new opportunities
- Reconnect with colleagues and friends
- Interact with those in my industry or profession
- Gain information about industries, products or companies of interest to me
- Explore new ventures, entrepreneurial business and investment opportunities*

# Résumés: “Out with the Old”



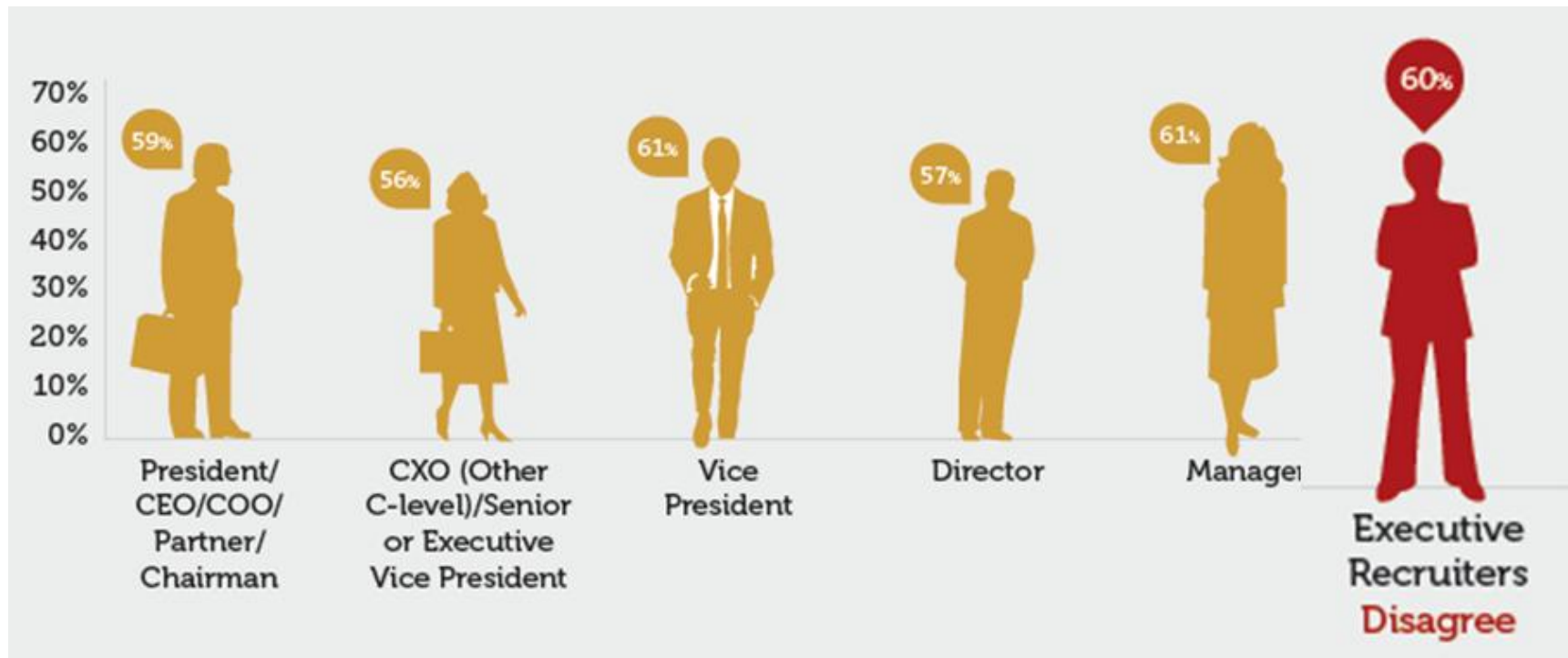
- The “Old Way” doesn’t work because:
  - Focused on past
  - Synthesizes 20+ years of work achievements into bullets not depth
  - Doesn’t represent unique value and passion
  - Hasn’t evolved along with online profiles
  - Doesn’t often communicate the problems you can solve for a prospective organization

# Personal Branding: The “New Way”

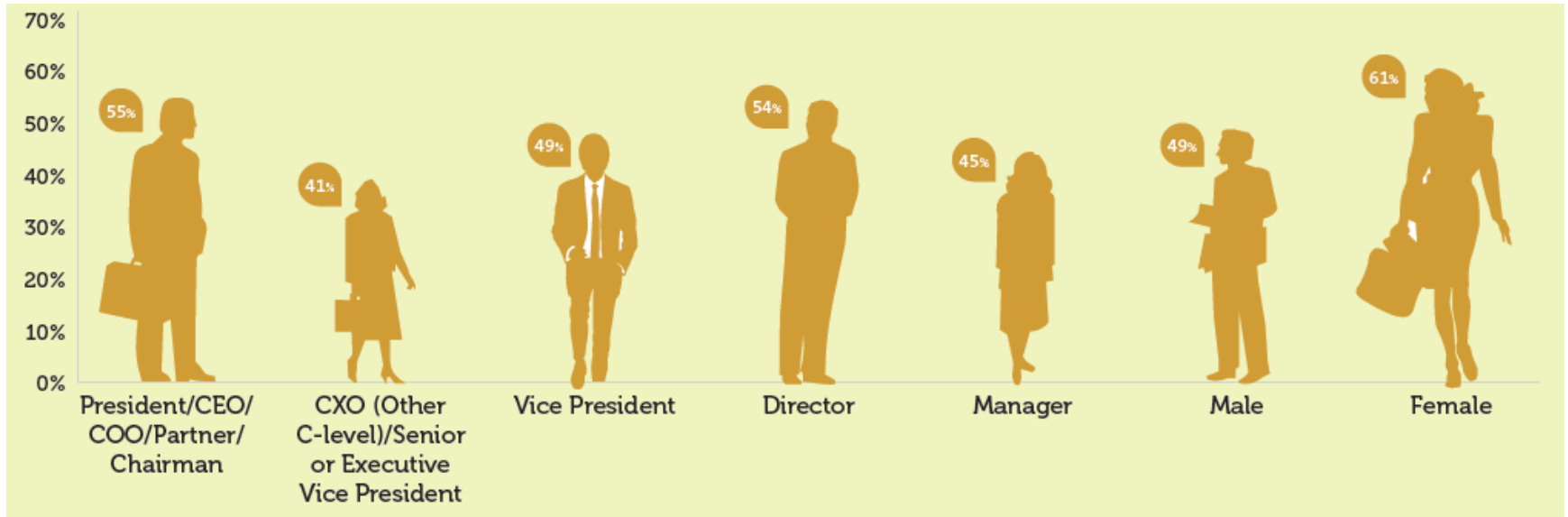


- Market Your Potential
  - Résumé is just one document in a personal marketing “portfolio”
  - Holistic, clear value proposition
  - Highlighting success stories
  - Demonstrating what can do for a new employer
  - “Make sure you’re giving them the ‘wow’ — achievements that show the problems you can solve and the passion you have to make them say, ‘Wow, I’ve got to talk to this person.’”

# My Résumé Accurately Represents My Brand Value?



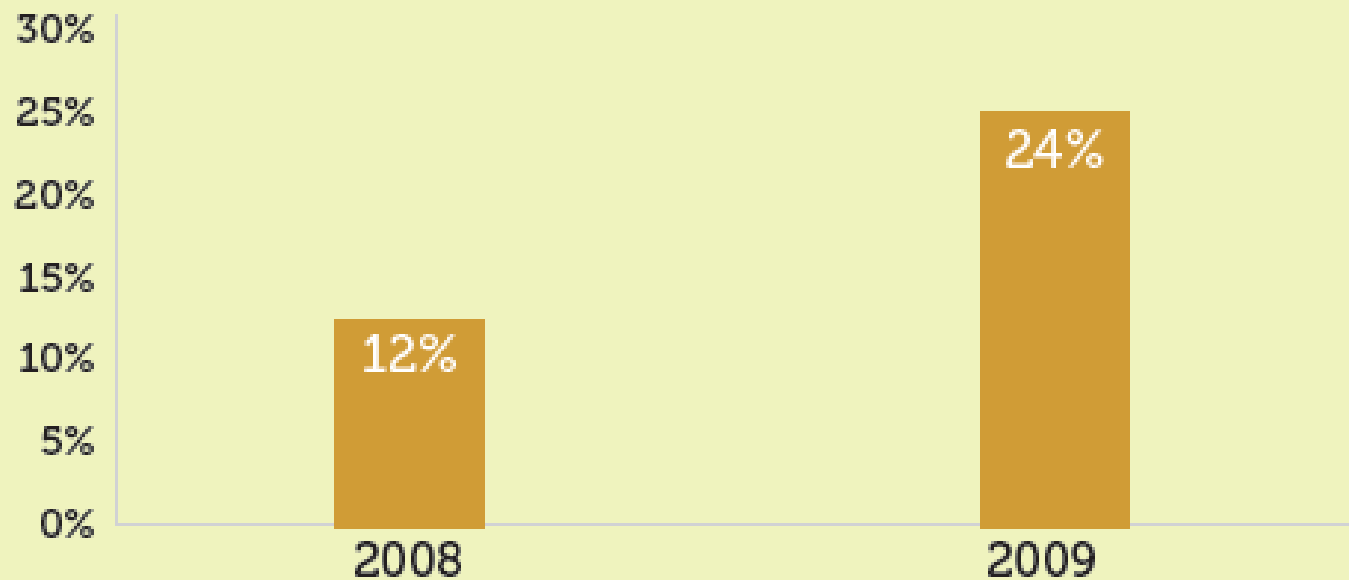
# Executives Who Have Actively Worked to Increase Their Online Visibility



# Companies Relax Approach to Un- or Under-employed



## Unemployed Candidates Presented to Companies by Search Firms



# Market Exerts Pressure on Comp Packages



## Employed Executives Expect Moderate Increase in Compensation

	2008 to 2009 Experience	2010 Expectations
Executives Overall	-12%	3%
President/CEO/COO/Partner/Chairman	-16%	6%
CXO (Other C-level)/Senior or Executive Vice President	-10%	3%
Vice President	-11%	1%
Director	-10%	2%
Male	-11%	3%
Female	-13%	2%

# How Comp Packages Are Changing

## How Compensation Packages Changed in the "Great Recession"

*percentage of executive-level compensation packages that included the following features:*

	2007	2008	2009
Employment contract	33%	39%	27%
Guaranteed severance	44%	34%	22%
Non-compete agreement	65%	38%	37%
Sign-on bonus	36%	29%	23%
Stock options/equity	51%	32%	33%
Performance bonus	80%	71%	68%
Performance review within first six months	56%	42%	34%
Perks	51%	39%	28%

# Seeking Chief “Bounce Back” Officer



- Collect data like a **“market researcher”**
- Investigate like a **“private eye”**
- Talk to others like a **“journalist”**
- Evaluate like a **“business development professional”**
- Target like a **“salesperson”**
- Think like a **“marketer”**
- Interview like a **“consultant”**
- Operate like a **“profit center”**
- Help people like a **“humanitarian”**

# We Can Help with Expert Insights to Make it Happen



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Career Center » Events


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- ▶ Connect with Recruiters
- ▶ Connect with Executives
- ▶ Join Peer Discussions
- ▶ Gain Expert Insights
- ▶ Stay "Market Fresh"
- ▶ Achieve Results Faster

### Section Quick Links

- ▶ Gain Expert Insight
- ▶ Face-to-Face Meetings
- ▶ Career-Enhancing Programs
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### How May We Help You?



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**Career Insights**

ExecuNet's 18<sup>th</sup> annual *Executive Job Market Intelligence Report* reveals which industries are poised for steady growth, why recruiters are optimistic, and how job seekers are developing opportunity.

On May 12, join Mark Anderson, Chief Economist at Execulnet, to get your "career GPS" on the right course and [prepare to navigate the "new recovery"](#) »

**Market Insights**

Only 34% of all executives surveyed believe they are prepared for a successful job search.

— 2010 *Executive Job Market Intelligence Report*

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Harvard Professor, Author and Former Medtronic CEO, Bill George



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#### [Executive Job Market Intelligence Report](#)

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#### [The Art of Crafting Email Cover Letters](#)

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#### [Network Your Way to the Right Recruiter](#)

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### Make the Right Connections

Tap other executive members to uncover information about industries, companies, etc., that can lead to new opportunities

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### Peer Insights

"I was not always comfortably prepared, especially at interviews. Insight and

# Open for Discussion

- Open for questions
  - Click on chat and send in your question
  - Push \*1 on telephone to ask your question
- For a copy of my slides or questions after the webinar:  
Email me at [manderson@execunet.com](mailto:manderson@execunet.com)



- For a copy of ExecuNet's 18<sup>th</sup> Annual Executive Job Market Intelligence Report:  
Email me at [manderson@execunet.com](mailto:manderson@execunet.com)

There is nothing like a dream to  
create the future.

- Victor Hugo



Whether your dream is to land a senior-level executive position aligned with your passion and purpose, or to reach your full potential as a business leader, ExecuNet can help you achieve the successful future you deserve. When you become a member of our private network, doors open to influential people you'll want to meet; to opportunities you didn't know existed; and to expert insights that can guide you in your career today and throughout your business life. Are you ready to take hold of your dream? **Contact our Member Services Team today at 1-800-637-3126.**