



Differentiating yourself in the marketplace

What is unique about you?

What are you selling?



An ExecuNet Coffee Break

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Housekeeping items

- ✓ As an attendee, you will be in listen-only mode. Questions will be taken at the end of the presentation.
- ✓ If you have a question, simply press *1 on your telephone keypad and you will be placed in the queue. You will then be announced and able to ask your question. If you have muted your own phone, please be sure to “unmute” when you ask your question. You may submit questions via the “chat” feature, as well.
- ✓ If your question is answered as the meeting proceeds, simply press *1 on your phone keypad and it will remove you from the queue.
- ✓ Please complete your evaluation before you leave!



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Define your market value

- What is your specific product or service?
- What is unique about you?
- What is your market niche?
- What are your product guarantees?
- Who is your ideal customer?
- What differentiates you from your competitors?



What is your brand image?

Express your purpose, vision, and values as a brand people find:

- ✓ Distinctive
- ✓ Relevant
- ✓ Consistent

*“You are always on display.
When it comes to your brand,
there is no such thing as a transaction that doesn’t count.”*

David D’Alessandro, CEO of John Hancock

What differentiates you?

Most

Values/Beliefs

Heritage/Culture

Focus/Priorities

Generational defining moments

Communication style

Decision making methodology

Leadership style

Management style

Least

Titles

Years of experience

Functional areas

Industries

Companies

Degrees/certifications

Skills

Technical knowledge



Effective marketing

- Know your story
 - **Who** are you?
 - **What** is unique about you?
 - **How** do you create success?
- Tell your story
 - Examples, analogies, stories
 - Make it come alive!

Verbal marketing

Create a differentiating statement:

- **DON'T** list titles
- **DON'T** list functions
- **DO** present the outcomes of your efforts!



“Use your differentiating statement with every contact. You’ll know it’s successful when you start hearing it coming back to you.”

Written marketing materials

Demonstrate excellence...

- Resume

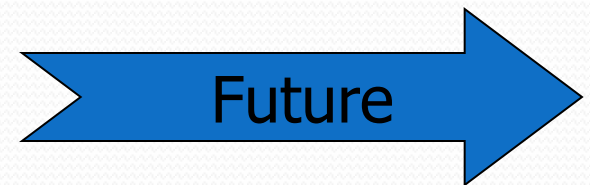


- Cover Letter



- Interview

Lead to successful...



Successful interviews

*The interview
is about them
and their
future.*

Goals:

- Validate
- Bond
- Problem solve



“The resume
is about YOU
and your
PAST”

Resume goals

1. Visual: *word picture of you in action*
2. Action: *tell what, who, why, how, when and where*
3. Focus on outcomes: *why what you did mattered*
4. Personal/professional style: *are you a match?*
5. Risk assessment: *what am I risking by hiring you?*



Hallmarks of a good resume

1. Format is quickly and easily read
2. Engaging and interesting, articulate and real
3. Provides the word picture of your professional past
4. Highlights your strengths of expertise and experience
5. Demonstrates your leadership style
6. Reflects your cultural style of decision making and working with people
7. Differentiates you in the marketplace
8. Looks and sounds like you
9. ***Teaches you your story!***
10. Preps you and the reader for the interview

A good resume is NOT:

- Boring
- A list of data
- Job descriptions
- Like anyone else's
- Full of acronyms, numbers and group speak
- Unsubstantiated
- General

Creating the resume

CAROT

- **C: Challenge** - Environment? Situation? Problem?
- **A: Action** - What? When? Where? How? Why? Who?
- **R: Result** - \$? %? #? Subjective?
- **O: Overcome factor** – Breaking the barriers
- **T: Transferables** – Why do I care?

Resume Myths vs Realities

- *Myth:* Your resume should never be more than 1-2 pages long.
- *Reality:* Your resume should be as long as it takes to tell your story.
- *Myth:* Your resume should show precise dates.
- *Reality:* Your resume should only list years.
- *Myth:* Your resume should include only the last 10 years.
- *Reality:* Your resume should include your full professional experience.

More myths

Myth: Your resume should be targeted to the specific job.

Reality: Your resume is generic, the sum total of your professional past;

Myth: Your resume should be written in formal, business style.

Reality: Your resume should reflect your personal/professional communication style.

...and

- *Myth:* You should have a professional resume expert write your resume.
- *Reality:* You are the only one who can tell your story.
- *Myth:* You must include every job in your resume
- *Reality:* It is your choice what you include.

Myth & Reality

- You should not use abbreviations, paragraphs, group speak.
- Your resume should have no errors, never be stapled or folded
- Your resume should reflect your style
- Your resume is not going to get you a job
- Your resume is a major marketing piece

Unique

“Having no equal.”



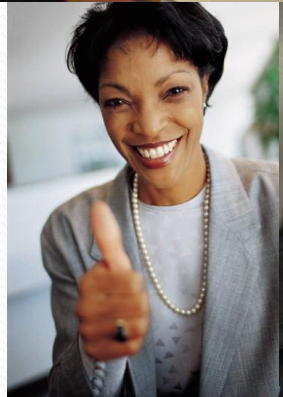
*Unlikely to be
matched.”*



“Incomparable.”

“Extremely rare.”

*‘Unlikely to be
matched.’*



Imagine the future

“Your customer isn’t buying data from past successes; they’re buying hope and trust in the future...hope that you are the one who will make that future wonderful; trust that you will care as much about their future as they do.”

