



Getting Unstuck:

How to Identify the Roadblocks and Move Forward

An ExecuNet Coffee Break



Presented by:
Karen Armon, CEO/Founder
www.marketoneexecutive.com



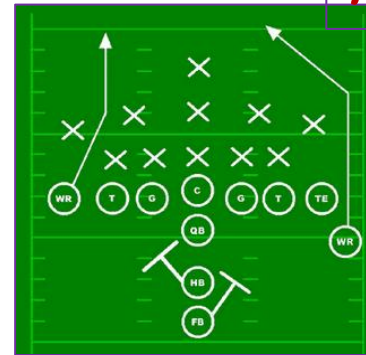
3 Reasons Why We Get Stuck...

#1



• Direction

#3



• Game Plan

#2



• Momentum or Movement



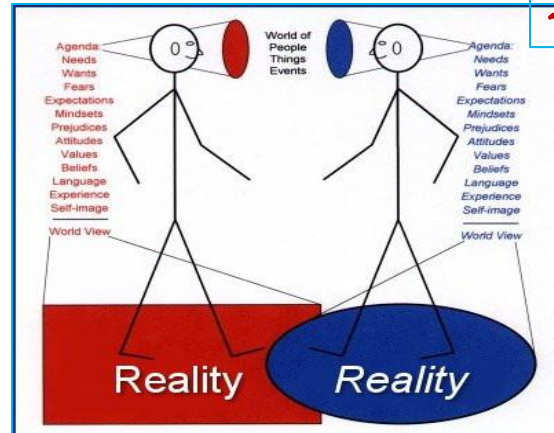
2 More Reasons Why We Get Stuck...

#4



• Network

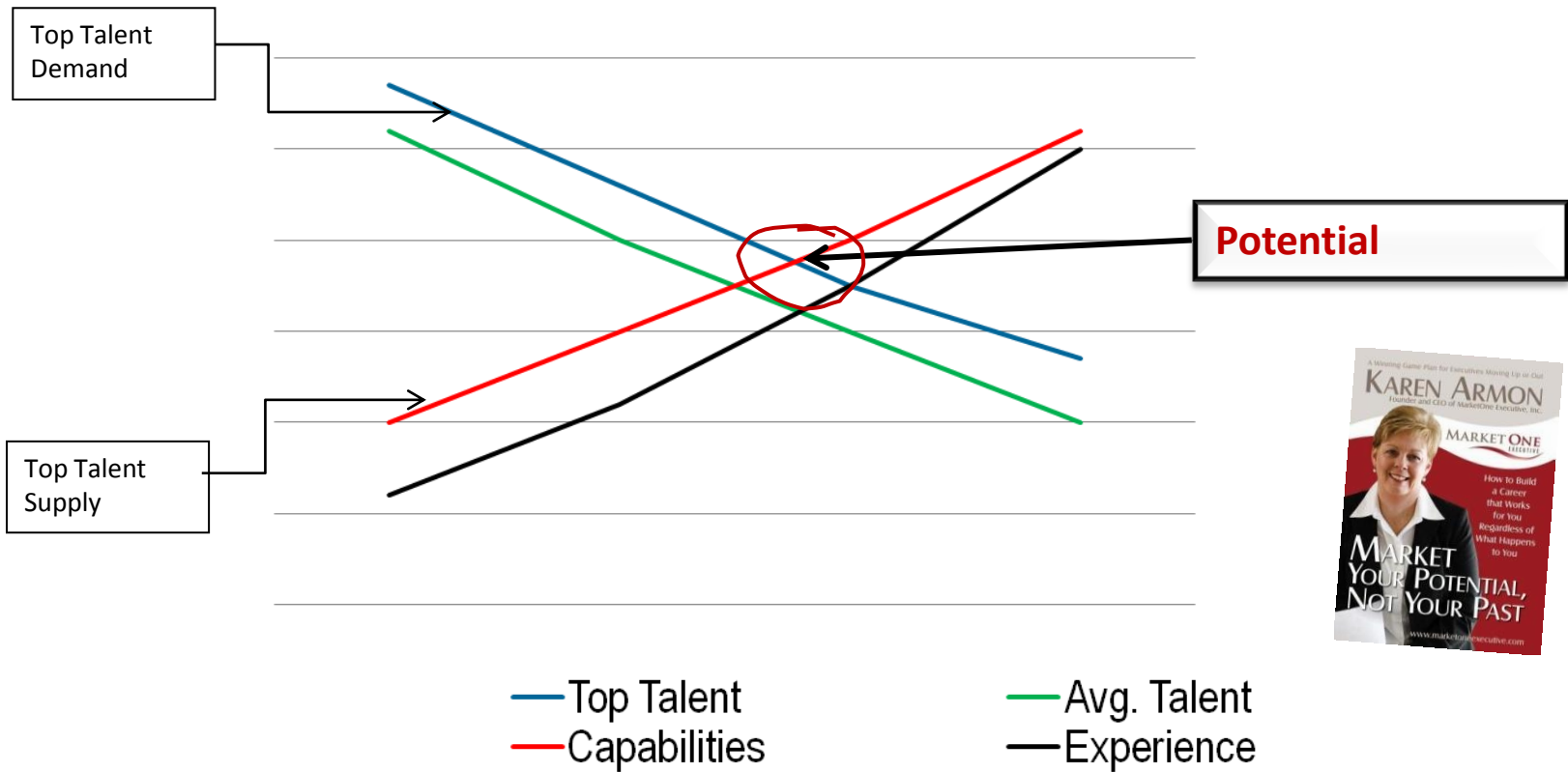
#5



• Viewpoint



Q1: What Does the Market Want/Need?



Q2: Who is getting interviews/opportunities?



- Top in their Industry or Field
- Name Recognition
- Extensive Network that's Active, Engaged
- Easily Found But "Not Looking"
- Distinctively Different Than Others
- Message-Ready and Visible
- Present Potential, Not Past
- Considered a Thought-Leader



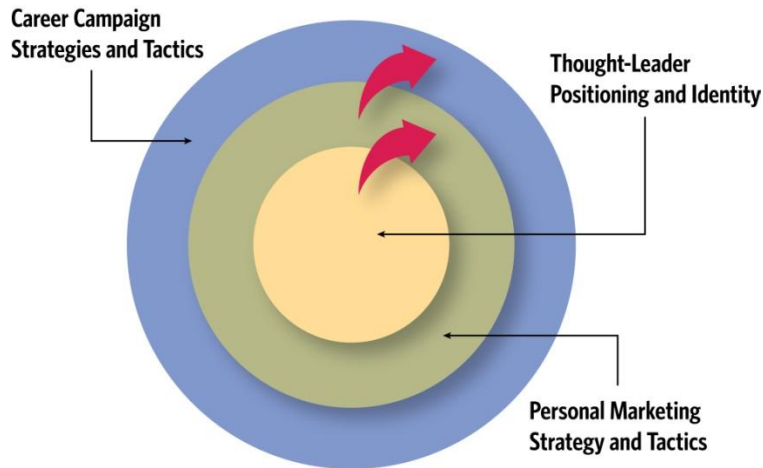
Q3: What Do You Bring to the Table?



*Why you? What makes
YOU different?*



Develop Your Thought Leadership as a Theme/Message



- What are the key challenges within your chosen the industry?
- Why is it important to have thought-leaders in your industry?
- What is your leadership point of view applies to your industry?
- What industry-wide gaps do you see that continue to make your point of view important strategically?
- What is the overall effect of these gaps in your opinion?
- What needs to change? Why?
- What is your solution and how does your point of view provide new directions?



Tips to Get You Started in 10 Days!



- Find out what is going on in your market
- Reach out and get honest feedback
- Review current network – size and scope
- Reach out more to Power Brokers
- Quit looking for a Quick Fix/Silver Bullet
- If need \$\$, consider Professional Services
- Design Oral Presentation
- Link Written Presentation
- Build Network strategically
- “Volunteer for Visibility”
- Measure differently (not activities)
- Dig for Hidden Job Market
- Speak, write, join, volunteer, (i.e., do, do, do, do)

An executive-level job search is MORE than a full-time job. Build a career that works for you regardless of what happens to you!



Real-Life Example #1

“CM” - Sr. Executive



- ▶ No real network, Fortune 100 Co.
- ▶ 25+ years in same company
- ▶ Old Presentation
- ▶ Bottom-Line: within 2 months, 13 CEOs

Lesson Learned:

- ▶ *Target C-Suite Needs/Wants*
- ▶ *Understanding Market Demand Vital*



Real-Life Example #2



“EH” - VP of IT

- ▶ No real network
- ▶ No real activity in months
- ▶ Technical Presentation
- ▶ Bottom-Line: 5 months

Lesson Learned:

- ▶ *Target C-Suite Needs/Wants*
- ▶ *Market as Top Talent Key*



Real-Life Example #3

“DR” - CEO



- ▶ Fall 2008 campaign began
- ▶ No real network of Power Brokers
- ▶ Industry consolidation
- ▶ Bottom-Line: Unusual Opportunity

Lesson Learned:

- ▶ *Oral Presentation Vital*
- ▶ *Network for Opportunities Key*



Questions?

...Now it is YOUR Turn



Thank You for Attending Today's Coffee Break

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coach@marketoneexecutive.com



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