



How the Job Search Game Has Changed

Lessons learned from Executive job-seekers

An ExecuNet Coffee Break

Presented by

Bobbie LaPorte



Housekeeping Items



- Questions or comments are encouraged. Plenty of time to ask following the presentation. Press *1 on your phone and the operator will place you in the queue.
- Confidentiality is always maintained. First names only.
- Please send in your feedback afterwards.



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State of the Executive Job Market – Where are We?



- Executive hiring is up
- Recruiter confidence index improving
- Corporate earnings positive

How the Game has Changed for Executive Job-Seekers



- Survey: 300+ respondents; 25 one-on-one interviews; 72% at executive level

Which job search techniques worked for you?

How has the process changed?

What resources, advice helped you?

Successful Executive job-seekers... are very clear on their objectives

- Have inventoried their experience, skills, interests and values
- Know the intersection of offering and market needs
- Know their value – potential vs. past



Questions to Ask Yourself...

Have you invested the time to do an in-depth evaluation of your experience?

Are your objectives infinitely detailed?

Are contacts responding to you with concrete referrals / leads?

Are you clear on what opportunities to say “no” to?

Successful executive job-seekers... are precise in how they spend their time

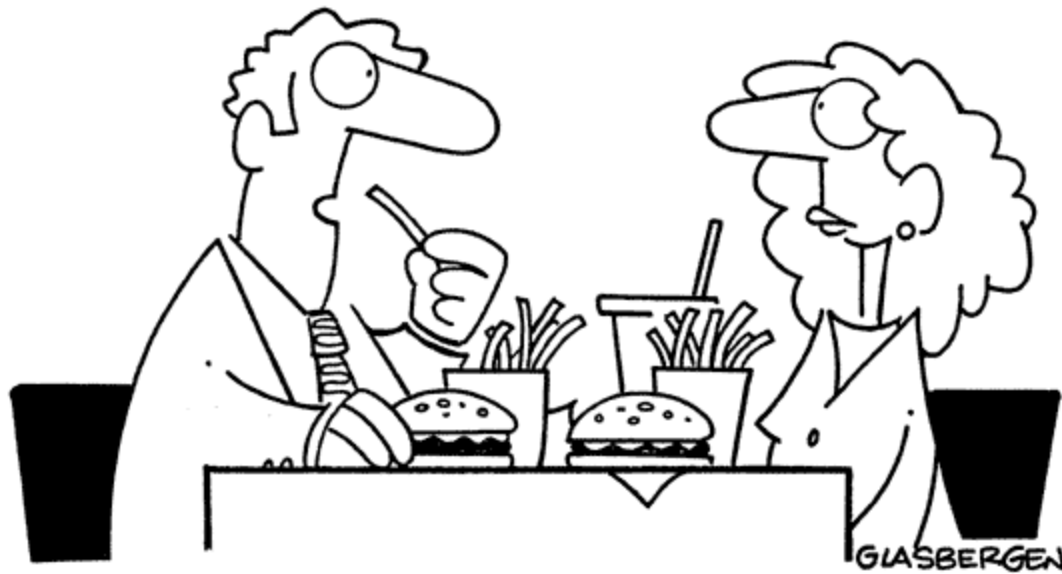
- Networking 90–95% of time, with structure and purpose
- Get beyond their natural network
- Develop multiple touch points in target companies
- Track their activity in detail



Questions to Ask Yourself...

- Are you treating job search like it's a full-time job?
- What % of your time are you spending networking – *really*?
- Are you relying too much on your close contacts?
- Are you effectively tracking all of your job search activity?

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**“I did some networking with someone I knew
as a kid. My imaginary friend got me a job
as an imaginary account executive.”**



Successful Executive job seekers... use a business development strategy

- Approach as a business partnership / strategic alliance
- Do the necessary due diligence and research
- Know how they will deal with specific company issues



Questions to Ask Yourself...

- Have you defined how you are meeting market needs?
- Why would an employer hire you instead of someone else?
- When will you be able to provide ROI to the company?
- Are you presenting yourself as a top-end product or a commodity?

How Long Will the Search Take?



Successful Executive job seekers...bring the “whole package” to their search

- Clear and consistent in how they represent themselves on paper, in person and online
- Use innovative methods to get visibility: their electronic footprint
- Thought leaders are “in”



Departing Thoughts...from your peers....

“You must be excellent. Good is not good enough anymore.”

“When you land the job...don't expect things to be rosy. Companies aren't hiring because things are peachy. There's typically a serious need and whomever is hiring more than likely had to jump through a variety of loopholes to get a position. Companies have cut to the bone and their staffs are swamped. Expect major issues...that's why they're hiring you!



Q&A

Questions can be asked by pressing *1 on your telephone keypad.