

Securing a new Career Opportunity

“It’s Not Rocket Science!”

(Hint...) Sending in your resume is one of the last things you do in applying for a new opportunity.

* **Change’s** in today’s job market have greatly effected the job search process & methods

* **Time to look forward.** An analysis of your career expectations & goals should be your first step

* **The key is to build** your documents & process around the dynamics of today’s market & issues

* **A comprehensive approach** includes:

- Focused analysis & planning
- Comprehensive research
- Search process management
- Commitment and follow through



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Things that go Bump in the Night

* **With today's range of qualified candidates** companies are: (1) tightening requirements, (2) expanding selection processes, and (3) raising performance expectations



* **Hiring managers** no longer 'read' or 'scan' resumes
They 'glance' to see what catches their eye

* **Without a comprehensive & structured plan**
your chances of securing a position in
today's competitive market is less than 20%

* **The key is to build** your career plan so
that the hiring manager retains a high
level of information on you and assures
you are selected from the final selection
group

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Career Portfolio Documents

* **Your resume and portfolio** need to support the entire search process from the initial phone call through the interview process as well as securing the position

* **A professional portfolio** should include,

* Focused Resume, * Extended Biography,

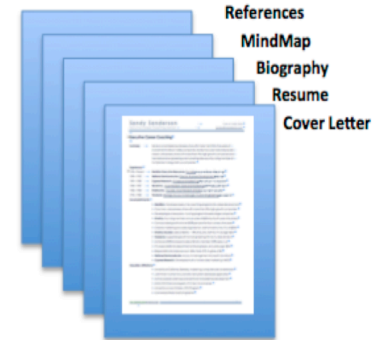
* Graphic Career-Map, * References,

* Introduction, * Success Stories, * Introduction,

* Knowledge Papers, & * Linkedin pages

* **Selecting a professional format & font** is a key aspect of integrating your documents into your portfolio

* **Your Portfolio** should use the same Font, Formal, Style, & Colors



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Career Portfolio Development

- * **Your career documents** need to be focused on your experience and skills & align with the requirements of the position you are seeking
- * **A key career issue is to demonstrate** that “you are the right candidate“ for the position and your experience & skills are aligned with the requirements of the position
 - * **Your documents** need to support the entire search process from the initial phone call through the interview and hiring process
 - * **Your goal is to capture** the interest of the hiring manager and separate yourself from other candidates. (Be prepared, “I will get back to you“ is not an acceptable answer)

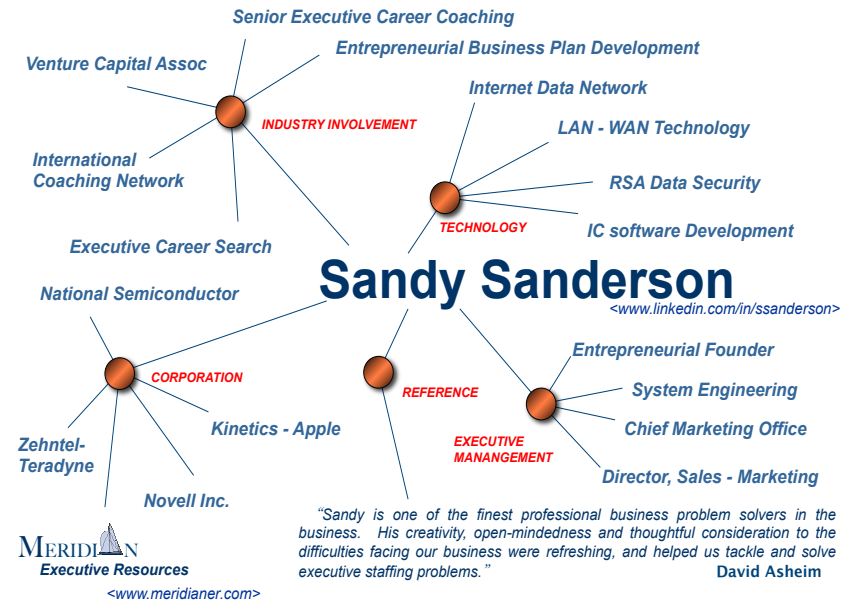


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The Power of MindMap

A Mind Map is a powerful graphic tool that can present your career experiences, skills & accomplishments in a visual format. It will provide a greater understanding and comprehension of your career elements



* **The use of a Mindmap** in an interview can provide a greater focus on presenting your experience, skills, & accomplishments which presents a higher level of retention by the interviewer

* **Look beyond** linear texts and bullet points a MindMap can enhance their understanding of your qualifications for the position

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Building Your Search Process

- * **There are no short cuts** in securing a new position. Your process needs to be comprehensive and focused
- * **First step** is to review & analyze the requirements for the position
- * **Second is to adjust your career documents** to be aligned with the requirements of the position to assure they see you as the best candidate
- * **Increase your market visibility** including your LinkedIn connections and databases
- * **Expand your list of references** including requested & accepted relevant groups
- * **Join associations and organizations** that focus on your target position

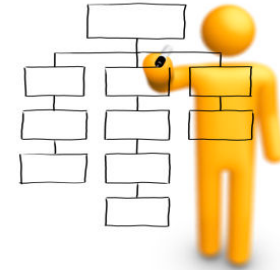


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Adjusting your Search Process

* **in today's job market** career search has substantially changed in process & methods from traditional approaches



* **Gone are the days** of writing a historical resume, sending it out and waiting for someone to call

* **Keys for success** in today's job market include:

Clarity, Focus, Marketing, Media, Alignment

Communications, Commitment, Proactive &

“Being the smartest candidate in the room”

* **The task is up to you!** The more energy you put into your development effort will greatly increase the potential for securing a new career opportunity

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It Takes a Village

- * **Doing It Alone.** Don't discount the expertise of career coaches, resume writers and job search experts
- * **Career coaches** and job search professionals can provide, leverage, connections, & guidance
- * **Career support** can also help you think 'outside the box,' providing a developed process for succeeding in a job search as well as provide advice on salary negotiations
- * **Partner in Crime,** You should engage a proofreader and someone to review your materials for presentation & messaging as a check & balance on your work



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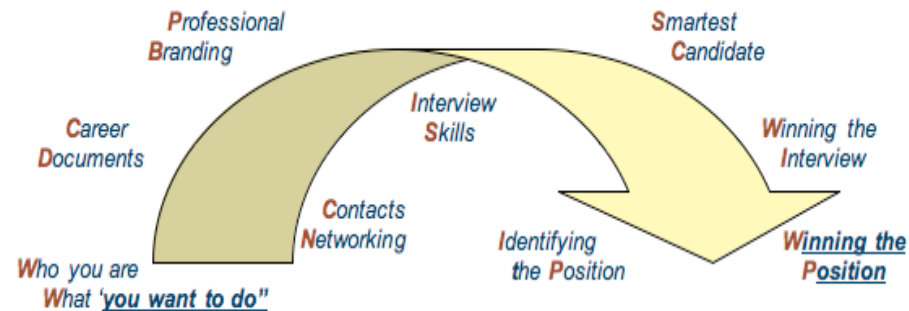
Summary - Discussion



* **Keys for success** in today's job market include: Clarity, Focus, Marketing, Media, Communications, & Commitment

* It is critical to be **“the smartest candidate in the room”** in meeting the company & position requirements

Executive Job Search Arc



Meridian has coached mission-critical executives in securing new career opportunities for more than twenty-five years. We look forward to discussing your career goals and how we can support your career development.

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