



# Meridian Navigator

Career Support for Senior Executives



## What is 2010 going to look like:



**Are you trying to figure out how 2010 is going to develop?** So, what do we know? It will be different than 09 and should begin to improve as the year moves forward. The job market will continue to be a challenge. Key to your success will be the ability to be the *“Smartest Candidate in the Room”*. The more you know the better you will do. The following is a summary of what we know and what we expect to see develop during the year:

- **Executive management and their Board of Directors** are looking at the company to evaluate the needs to add or replace members of the management team to meet growth needs.
- Companies are **re-thinking their management team’s structures** to assure they have the right team to support the recovery and build their business model for 2010.
- Larger and mid-size companies are showing interest in adding senior members the management teams.
- There are an **increasing number of senior jobs being posted** on companies web-sites:
  - Response to openings is through exec management, senior HR, or recruiting firms.
  - Senior positions are less likely to show up on the job boards. (Monster, Craig, etc.)
  - There seems to be a ‘no recruiter calls’ attached to many of job listings. (You need an introduction)
- We are continuing to see **job descriptions with a high level of specific requirements** and job experience. We think this is a response to ‘go-slow’ to assure they have the right candidate from the range of available executives in the job market.
- Senior candidates are creating their **executive brand** to highlight themselves in the market. Type of branding actions being developed include:
  - Presenting executive consulting services on their personal web sites or with other executives.
  - Joining consulting contract firms to keep their hand in the flow of business.
  - Publishing of Newsletters, Knowledge Papers, Books, and email information outreach materials.
  - Look for speaker panels and conference work sessions to get yourself into the news.
  - Proving presentations to industry groups, and at conferences to reach large groups.
  - There is some (but not much) use of video and publishing of video segments on everything from You-tube, consulting, companies, and educational sites that candidates are using.
- **Someone else can introduce you better than you can introduce yourself** is true in tight job markets.
- Hiring survey results shows an **87% increase in job activities** when a consultant supports a candidate.
- The keys to **gainign an interview or introduction** for a candidate at a hiring company includes:
  - Knowledgeable approach built on mastering hiring company information and position requirements.
  - Above average and innovative documentation that is tuned to company position descriptions.
  - Use of outside sources to secure introductions.
  - Multiple calls to a range of contacts in the company. Personal visits are better than phone call which are better than letters. US Postal efforts should only be used for high level contacts supporting personal calls or visits. **Be persistent.**

### Ann Lough & Associates Professional staffing

Meridian supports AL&A a client-driven, full-service staffing firm, specializing in the placement of: Administrators, Exec Assistants, Human Resource Professionals, Office Managers, Sales/Marketing and Finance in a variety of industries.

**Ann Lough** has been successfully staffing Bay Area firms for over 15 years. Her background includes Sun Microsystems in a Corporate Marketing role. 650-248-3341  
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### Now is the time to build an Executive Brand:

**In today’s market** there are many talented executives. The key is to know how to stand-out in a crowd of the *‘best & brightest’* executives. Building a personal brand is the clearest way to present you in the market and build value in securing a new career opportunity.



**Executive branding** is more than highlighting your resume. Your professional brand can determine your effectiveness and visibility in the market. Armed with this information, it is up to you to make yourself stand out. **Now is the time** to make a difference. Contact Meridian for a branding and career development discussion.