



# Meridian Navigator

Career Support for Senior Executives



## Meridian Knowledge Resource Library:

The **Meridian Library** provides over one hundred individual "**knowledge papers**" covering a range of issues and situations facing senior executives in addressing their career options and challenges. Each paper covers a specific topic or situation facing executives looking for a new challenge.

Topics covered in the library include:

\* Understand how to present yourself, \* Building a career presentation, \* Developing a 'professional brand' \* Presenting your skills, passions, and accomplishments for a new opportunity. Go to

[www.meridianer.com/Resources.html](http://www.meridianer.com/Resources.html) to download.



## LinkSV Accessing the Valley

In today's 'networked' business communities a key element of success is the ability to access the companies & people who drive the Valley.

The more you know about the connected relationships of the Valley the better you are going to be in addressing your business objectives.

Link Silicon Valley LLC, with a directory of 10,700 SV companies, VC firms, & supportive organizations is the premier source that connects the people who build, fund, and sustain the technology companies of the Valley.

LinkSV, provides comprehensive access to the business relationships of the Valley includes contact information of key management, outside board members, VCs, customers, and strategic partners enabling you to "connect all the dots" in knowing how the Valley. [www.linksv.com](http://www.linksv.com)



## Building your Visibility:

Maintaining your **market visibility** is an on going process.

Whether you are building your business model or seeking a new career opportunity the more contact and visibility you have in the market the more successful you will be in reaching your goal of new business or a new career position. Here are a list of recommended activities to pro-actively build your visibility.

- The key focus is: **Research, Research, Research....**
- Make a commitment for a min number of hours spent on the web and research each day.
- Add LinkedIn contacts and referrals including, joining LinededIN groups in your area of specialty.
- Clean up your email database, expanding it and assuring it is ready for an email program.
- Build new contact lists from you areas of contact. (Alumni, association, etc)
- You should have a goal of expanding your contact databases by at least 20%.
- Go through your LinkedIn contacts and send as many recommendations as possible.
- Look at your LinkedIn contacts and find a minimum of 10 contacts to ask for a recommendation.
- Now is the time to do your market and company research to identify companies that interest you.
- Review and update you professional career documentation.
- Update your profiles on all the groups you are connected to. Join new groups is your area of focus.
- Build a new marketing piece or knowledge paper to extend your proactive career documentation.
- Send out 'catching up' emails to as many of your contact that make sense.