



## They are NOT your Father's Oldsmobile . . .

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I am an executive career coach and I am '**As mad as hell**' and '**WE should not take it any more**'...the **WE** are the amazing senior executives of today that hold the knowledge and wisdom of their generation for building successful companies.

Equipped with the experience and knowledge of years of building companies they now hear, '*You are too senior for the position*' or '*We are looking for someone with new ideas*'. **REALLY?**

The realities of building a successful company today include facing a range of dynamics you need to meet. The window of opportunity is small, the competition is fierce, no one has the time to '*train-up*' new team members, and every member of your team is required to contribute more than their part.

### Best and Brightest

When you look at what makes a company successful it is the wisdom, skills, experience, and the success failures of the members of your management team. The people with these critical attributes are the senior executive members of our community. They are team players that have been there, done that, know that, and can hit the ground running avoiding the mistakes of people leaning on the job.

Over my careers in executive coaching, retained search, and entrepreneur I found the rejection of senior executives to be a confusing problem. Here were highly qualified executives, with the wisdom, experience, and skills to make a difference, being rejected. The hiring companies seem to lack the vision to see around the senior executive issues to the real quality and capabilities that these '*knowledge-experts*' executives can bring to the company and will be the management you trust with a difficult assignment?

### Knowledge Experts

These highly qualified senior executive leaders are highly trained, successful executives, with deep experience and knowledge in their industries. This level of '*Knowledge Executive*' cannot be found in any other candidates group. New graduates, people under 30, or candidates with less than 10 years of experience cannot bring the wisdom, value, and skills available from senior executives to say nothing of being able to '*hit the ground running*' on day-one.

Companies that are serious about the success of their company should be hiring strong senior executives with extensive backgrounds of accomplishment and success. These experience executives have the ethics and confidence built from experience. Companies should be hiring senior executives who know what works and what problems to avoid and can make the right decisions in guiding their companies.

### Dead Suit Walking

**Marin & Dokoupil's** Newsweek article has it backwards. Instead of focusing on the '*perils*' of being the older executive I would suggest they focus on the amazing quality, wisdom, values, and capabilities these senior executives can contribute. I plan on continuing to work with these '*Best and Brightest, Senior Knowledge Experts*' in helping them take on new career and bring success to their companies.