



## Executive Career Development Addressing Today's 1% Solution

With twenty-years of career coaching, executive search, and organizational development experience I have been able to refined Meridian's career coaching services to offer an 85% assurance of success in supporting senior executives securing their next career opportunity.

You would think finding a new position to be a straightforward process. Update your resume, write a cover letter, contact the recruiters and contacts you know, get on the web to find a job opportunity.

Nothing could be further from the realities of the current job market. In today's hyper job market, tightening requirements and multiple qualified candidates for every position your chances of securing a position is around 1%.

As an example, I was asked to help a CEO identify candidates for a senior Vice President of marketing position. The company is a high-end composite OEM supplier selling to the Fortune 1,000 through a 'design-win' process.

You would think with this level of specific technology and target clients the range of qualified candidates would be limited.

After developing a specific position description, (aka: Most job descriptions aren't worth the paper they are printed on. More on this critical element later.) We posted the listing on Linked In. within 10 days we had received over a hundred resumes! Where to start?

Our fist step was to complete an initial scan of the resumes eliminating the one's that clearly did not fit the position, around 50 candidates. A second, more specific scan eliminated another 25 candidates.

A detailed review of the remaining 25 resumes eliminated another 15 candidates leaving a short list of 10 pre-qualified candidates.

We phoned interviewed the 10 remaining candidates, invited 5 in for interview with a final results of single candidate being offered the position, 1 out of 100, (1%). This is a clearly not very good odd for the candidates submitting their resume.

As a candidate how do you change the odds to be in your favor? Meridian has developed a multi-part coaching process that overcomes the selection limitations.

Our approach: Instead of applying to 100 companies the Meridian Coaching Program enables a candidate to apply to only a selected opportunities where the candidate can be equipped to be 'The smartest candidate in the room!'

To date, we have an 85% success rate in supporting senior candidates in securing a new career opportunity.

Our coaching program has six elements and takes between four to eight weeks. The heavy lifting is on the front end in discussion, research, and preparing the candidate to have a comprehensive understanding of who they are and what type of position they are looking for.

A detailed analysis of the coaching program and the six elements in the process can be found on our website, [<www.meridianer.com>](http://www.meridianer.com) provides addition information on our process.

In support of the program we have developed a comprehensive range of "Knowledge Papers" that provide detailed analyses of elements in the career development process.

