



Executive Blueprints

~ Blueprints for success ~

Executive Jobs

A Guide to Managing Your Career



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Table of Contents

Why this Guide is Important to You

It's Time for a Change Test the Market	Page 3
Move Up the Ladder Increase in Pay Stay Fresh Seeking Employment	Page 4

Steps in Managing Your Career

Be Confident Be Bold	Page 5
Develop Your Profile Design Your Standard Resume Variations on Your Theme	Page 6
Highlight Your Highlights How to Apply for a Specific Job	Page 7
Recruiters	Page 8
Use the Web	Page 9

The Interview

Prepare Perform Follow-up	Page 10
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If you don't get a kick out of the job you are doing
you'd better hunt another one.

Samuel Vaclair

Why this Guide is important to you

The following are a few examples of 'why this guide is important to you'.

It's Time for a Change

Reflect on your situation, your environment and the impact that it has on your personal life. If you can impact the environment and improve your situation, that may be your first option. If you can not change the current environment, then you can certainly choose another one.

There are many types of negative work environments. You may be in a position that you need to constantly watch your back from other internal associates who lack integrity, or who may attack your reputation out of professional jealousy. Perhaps you have accomplished all of the conceivable goals of the position and have become bored, unable to further challenge your skills. You might be in a career limiting position due to the organizational structure, unspoken discrimination, or significant differences with another level of executive management. A negative environment does not necessarily mean that it is a hostile one. It just means that you have come to the recognition that you are no longer satisfied with the current situation. It is a personal recognition that you should be in a position that is challenging and rewarding.

A negative work environment can erode your self-confidence and cause hesitation in many aspects of your performance. Do not let it erode your confidence in your talents or your worth. It is only a matter of finding the environment that compliments your ability and appreciates the contributions that you can provide to the organization.

Your chances of success are directly proportional to the degree of pleasure you desire from what you do. If you are in a job you hate, face the fact squarely and get out.

Michael Korda

Test the Market

If you are reasonably satisfied with your current position, you should still test the market. This is a way to identify your market value, compare opportunities, and keep your credentials fresh. You might discover that there is another opportunity that is more rewarding, has better compensation, or offers more opportunity for advancement.

On the other hand, you may discover that there is nothing better than the position you have today. If this is the case, what better reassurance that you are appreciated and compensated appropriately than to have a competitive market analysis of your skills? Posting your resume and attending an occasional interview does not dilute your loyalty to your current employer, especially if you stay with the current position. Discussing your capabilities and positions in other companies may even spark some creative ideas that can improve your current performance.



Move Up the Ladder

If you have found that upward mobility is limited within your organization, join the thousands of other people who test the market to determine if there are other opportunities available. Keep doing a great job in the current position, and look for other opportunities on your own time. Promotion is usually accompanied by transition. This can be with competitors, partners, or completely different industries. Leverage your experience to improve another organization, and to improve your own career advancement. It is a win-win situation.

Increase in Pay

If your company compensation does not keep pace with increases in cost of living, then what are you waiting for?

Stay Fresh

Keep your resume updated, go on an occasional interview, and keep your skills fresh. Take a personal day of vacation to network, interview and connect with important business associates. This is an investment in your future. Even if you have landed the perfect job, there is always the chance that the economic conditions may change, the company may shift, and you may find yourself seeking employment. Follow the motto of the Boy Scouts and, "Be Prepared".

Seeking Employment

Every executive has faced unemployment at some time or another, either by choice or by unpredictable circumstance. For many, the first response is typically an emotional one. You may feel fear, anger or remorse about the loss of responsibilities and obligations associated with the last position. Clear your mind of the emotions and embrace your temporary freedom. Obviously this is not freedom from your family or fiscal responsibilities, but it is freedom to spend time investing in your future. You have been given a temporary allotment of time, use it wisely.

If you are seeking employment, invest your time to develop a personal portfolio that is second to none. Prepare a personal business plan for your future by defining your requirements for your next position. Utilize the internet, recruiters and personal communications to enhance your opportunities. You have more time to spend on cover letters, follow-up, fast response, and careful selection of your next position. Unlike other individuals who may be seeking advancement while working 60 hours at a current job, you have the time to really make an impression. Do not be discouraged, be aggressive!

Getting fired is nature's way to telling you that you had the wrong job in the first place.

[Hal Lancaster](#), in *The Wall Street Journal*



Steps to Managing Your Career

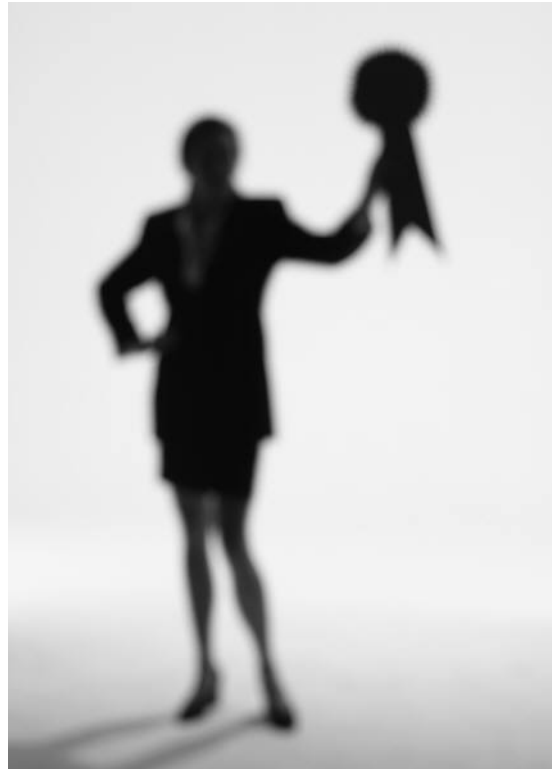
The following are steps in preparing to discover your opportunities.

Be Confident

Regardless of the situation that causes you to challenge yourself and investigate alternative opportunities that await you, move forward with great confidence. Take a moment to reflect on your career. Undoubtedly there are many accomplishments that you would be proud to share, and this is your opportunity to share them.

This is not a competition. There are likely other executives who have earned your respect and admiration, and other executives who have not. Do not waste your time in comparing your talents and skills to these other executives. Spend your time to reflect on the talents that others have identified in you.

Reflect on the achievements that seemed to happen effortlessly, easily and with the most enjoyment, for it is in these achievements that your talents were most evident. The purpose of your quest is to find a position that can challenge, reward and maximize your individual talents. You are not competing with anyone else for a position, but you are at the beginning of a journey to discover the best position for you at this time.



Be confident in yourself, for you have individual talents and skills. Your knowledge and your experience have value. It is only a matter of locating the people and organizations that value most the credentials that you have to offer. Your confidence will give them confidence.

Be Bold

If you have confidence in yourself and your capabilities, be bold. This does not mean that you should be arrogant or self-absorbed. Being Bold means that you should openly portray your values, your accomplishments, your desires and your ability. If you are seeking to develop a relationship with another organization, then you need to start off on the right foot. Be honest about your ethics, attitude, expectations and requirements. In return, openly share what you have to offer in return, your diligence, experience, and your commitments. If you attempt to portray attributes that you think are desired, but are not really reflective of yourself, you may win a position for which you are not suited. Being forthright in the process of investigating your opportunities will help you to identify careers that are the best match for your personality and talents. Matching your style with the right position increases the potential for future success.

Do what you love, and the money will follow.

Marsha Sinetar

Develop Your Profile / Autobiography (BIO)

Take time to develop a personal autobiography of your career. This may include your education or military experience. Highlight your accomplishments, make note of your challenges or obstacles and how you addressed them, and identify how these have contributed to your knowledge and experience. This profile is your own creation, a personal reference that will help you track your progress.

Mark your calendar to update and review your profile at least once a quarter. It is important to maintain perspective on your career, to remember how far you have come and the vision to what you want to accomplish. Make updates to your profile when personal achievements are fresh in your mind. Be sure to make note of dates, dollars, percentage improvements, or similar METRICS that can be measured and defined. This is a living document, updated as frequently as your desire, a private testimonial to your personal development.

Design Your Standard Resume

Use your Profile / Autobiographical reference to develop a Standard Resume. The standard resume should be a simple text base document. It should not contain any special images or formats. There are many electronic and Web based applications to receive and rate resumes, so it is important that you have one that can be easily scanned by these applications. Artistic bullets, elegant formats, images and creative styles may make it impossible for a standard software filter to identify the pertinent information contained in an electronic resume. It would be a shame for you to miss an opportunity because an electronic filter could not identify your name or contact information, so make at least one standard text based resume for on-line submissions.

Need help to find a suitable format for standard on-line submission? There are many templates available for Microsoft Word ® and Microsoft Publisher ® at Microsoft Office On-line. For Microsoft Office On-line, please visit <http://office.microsoft.com>

For additional suggestions or templates, please visit http://www.ExecutiveBlueprints.com/executive_jobs.htm

- Keep it simple
- Highlight your professional achievements
- Include Education and Degrees if applicable
- Include Special Training if applicable
- Include Special Recognition, Awards or Certificates
- Include references to partnership accomplishments
- Use measurements to define achievements
- Number of employees managed is a measurement
- Provide a one line description for each job title
- Obtain letters of reference to use as your References



Variations on Your Theme

Once you have a Standard Resume, use it to create three or four variations. Sometimes it is difficult to convey all of your talents and experience in a brief document. You can use variations of your resume to highlight specific themes in your career. For example, you may want to highlight your management experience, operational achievements, marketing and communications, sales amount, sales strategy development or sales relationships. Variations of your resume based on specific themes can be more effective at reaching targeted audiences. It is often better to be perceived as a Specialist than a Generalist.

Highlight Your Highlights

Create a cover letter to rapidly identify your key accomplishments and skills.

- ☑ Make it short and easy to read quickly
- ☑ Make it personal for the position and organization
- ☑ Make it an introduction, not a copy of the resume
- ☑ Make it interesting, include something worth repeating
- ☑ Flatter the Reader
- ☑ Focus on the needs of the organization or open position
- ☑ Avoid using the words "I" and "Me" as much as possible
- ☑ Be honest, do not embellish or exaggerate
- ☑ If your cover letter is not working, make a new one
- ☑ Sell your strengths



My whole career can be summed up with 'Ignorance is bliss.' When you do not know better, you do not really worry about failing.

Jeff Foxworthy

How to Apply for a Specific Job

If you are interesting in a specific job posting, there is a simple technique to increase your opportunity for an interview.

1. **Read the Job Posting very carefully**
2. **Identify the Keywords, Phrases and Requirements**
Example: # years of experience, degree, keywords describing the job
Example: "5 years sales experience in computers or related industry"
3. **Make a copy of your Standard Resume and integrate the keywords as applicable**
From: "Director of Retail Sales"
To: "8 Years experience as Director of Retail Sales for computers, laptops and monitors"

Many organizations use electronic filters to create a Score, and thereby filter submitted resumes. If you want your resume to be at the top of the list, integrate the pertinent keywords and phrases in the electronic copy of your resume.

Some methods of submission only allow the on-line electronic resume. If you have the opportunity, send a Cover Letter with your resume. Follow the guidelines for creating a personalized cover letter, but include some of the pertinent keywords. Review the company profile and culture, typically available on the company web site, and customize your cover letter to reflect the similarities of your experience and style. Including recognition of the company history or culture is a reflection of your interest and appreciation.

Whenever you are asked if you can do a job, tell 'em,
'Certainly I can!' Then get busy and find out how to do it.

Theodore Roosevelt (1858 - 1919)

Recruiters

Recruiters can help you prepare a professional resume and cover letter. They can help identify specific job opportunities that match your individual skills and experience.

Recruiters typically are paid by companies that hire them to fill positions. You should not have to pay a fee to an executive search firm. There are two common types of recruiting firms. Retainer firms are hired by a company for a specific assignment, typically for a position with a salary above \$100k. Contingency firms receive payment when a position is filled, typically hired for mid-level positions with salary below \$100k. Some search firms specialize in specific industries, and some are 'general' recruiters.

For updated information and other recruiting resources, please visit

www.ExecutiveBlueprints.com/executive_jobs.htm

The following are on-line references to some popular Executive Recruiters

www.SearchFirm.com

www.LucasGroup.com

www.ExecutiveRegistry.com

www.ExecutiveAgent.com

www.ExecutiveTrumpet.com

www.Executive-Recruiters.com

www.ExecuNet.com

www.CareerChange.com

www.ReactionSearch.com



Never continue in a job you don't enjoy. If you're happy in what you're doing, you'll like yourself, you'll have inner peace. And if you have that, along with physical health, you will have had more success than you could possibly have imagined.

Johnny Carson (1925 - 2005)

Use the Web

Find a place to post your resume on the web. Web sites are continually scanned by 'spiders' seeking relevant information and keywords. It may take days or weeks for them to spot your resume, but then it can be found by executive recruiters and potential employers.

The internet makes it easy for you to obtain templates for resumes and cover letters. There are many recruiters and search firms available to assist you in your search for the position that best matches your talents and capabilities.

The following are a few useful reference links. These links are current at the time of developing this reference guide. New links and on-line tools are continually being developed, so it is worthwhile to do additional investigation for new and improved resources.

For updated information and links, or to submit your resume with request to post on the web site, please visit www.ExecutiveBlueprints.com/executive_jobs.htm
Executive Blueprints Inc reserves sole discretion to approve or deny posting of resumes on the web site.

On-Line Reference for Executive Careers

www.CareerJournal.com

www.6figurejobs.com

www.Executive.Careerbuilder.com

www.ExecGlobalNet.com

www.Executive.Moster.com

www.UpLadder.com

www.Monster.com

www.SearchFax.com

www.job.com



Approach this experience with a positive attitude. If you are concerned about the competition, keep in mind that you have separated yourself from 99% of the population by taking the initiative to secure a better life for yourself with a better position. Firms are continually seeking to improve the pool of talented individuals. You just need to make yourself available for them.

It's not necessarily about what career you pick. It's about how you do what you do.

Cory Doctorow,

Someone Comes To Town, Someone Leaves Town, 2005

The Interview

It may have been a long time since your last interview. If you have created a compelling resume, and the time is right, you will be selected to receive an invitation for a personal conversation.

Prepare

- ☑ Review web site materials regarding the company. You should be familiar with the history, culture, current financial situation and public strategy. Knowledge of the company demonstrates your desire and initiative. It will make your conversation more effective.
- ☑ Review your resume. There is something in that document that caught their attention. Highlight key words and phrases in your resume that match the company or position.
- ☑ Find a quiet place to reflect on the key words and phrases you have highlighted. Think of detailed situations and stories that demonstrate your achievements related to those items. Remember the challenges and obstacles associated with those accomplishments and what you learned in the process.
- ☑ If possible, drive by the interview location in advance. This will help you to judge traffic and route, assuring that you can arrive early for the interview. It will also help you to imagine the conversation. In your mind, envision a successful conclusion. Picture yourself walking out of the building with satisfaction that you made a great impression.

Perform

- ☑ Be confident. There was something that compelled them to invite you for the interview
- ☑ Dress like a Professional. Regardless of the general company attire, you are a guest
- ☑ Arrive early and be prepared to wait. Bring something to read, like a copy of your resume
- ☑ Present a hard copy of your resume, with letters of recommendation, copies of awards or certificates, and a more extensive autobiography if you have them. Not only is it useful reference for conversation during the interview, but it can be used to create a public announcement when you are awarded the position.
- ☑ Use Active Listening Techniques. Be patient and listen carefully to questions or statements, respond accordingly. Follow the lead of the person conducting the interview.
- ☑ Some interviewers will spend most of the time explaining the position, the company, or the opportunity. If the individual is trying to 'sell you' the position, let them. In this situation, take the roll of a customer and allow them to sell you the job.
- ☑ Some sophisticated interviewers will focus the conversation on you, seeking details and specific examples of your personal experience. In this situation, be prepared with short stories of specific examples that highlight your success. Be sure to demonstrate how the elements of the story relate specifically to the question as you are telling it.
- ☑ Maintain eye contact during conversations. Typically you will know how well you are doing by the reaction in the eyes of the interviewer.
- ☑ Be gracious and demonstrate your appreciation for the opportunity to interview.
- ☑ Shake hands. Offer to leave hard copies of your resume, letters of recommendation, or relevant certification that can be used to review after you are gone. Be sure to leave your current contact information. It is like leaving a brochure for your services.

Follow-up

- ☑ Send a short email or letter to express appreciation. Include one or two references from the conversation that impressed you regarding how well your capabilities fit the position and the company. Close the correspondence with a "Thank You" and contact information.
- ☑ Make a few personal notes for yourself regarding key points of the interview. You might need to refer to these in the event of a second or third interview.
- ☑ Don't wait. That interview is done. Even if you performed flawlessly, there is no way to know exactly what criteria will be used to select a candidate. Begin preparing for your next interview opportunity.

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The foundation of every organization is the talent of the people within it. Executive Blueprints Inc is dedicated to emerging leadership and the evolution of performance to achieve personal potential. Success is measured by individual satisfaction and fulfillment. Executive Blueprints uses experienced executive talent and customized materials to develop personnel at all levels of an organization, dedicated to help you reach your goals with proven blueprints for success.

Also Available from www.ExecutiveBlueprints.com

BizRolodex – The Business to Business on-line mall with Discounts and Special Offers on Office Supplies, Gifts and Cards, Custom Logo apparel, Phone, VOIP, Health & Beauty Supplies, Publications, and Electronic Gadgets

Free Training Tools - Exercises and Activities for Trainers, available for free download and distribution in PDF format.

- ◆ **Time Management Training**
- ◆ **Professional Sales Training**
- ◆ **Customer Service Training**

Steps for Developing a Three Year Strategic Plan

- ◆ **Standards of Performance** – Defining Roles and Responsibilities
- ◆ **Competition and Alliance** – Defining Your Environment
- ◆ **S.W.O.T. Analysis** – Strengths, Weakness, Opportunity and Threats
- ◆ **Year One** – Immediate Needs and Daily Discipline
- ◆ **Year Two** – Plans and Projects in Process to overcome competition
- ◆ **Year Three** – Long Term Goals and Objectives, Defining the North Star

Interview for Excellence – Tools used in training organizations to identify the appropriate talent and skills for the position, includes “**Interview Skills**” and the “**Interview Workbook**”

Case Studies – Read about other organizations with successful blueprints for success.

Seminars and Workshops – Motivational and educational interactive planning sessions hosted by Executive Blueprints Inc. Topics and schedules vary. See the web site for details.

Without ambition one starts nothing. Without work one finishes nothing. The prize will not be sent to you. You have to win it. The man who knows how will always have a job. The man who also knows why will always be his boss. As to methods there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble.



Emerson

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