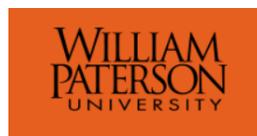


Planning and Organizing Your 2021 Job Search Campaign

Robert Hellmann

Hellmann Career Consulting
www.hellmannconsulting.com

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To Get The Slides and Contact Management Template:

bit.ly/wp22321

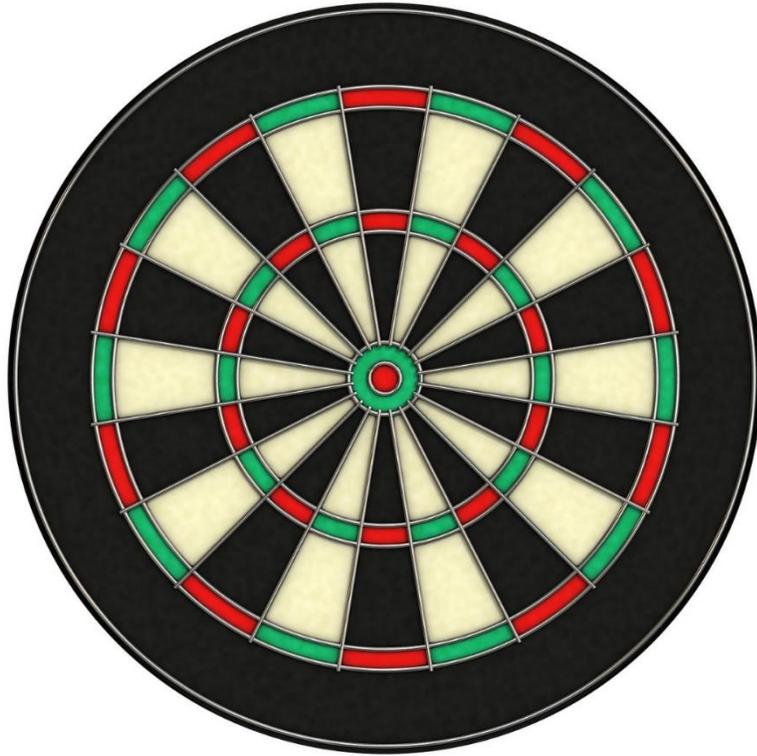
WHAT WE'LL COVER

- ✓ Job Targets
- ✓ Marketing Plan
- ✓ Branding & Positioning
- ✓ Prioritizing Your Job Search Time
- ✓ Planning to Avoid a Stalled Search

Take a Targeted Approach

(don't be a "Renaissance Person")





- ❖ **Job title or description**
- ❖ **Industry or Organization Type/Size**
- ❖ **Geography (sometimes)**

**Change a parameter,
change your positioning**

Job Target Examples



Director of Marketing



Marketing, Tech Co.'s, Greater NYC



Director of Marketing, mid-large Tech Co's,
Greater NYC

Advanced Target Decision-making

1. List important key drivers of your decision in columns:

- **Assessment Exercise results**
- **Things you enjoy doing that you are good at**
- **Values, interests**
- **Potential regrets**
- **Long-range vision**

2. “Brainstorm” any possible job interests – list in the rows

3. For each “row” (potential target), check off the number of “columns” (key drivers of your decision)

4. Narrow down the list based on the score



Your Marketing Plan



Two to Five prioritized Job Targets

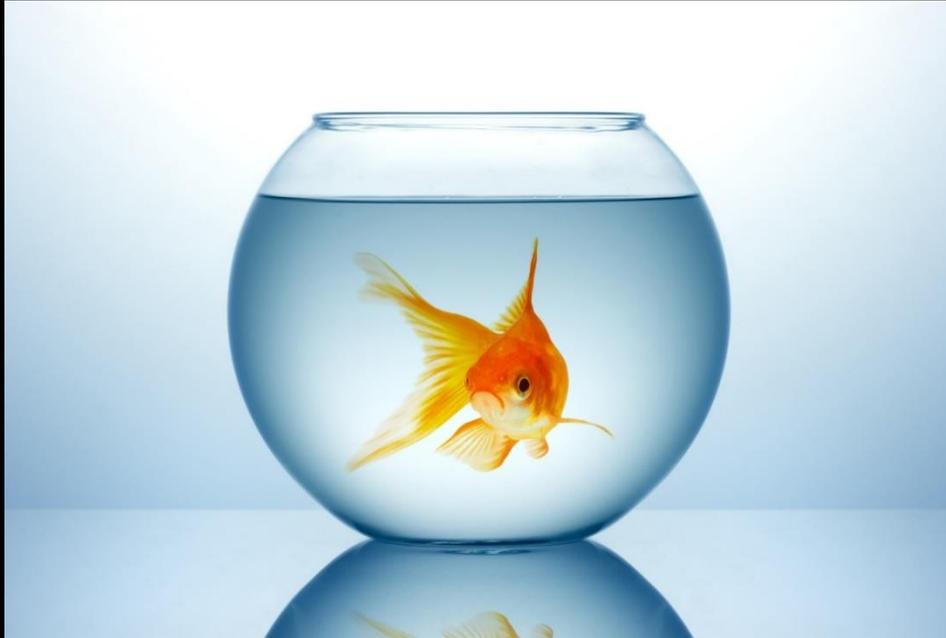
- ✓ List target companies
- ✓ Rank the Companies: A, B, C
- ✓ Guesstimate # of potential positions by company

Prioritize Targets



(don't go for them all at once)

Target Enough Potential



EXAMPLE MARKETING PLAN

(what's wrong with this plan?)

JOB-SEARCH MARKETING PLAN

Total Positions*: 75

	<u>TARGET 1</u>			<u>TARGET 2</u>			<u>TARGET 3</u>			<u>TARGET 4</u>		
Position/Job Description	→ Sr Investor Relations Officer (Director +)			Director of Finance			Director of Corporate Communications			Director of Marketing		
Industry or company type	→ Mega-Cap Public Tech Company			Pre-IPO Startup			Fashion / Retail			Fashion / Retail		
Geographic Area	→ SF Bay Area			SF Bay Area			SF Bay Area			SF Bay Area		
		# positions	Rank		# positions	Rank		# positions	Rank		# positions	Rank
	Salesforce	2	A	Lyft	4	A	Stitch Fix	2	A	Stitch Fix	4	A
	Alphabet	1	A	Airbnb	5	A	Everlane	3	B	Everlane	3	A
	Oracle	2	B	Pinterest	3	B	Levi's	5	B	Levi's	8	B
	Netflix	1	C	Everlane	3	B	Gap	4	B	Gap	6	B
	Apple	1	C	Postmates	2	C	North Face	4	C	Old Navy	3	B
										Athleta	4	B
										Cuyana	3	C
										BetaBrands	2	C
Total # Positions*		<hr style="width: 100px; margin: 0 auto;"/>			<hr style="width: 100px; margin: 0 auto;"/>			<hr style="width: 100px; margin: 0 auto;"/>			<hr style="width: 100px; margin: 0 auto;"/>	
		7			17			18			33	

EXAMPLE MARKETING PLAN

(what's wrong with this plan?)

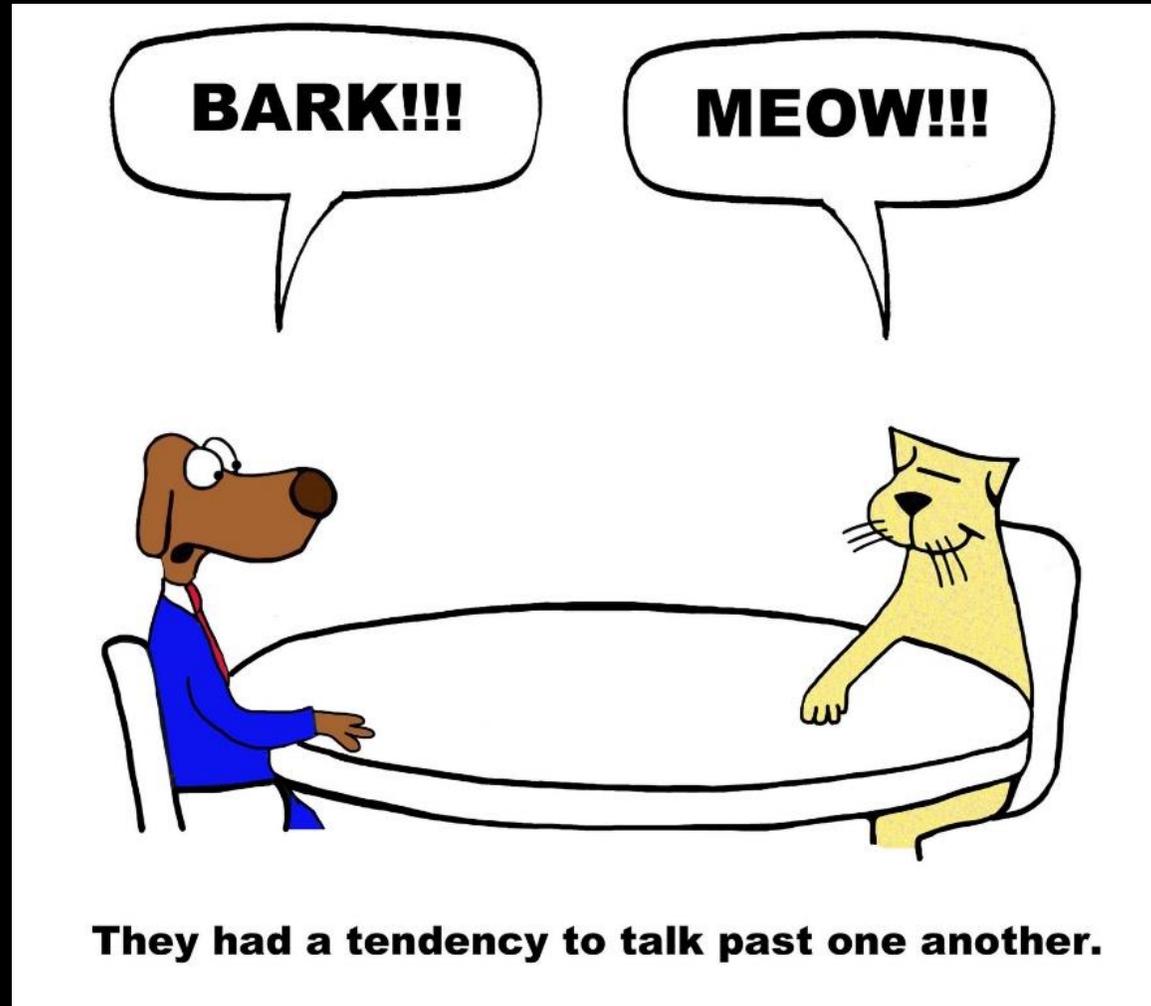
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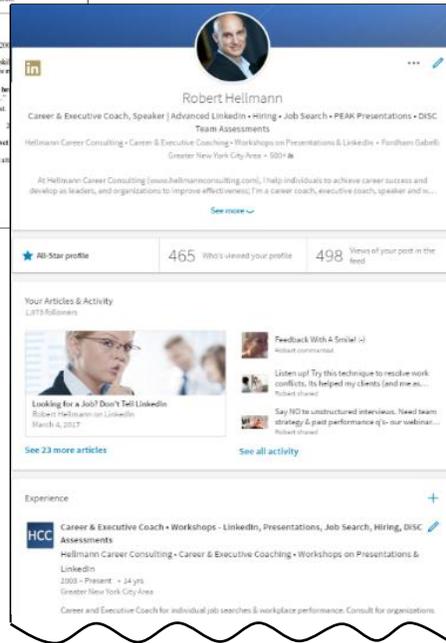
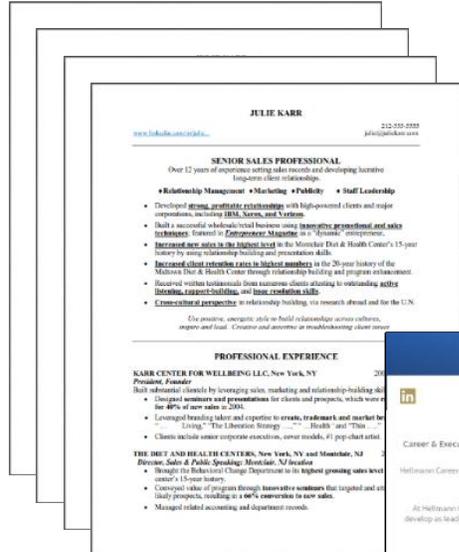
 **Too small – aim for 200**

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		7			17			18			33	

Position Yourself Correctly



Position Yourself for **your job target**, NOT your last job



jkarr@hiringcompany.com

Discuss UT (global tax issues)?

Dear Julie,

Could United Technologies benefit from a hands-on tax director and counsel with international expertise and the ability to drive strategic initiatives?

I have designed and implemented tax strategies for businesses in the U.S. and more than 14 countries, which could be helpful given your well publicized expansion into Europe and Asia.

I know how to work with operations, finance and legal people to deliver tailored solutions that get results. I have managed cross-functional teams in North America, Europe, Latin America and Asia Pacific in complex projects including:

- Executing a **\$4 billion U.S. recapitalization**
- Refinancing global operations to **reduce costs from overseas** without impacting operations or paying up front taxes.
- Implementing a global trading company to **consolidate practices**, increase sales and **reduce the global effective tax rate by 50%**.
- Reorganizing a global sales organization to **create and manage an estimated \$100 million foreign tax exposure**.

My resume is attached for your additional information.

I am very interested in meeting with you. I believe you will find even a brief meeting beneficial. I will call your office in the next few days to see when I can get on your calendar.

Kind regards,
 Robert Hellmann
 914-825-9140
 www.linkedin.com/in/roberthellmann



Example: Banking to Higher Education

NO

- **Doubled credit card balances**
- **Increased revolver retention by 57%**

YES

- **Doubled Marketing's ROI**
- **Increased retention by 57%**

Research to Identify Positioning



ABOUT AMERICAN EXPRESS

INVESTOR RELATIONS



HELLMANN CAREER CONSULTING

Career Coaching • Executive Coaching • Presentations • Interviewing • LinkedIn

HOME

SERVICES

PUBLICATIONS

EVENTS

BLOG

TESTIMONIALS

RESOURCES

ABOUT

CONTACT

Develop “Pitch” from Positioning

- ✓ What org-chart “box” do you fill?
- ✓ How You’re Different
- ✓ Examples of Your Success



Use Resume Summary Section for Pitch Outline

SENIOR FINANCE EXECUTIVE

CPA with 15+ years of progressively responsible experience in the media industry.

- Accounting
- Forecasting
- Financial Planning & Analysis
- Global Staff Leadership
- M&A
- Financial/Shareholder Reporting

◆ Viacom ◆ NBC-Universal ◆ McKinsey ◆ HarperCollins

- **Global experience** leading teams across the U.S., UK, Canada, Australia, New Zealand, and Asia
- Restructured Viacom division's business model in Europe, **growing profits from -10% to +15%**. Management team received **award for outstanding performance**.
- Developed global **strategic plan**, as key member of 5 person Executive Management team reporting into the President of HarperCollins International Division (\$400 million in revenues).
- **Reduced costs by as much as 25%** while protecting or enhancing revenue sources.
- Key role in dozens of **Mergers and Acquisitions**; Expertise in all facets of M&A.
- **Managed teams of up to sixty**; saw near zero turnover of highly productive employees.

From LinkedIn Recommendations & Reviews: "Exceptional leader and team player...delivers a top notch work product...Commands respect...Extremely thorough and diligent...Consistently demonstrates strong technical, analytical and presentation skills...sets an excellent example"

← Categorizes

Differentiates

Greatest Hits
(examples)

← How viewed

When saying your pitch (30 sec to two min) start with your brand/hook

- I'm not just a Finance Executive, I'm also an Engineer and a Diplomat...
- I turn data into actionable insights (Director of business analysis)
- I turn uncertainty in opportunity (insurance analyst/"risk" underwriter)
- I'm an energy insider (Corporate Development Exec - PE energy firms)
- Organizational Learning is a journey, and I provide the map (L&D Executive)
- I make PC's dance (IT VP)
- I can catalyze anything (research chemist)
- As an interim creative director, my clients tell me I get their brands better than they themselves do

Prioritize the **ACTIVE** Approach!



NO to Passive / Reactive



YES to Active: Take Control



**Find that island of
your dreams and...**



Rocket to it!

The Four Ways of Getting Interviews

- Job Postings
- Search Firms
- Direct Contact
- Networking

(passive) }
(passive) } ≈20%

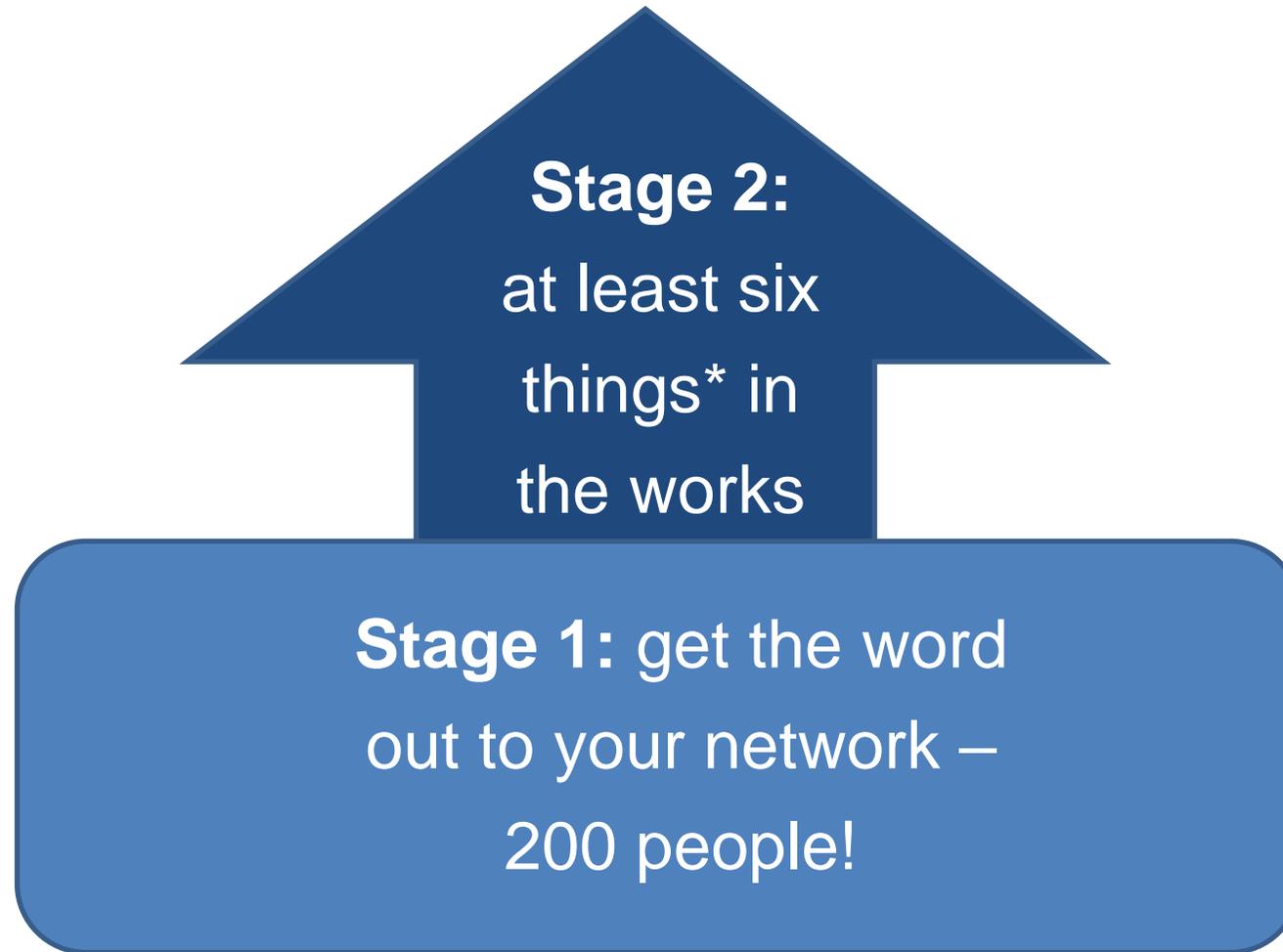
(active) }
(active) } ≈80%

It's all about the “Hidden Job Market”

This relationship-driven market for unadvertised jobs gets you the interview as soon as there's an opening.



Strategy for Active Search



* “things” = meetings or interviews with people one or two levels above you who can hire you

Planning to Execute this Strategy

1. Build relationships now that lead to informational meetings & interviews
2. Set yourself up for high-ROI informational meetings
3. Have a method for keeping in touch

Build relationships now that can lead to informational meetings and interviews

Networking

Getting introductions
and building relationships over time



An intro"duck"tion

Think BIG about your existing network!

People in your field

- Work colleagues
- External colleagues

Other professional contacts

- Vendors
- People you worked with years ago
- former professors

Family and close Friends

Acquaintances (e.g. your neighbor)

School classmates

Your dentist...



Ways to Build Your Network

- Associations
 - Professional
 - Alumni
 - Civic organizations
- Cold outreach
- LinkedIn (and other social media)
- Referrals & Introductions

LinkedIn: Who to Connect With

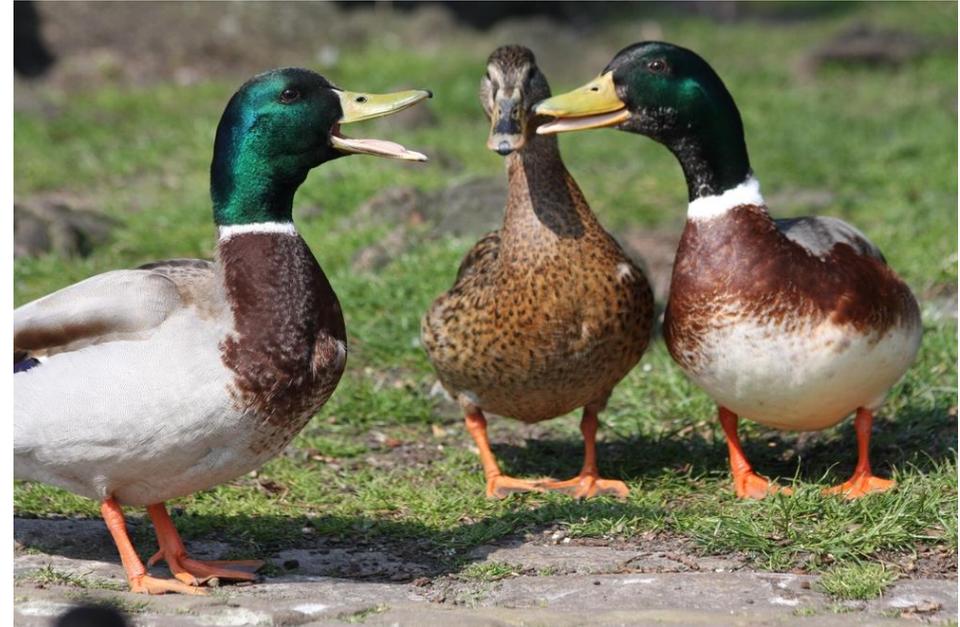
**First
Quality...**

**Then
Quantity**



Quality Connections

- ✓ **Know in some way & open to helping (maybe)**
- ✓ **Connection request from stranger & you want them in your network**



If someone you don't know

Build a relationship –
ask why they are reaching out

Example message (after “accept”): *Hi Margaret, I appreciate your request to connect (just accepted)! As I like to know everyone in my first-degree network, I'm curious as to how you came across my profile and/or why you decided to reach out.*

Build Your LinkedIn (and broader) Network Quickly: 200+ Connections

If new to LinkedIn:

- Import address book
- “People you may know”



Professional Objective / Job Description

Provide legal support to the funds management or wealth management business, with an emphasis on distribution and marketing of public funds

Positioning Statement

Attorney with broad international expertise in financial services.

Strengths include drafting and negotiating complex agreements and advising on strategy in response to regulatory change.

Competencies

- Distribution of mutual funds and ETFs
- Institutional broker/dealer activity
- Transfer Agents & Custodians
- Mutual fund share classes
- Payment and clearing systems
- Offshore fund structures
- Derivatives, futures & securities financing
- Syndicated loans
- Collateral enforcement
- Contract management
- Workflow management
- Data analytics

Target Market and Target Companies

Type of industries: Asset management companies, wealth management companies.

Size of organizations: Large global institutions or with global ambitions.

Culture: Entrepreneurial, innovative, willing to be "front of the pack".

Geographic area: New York metropolitan area

MARKETING PLAN EXAMPLE for Informational Meetings

Fund Management	Wealth Management	Digital financial services
Alliance Bernstein	JP Morgan Private Bank	<u>AdvisorEngine</u>
BlackRock	Merrill Lynch	Bam Money
Deutsche Asset Management	Morgan Stanley WM	Betterment
Dreyfus/BNY Mellon IM	Pershing	Calypso
Eaton Vance	PNC Bank	Capco
Goldman Sachs Asset Management	RBC Wealth Management	Digital Asset
JPMorgan Asset Management	UBS Financial Services	<u>OnDeck</u>
Lazard Asset Management		Personal Capital
<u>Lord Abbett</u>		Mint
Macquarie Asset Management		
Mainstay Funds/ New York Life		
Natixis		
Neuberger Berman		
Oppenheimer		

To Get The Slides and Contact Management Template:

bit.ly/wp22321

Keep In Touch



Contact Management: 50% of Success

Have a contact management system!

Inexpensive examples:

- Spreadsheet with columns for name, company, job target, next action, date next action, status notes, priority – most clients do fine with just this
- Many other free or inexpensive CRMs - search for “free inexpensive contact management”; examples include Hubspot, Essentialpim (for Windows), Zoho, Nimble, Capsule CRM, etc.

Plan to re-contact your network every 3 to 6 weeks

- ✓ update them on your progress
- ✓ Send them a link to a useful article
- ✓ Provide additional thoughts

Example: keeping in touch

Subject: Hello and update

Hi Ben, hope things are well with you and Thanks again for meeting with me last month!

Thought I would update you on how things are going with my search as it's been a while. I've met with PharmaCo1, as well as some other pharmaceutical firms. The conversations have been interesting, and may result in something down the road. In the meantime, I continue to reach out to companies and people in my marketing plan.

If there is anything I can do for you, including introducing you to my network, please don't hesitate to ask! I look forward to talking with you again soon.

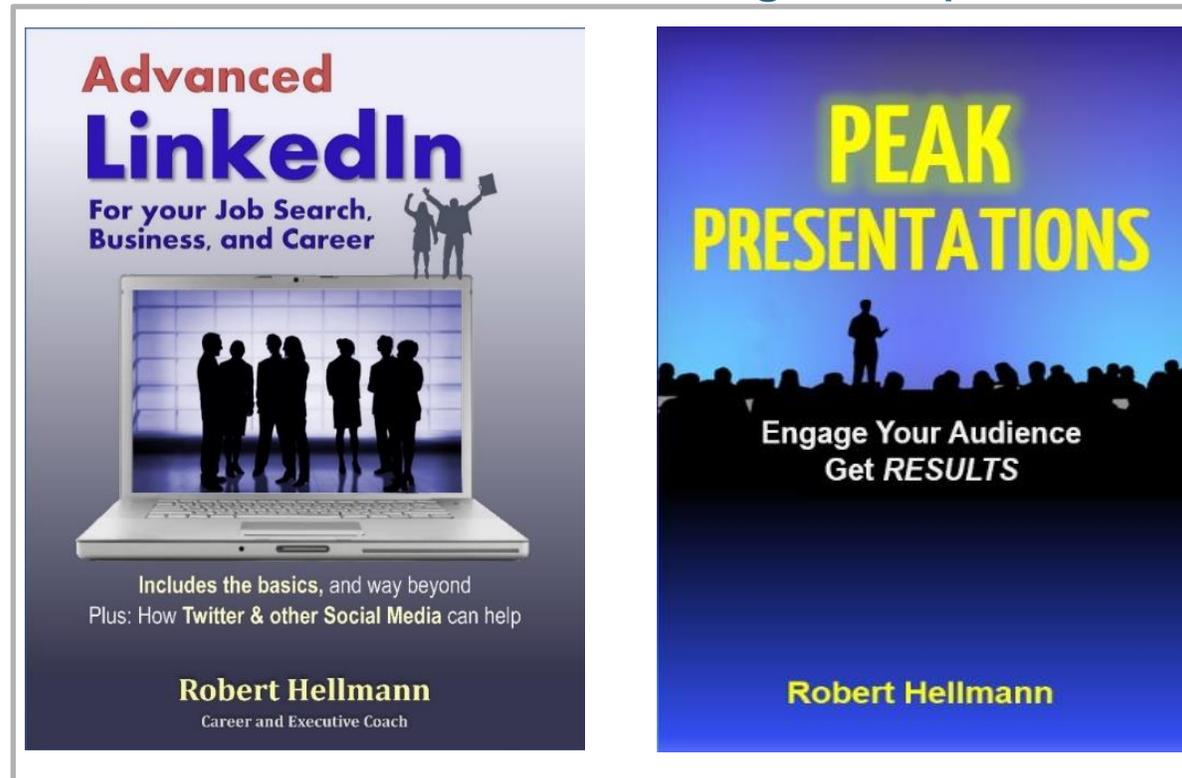
Planning to Avoid a Stalled Search

1. Are you "**positioning**" **yourself** correctly?
2. Are you **too general**, or trying to be all things to all people?
3. Are you **too scattered**, trying to go for many different targets at once?
4. Are you **actively going for it**, or waiting for the ad or search firm?
5. Are you **proactive** at all stages (following up, keeping in touch)?
6. Is your "message" getting lost because of poor **communication**?
7. Are you **meeting** with both the right people, and enough of them?
8. Are you **targeting enough positions** (i.e. roughly 200)?
9. Are you **spending enough time** on your search?
10. Are you **having fun**?

Get the Slides and Contact Management Template: bit.ly/wp22321

Resources: www.hellmannconsulting.com

www.hellmannconsulting.com/pubs



MY EMAIL: rob@hellmannconsulting.com