Planning and Organizing Your Job Search Campaign

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www.hellmannconsulting.com

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HCC

NJIT New Jersey Institute of Technology

To get the slides and the Contact Management Template

bit.y/njit11525

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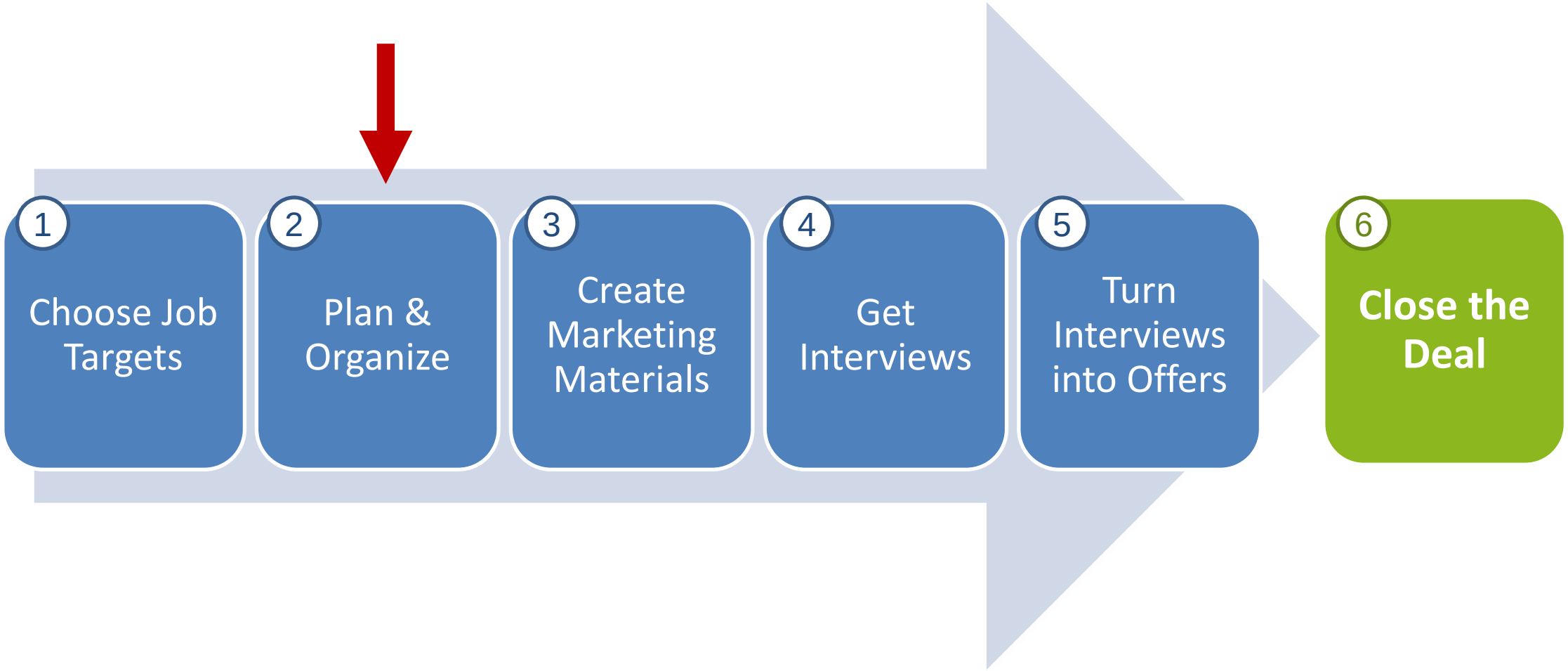
THIS WEBINAR

HCC'S SIX STEPS TO SUCCESS



Be the world's best consultative salesperson and marketer – for yourself

WHAT WE'LL COVER

1. What's Your Goal? Job Targets
2. How Will You Get There? Prioritizing your time
3. What will you need?
   - ✓ Marketing Plan
   - ✓ Branding & Positioning in your Marketing Materials: Resume, LinkedIn Profile, Emails/Letters, Bio (sometimes), Stories
   - ✓ A Network
   - ✓ The tools to leverage your network
4. Planning to Avoid a Stalled Search

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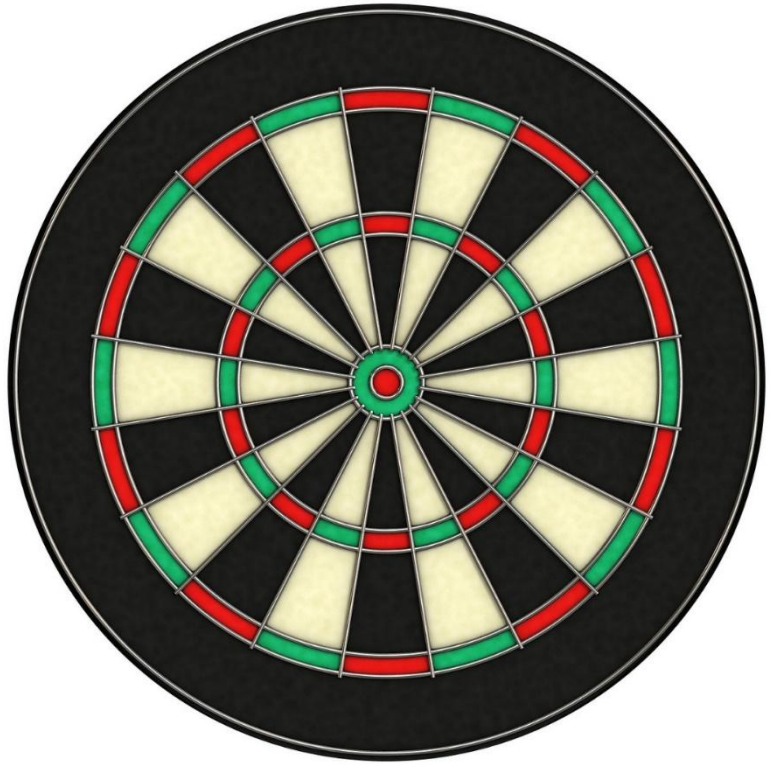
What's Your Goal?

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

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Job Target Examples

VP of Information Technology

Technology, Health Care, Greater NYC

VP of Information Technology, Pharma, Greater NYC

IF YOU'RE UNSURE OF WHAT TO TARGET

www.hellmannconsulting.com/feeling-stuck-in-your-career-10-questions-to-help-you-move-forward/

How will you get there?
Prioritize the ACTIVE Approach!

NO to Passive / Reactive

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YES to Active: Take Control

Find that island of your dreams and…

Rocket to it!

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The Four Ways Executives Get Interviews

- Job Postings — Passive – 20%
- Search Firms — Passive – 20%
- Cold Outreach — **Active – 20%**
- Networking — **Active – 40%**

Once you're set up for "Passive," spend 60-80% of your time on "Active"

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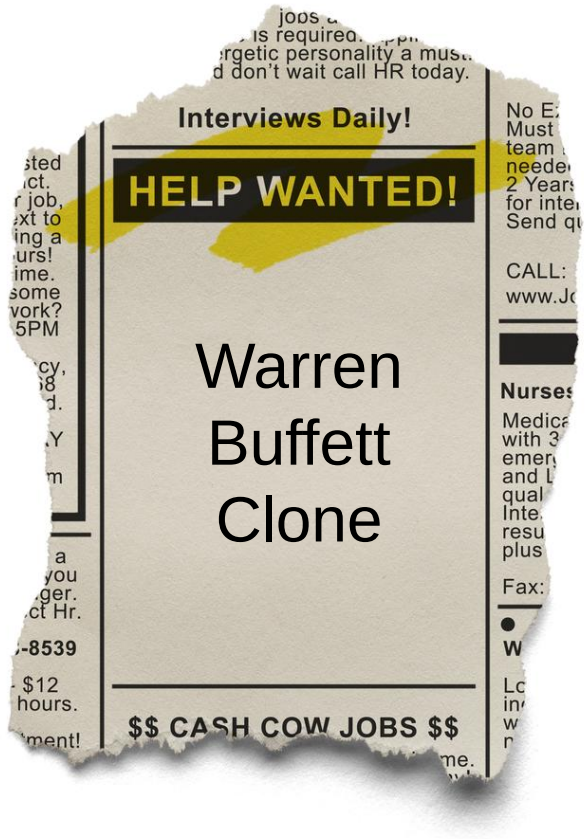
A Word on “Applying”

- Don’t bother unless you match nearly perfectly
- Think of postings as the tip-off that there’s a need – then reach out directly (cold or via your network)
- Set it and forget it: “Search Alerts” on Job Boards



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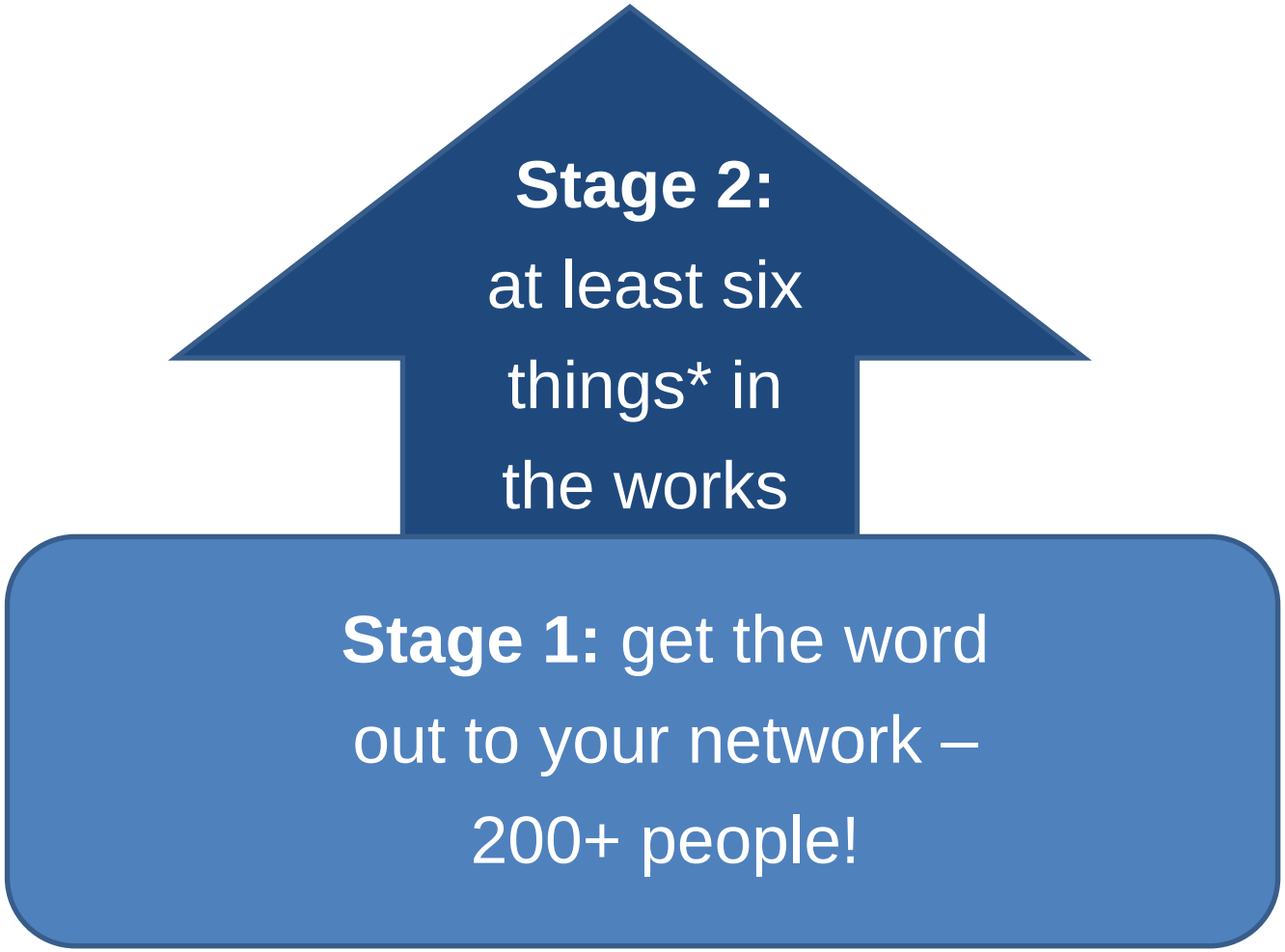
Tap into the “Hidden Job Market”

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

How you spend your time should evolve



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

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Your Marketing Plan

One to Five prioritized Job Targets

- ✓ **List target organizations**
- ✓ **Rank the organizations: A, B, C**
- ✓ **Guesstimate # of potential positions by organization**

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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** ← **Too small – aim for 200**

	TARGET 1	TARGET 2	TARGET 3	TARGET 4
Position/Job Description →	Sr Investor Relations Officer	SVP of Finance	VP/Sr Director Corp Communications	SVP of Marketing
Industry or company type →	Mega-Cap Public Tech Company	Pre-IPO Startup	Financial Services	Fashion / Retail
Geographic Area →	SF Bay Area	SF Bay Area	New York	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*	7			17			18			33	

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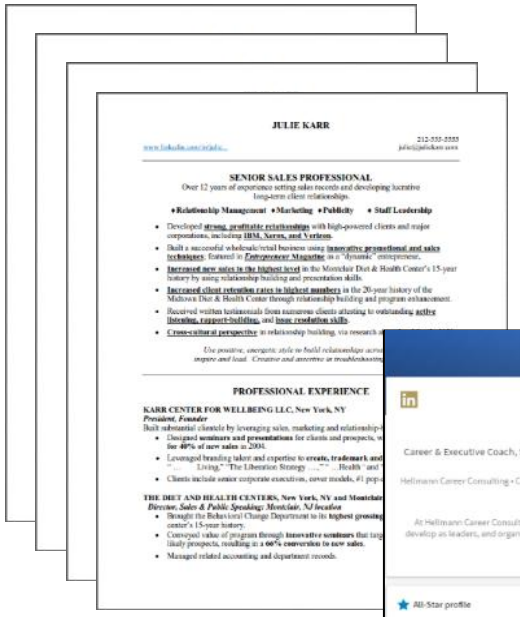
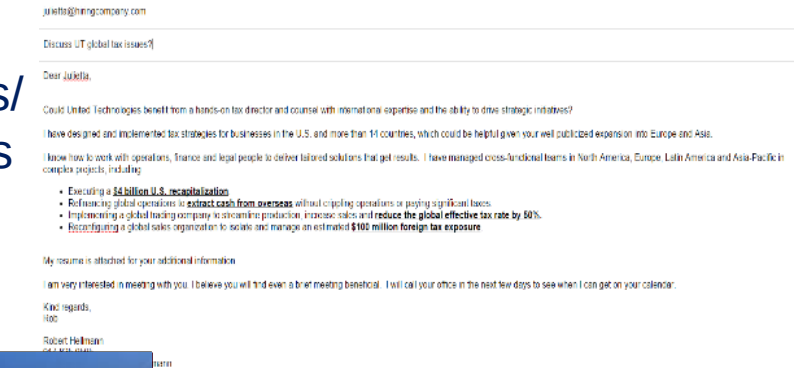
Use consistent positioning across your Marketing Materials

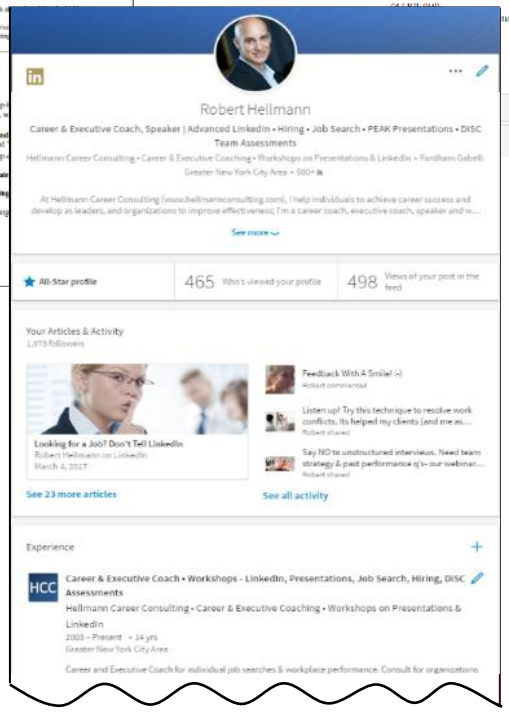
Resume



Emails/ Letters



LinkedIn Profile*



Networking/Interview Pitch

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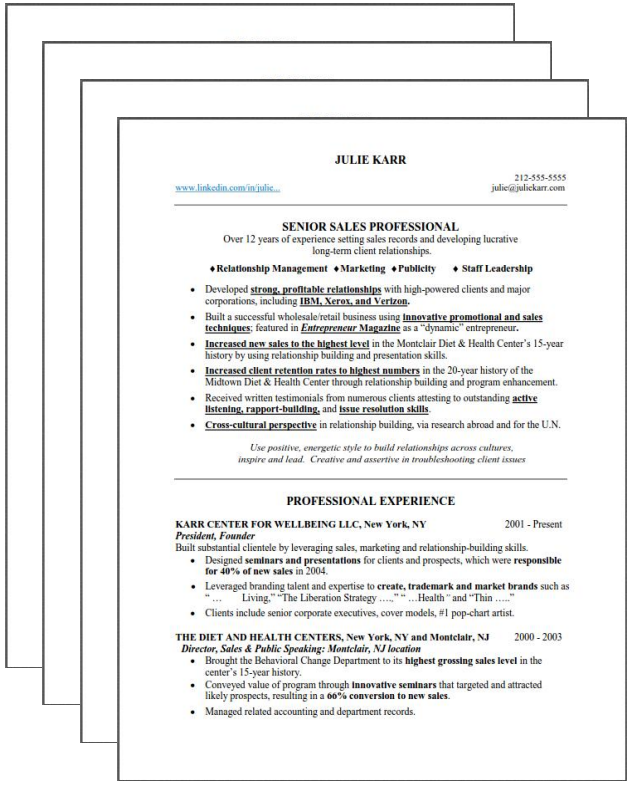
*Branding on LinkedIn “may” need to differ:

Resume - different versions



JULIE KARR

212-555-5555
www.linkedin.com/in/julie... julie@juliekarr.com

SENIOR SALES PROFESSIONAL
Over 12 years of experience setting sales records and developing lucrative long-term client relationships.

♦Relationship Management ♦Marketing ♦Publicity ♦Staff Leadership

- Developed **strong, profitable relationships** with high-powered clients and major corporations, including **IBM, Xerox, and Verizon.**
- Built a successful wholesale/retail business using **innovative promotional and sales techniques**; featured in ***Entrepreneur* Magazine** as a "dynamic" entrepreneur.
- **Increased new sales to the highest level** in the Montclair Diet & Health Center's 15-year history by using relationship building and presentation skills.
- **Increased client retention rates to highest numbers** in the 20-year history of the Midtown Diet & Health Center through relationship building and program enhancement.
- Received written testimonials from numerous clients attesting to outstanding **active listening, rapport-building**, and **issue resolution skills**.
- **Cross-cultural perspective** in relationship building, via research abroad and for the U.N.

Use positive, energetic style to build relationships across cultures, inspire and lead. Creative and assertive in troubleshooting client issues

PROFESSIONAL EXPERIENCE

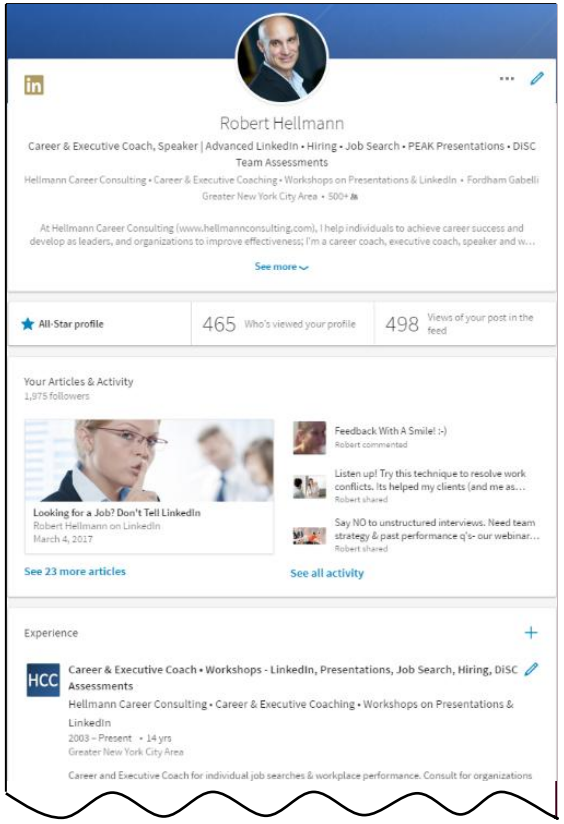
KARR CENTER FOR WELLBEING LLC, New York, NY 2001 - Present
President, Founder
Built substantial clientele by leveraging sales, marketing and relationship-building skills.

- Designed **seminars and presentations** for clients and prospects, which were **responsible for 40% of new sales** in 2004.
- Leveraged branding talent and expertise to **create, trademark and market brands** such as " … Living," "The Liberation Strategy …," " …Health " and "Thin ….."
- Clients include senior corporate executives, cover models, #1 pop-chart artist.

THE DIET AND HEALTH CENTERS, New York, NY and Montclair, NJ 2000 - 2003
Director, Sales & Public Speaking: Montclair, NJ location

- Brought the Behavioral Change Department to its **highest grossing sales level** in the center's 15-year history.
- Conveyed value of program through **innovative seminars** that targeted and attracted likely prospects, resulting in a **60% conversion to new sales**.
- Managed related accounting and department records.

Profile - Just One



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Position yourself for your Job Target
NOT your last job

Example: Business Analyst, moving from Banking to Higher Education (Advancement)

NO

- **Doubled credit card balances**
- **Drove 57% increase in revolver retention**

YES

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

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Develop “Pitch” from Positioning

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

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Use it in emails and to answer open-ended questions

Tell me about yourself

Tell me about your background

Tell me about your experience

Why should we hire you?

Take me through your resume

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

- I turn data into actionable knowledge (business analyst)
- I turn uncertainty in opportunity (insurance analyst/”risk” underwriter)
- I’m an energy insider (analyst focusing on PE energy firms)
- Organizational Learning is a journey, and I provide the map (L&D professional)
- I make PC’s dance (IT professional)
- I can catalyze anything (research chemist)

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Use Resume Summary Section for Pitch Outline

FINANCE DIRECTOR

CFA Charterholder with 10+ 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
- Key role in Viacom division restructuring, supporting **profit growth from -10% to +15%**. Received **award for outstanding performance**.
- Developed global **strategic plan**, as key member of 5-person leadership team reporting into the CFO 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 staffs of up to 7**; saw near zero turnover of highly productive professionals.

From LinkedIn Recommendations & Reviews: *"Exceptional leader and team player…thought leader…delivers a top notch work product…Consistently demonstrates strong technical, analytical and presentation skills"*

Box you're in

Differentiates

Greatest Hits (examples)

How viewed, underlying success

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Success Stories (examples)

- Come up with **two or three** that are relevant
- Problem, Action, Result (PAR)
- Introduce them in your pitch (teaser)
- Try to bring them in when answering questions.

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Plan for ~2 minutes, and make your stories…

- **D**ramatic
- **E**ngaging
- **I**mportant
- **E**motional!

You Need a Network, and the Tools to Leverage It

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

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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…

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Ways to Build Your Network

- Associations
  - Professional
  - Alumni (e.g., NJIT)
  - Civic organizations
  - www.hellmannconsulting.com/resources/#Associations
- Cold outreach
- LinkedIn (and other social media)
- Referrals & Introductions

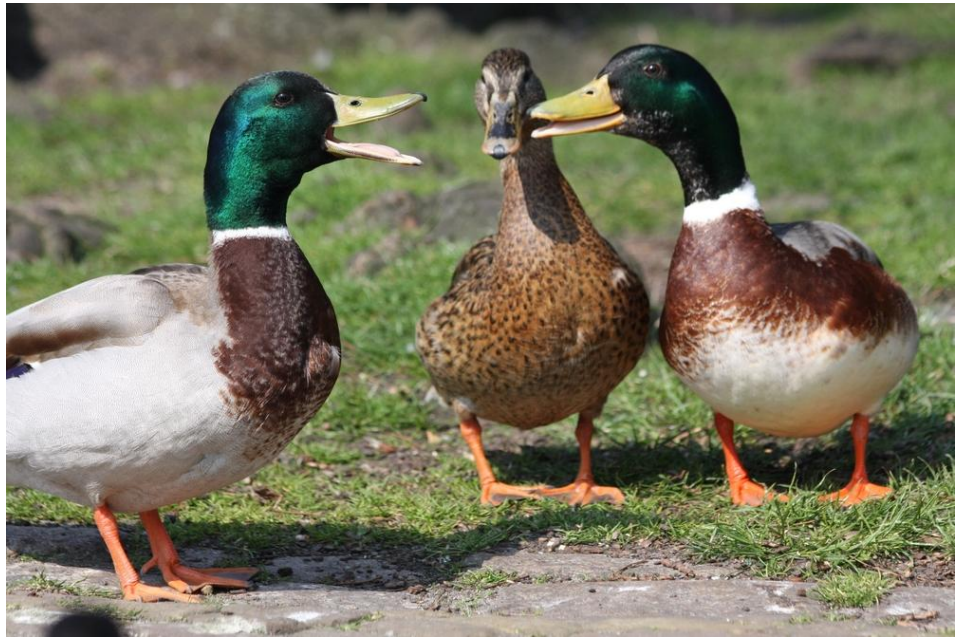
LinkedIn: Who to Connect With

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:

"People you may know"

www.linkedin.com/help/linkedin/answer/a544682?

New York, NY • (646) 646 6464 • email@gmail.com • http://www.linkedin.com/in/X

MARKETING PLAN EXAMPLE for Informational Meetings

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

Deputy or Associate General Counsel/Attorney with broad international expertise in financial services. Strengths include team management, negotiating complex agreements and advising on strategy for 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

Fund Management	Wealth Management	Digital financial services
Alliance Bernstein	JP Morgan Private Bank	AdvisorEngine
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	OnDeck
Lazard Asset Management		Personal Capital
Lord Abbett		Mint
Macquarie Asset Management		
Mainstay Funds/ New York Life		
Natixis		
Neuberger Berman		
Oppenheimer		

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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, 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

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If you feel you have nothing to say…

www.journalofstuff.com/usefularticle

Subject: Additional thoughts

Subject: Hello and update

Seasonal/holiday greetings

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.

How to Pre-empt 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?
   (80% of time on active search)
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?
   (let 200+ know, at least six things in the works)
8. Are you **targeting enough positions** (i.e., roughly 200)?
9. Are you **spending enough time** on your search?
   (At least 15 hrs a week if working full time, 40 if not working)
10. Are you **having fun**?

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Q&A

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