

HOW TO LAND THE BIG JOBS

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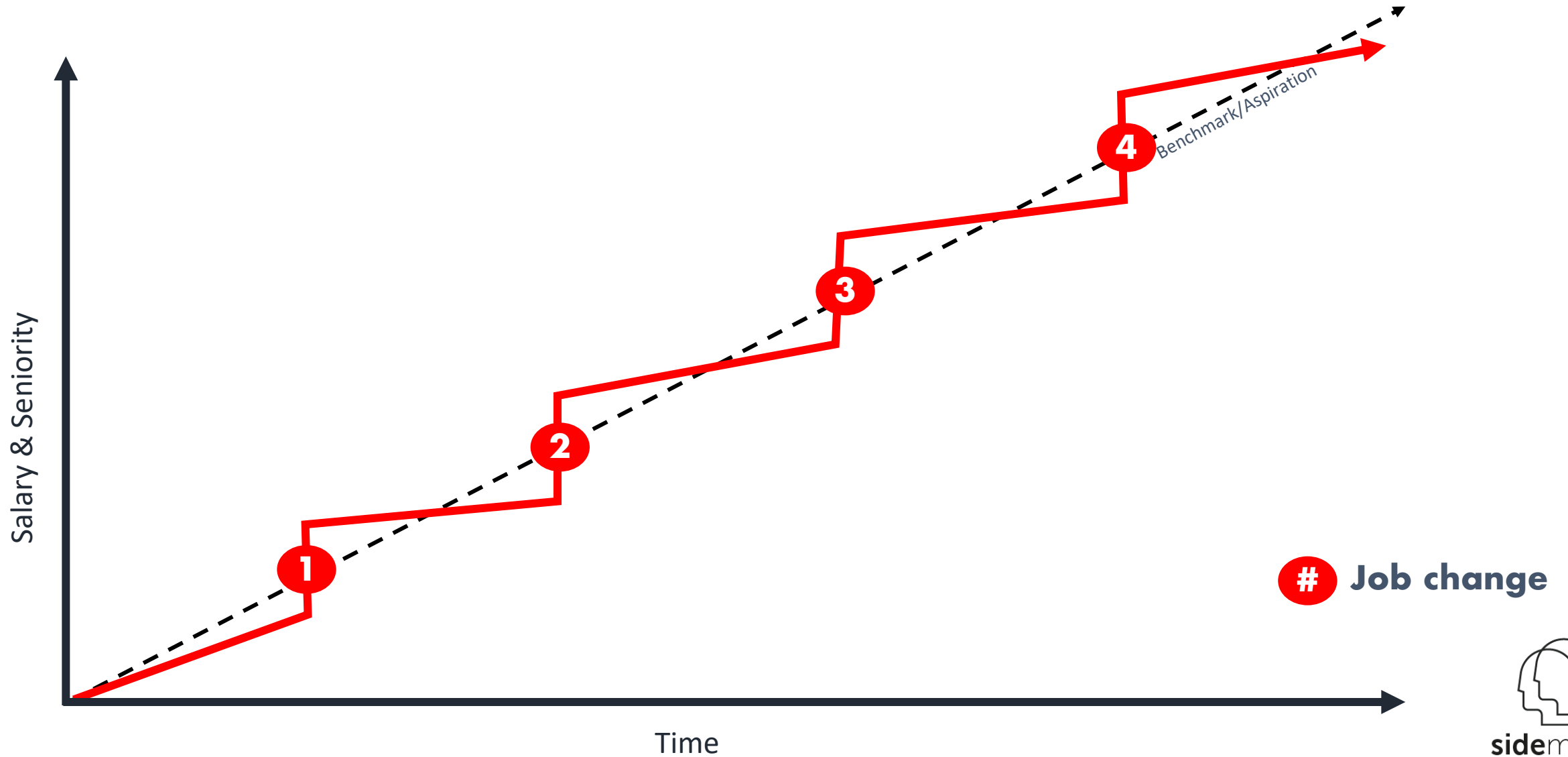


Or in other words an
introduction to....

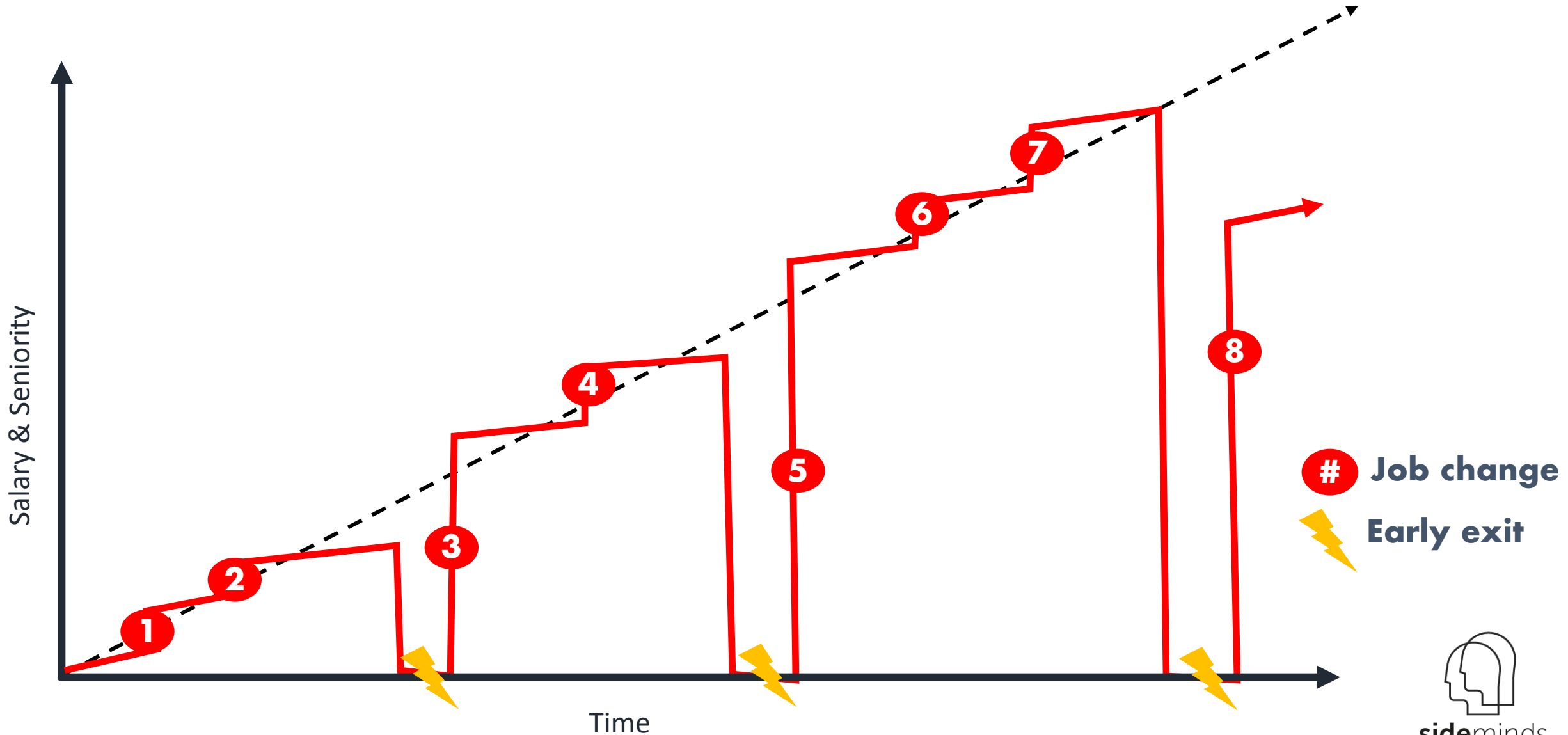
JOB HUNTING, CAREER STRATEGY & CAREER SPIRALS



EXECUTIVE CAREERS: WHAT PEOPLE IMAGINE HAPPENS...



EXECUTIVE CAREERS: WHAT REALLY HAPPENS...



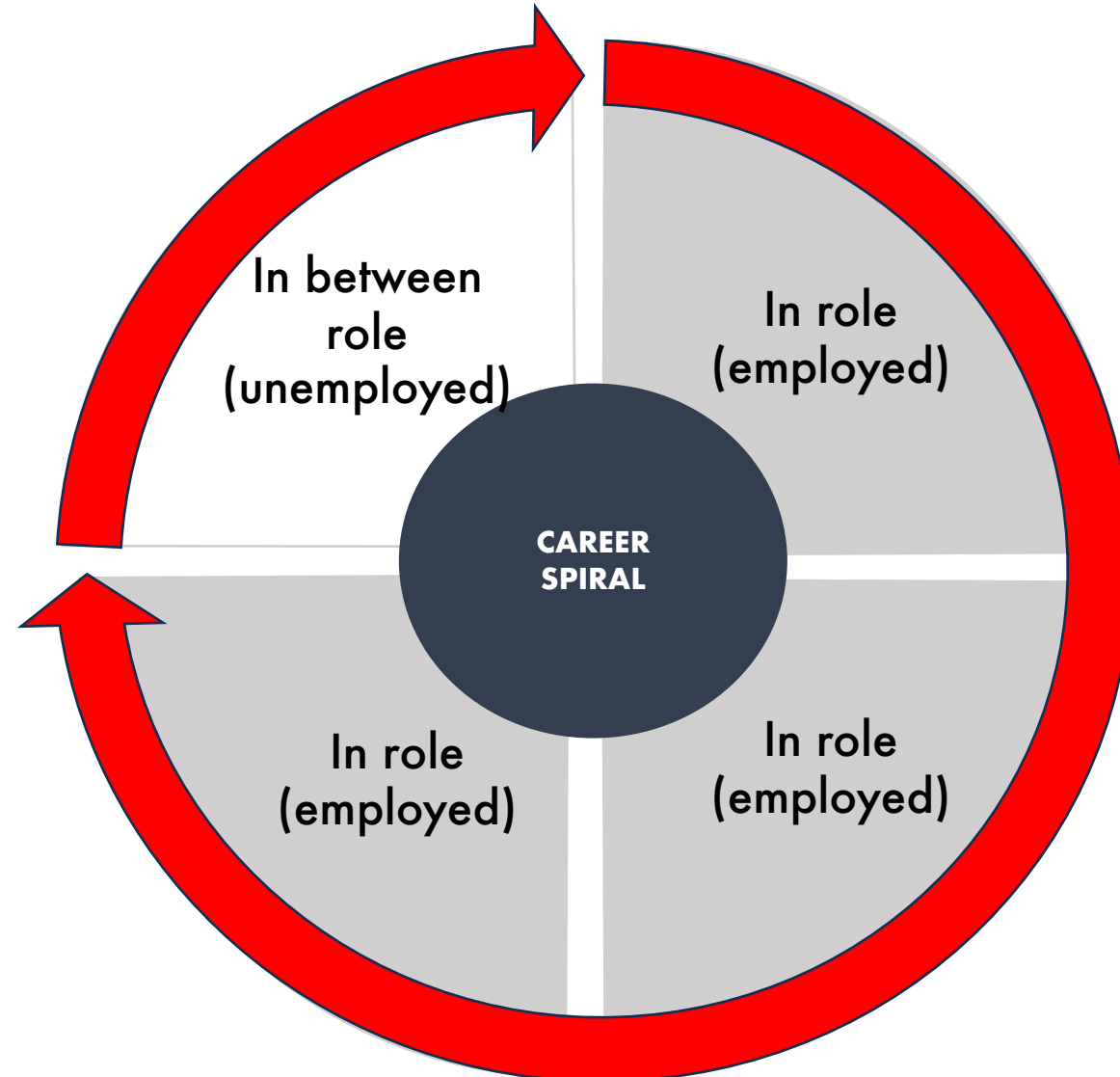
EXECUTIVE CAREERS DON'T GO AS YOU EXPECT

- In a 30-year career, most respondents had **3 early exits** (so called 'settlement' or 'compromise' agreements)
- 8/10 respondents had **at least 1 early exit in their first 20 years**
- The **exits came as a surprise** to 9/10 respondents
- Most respondents left on good terms, but felt their **wellbeing was affected by the process**
- 8/10 agreed the **CEO's departure or the CEO relationship was the key reason** for their exit
- Universal learning was to **nurture connections better** and **understand future roles and C-suites better**



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EXPECT A SPIRAL OF 'IN ROLE' AND 'IN BETWEEN' ROLE EXPERIENCES



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INDIVIDUAL CAREER SPIRALS CAN GO UPWARDS OR DOWNWARDS



UPWARD SPIRAL – PROACTIVE MANAGEMENT

- Active ongoing management of your personal brand and assets
- Maintaining your network (keeping the network warm)
- Being visible and engaged on LinkedIn/events
- Result: Regular contact and shortlisted for new jobs



DOWNWARD SPIRAL – REACTIVE MANAGEMENT

- Passive outdated personal brand and assets
- Low level networking (cold connections who hear from you rarely)
- Reluctant engagement with LinkedIn/events
- Result: Rarely contacted about roles, let alone shortlists



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TO PROACTIVELY CAREER MANAGE CONSIDER THE 6Rs



Sectors are not an indication of time frame



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MANAGING AN UPWARD CAREER SPIRAL

1: IN ROLE FOCUS AREAS



WHILST IN ROLE YOU NEED DO THE JOB, BUT KEEP OPTIMISING YOUR PROPOSITION (STAGE 4) AND STAY CONNECTED (STAGE 5) WITH KEY PEOPLE

2: IN BETWEEN ROLE FOCUS AREA



Reset is shaded because it only applies in some circumstances

WHILST IN BETWEEN ROLES, DEVELOP A CLEAR CAREER STRATEGY AND PLAN AND CONNECT WITH KEY PEOPLE (STAGES 3>6)





1: ROLE-BASED

STAGE ONE

SUMMARY:

**In-role high performance:
Making an impact from vision setting to team empowerment, informed decision making and having fun!**

INITIATIVES:

- The First 100 days plan (McKinsey or Marketing Society)
- Defining the key stakeholders
- Learning the business operating model and natural homeostasis
- Building relationships and trust with CEO/C-suite
- Understanding culture and role boundaries
- Establishing credibility
- Delivering early wins
- Developing your strategic plan and goals
- Define the organisation structure
- Recruiting/developing a high performing team
- Find a coach or peer network/community to support you



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2: RESET

STAGE TWO

SUMMARY:

Crisis Management:
Early exits happen and if this happens to you get support through the settlement agreement process. The process can be bumpy, and support can help normalise and build self-esteem.

INITIATIVES:

Exit well:

- Settlement agreement guidance (see Sideminds blog)
- Talk to an employment lawyer
- Talk to an IFA to understand your personal financial position
- Agree a strong leaving statement and exit positioning for press/industry

Detox from the experience:

- Recognise you are in a 'change cycle' and will need support (mourn the job loss)
- Record what you have learnt – the good, the bad and what it means next
- Join a job-club community (read 'Never Search Alone' Phyl Terry)
- Engage a coach or talk to close peers to help normalization the change
- Re-connect with previous line managers to remind you how great you are
- Define you gang: MENTORS: Give advice, COACHES: Question you, SUPPORTERS: Shoulder to cry on, CHAMPIONS: Talks about you when you are not there



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3: REFLECT

STAGE THREE

SUMMARY:

A business review on you: A personal audit on where you are now, what you want next and what will come later. Being clear what you are, what you are not and create realistic career pathways. This is a critical phase to go through, so you avoid rinse-repeat on your career so far.

INITIATIVES:

Define the real you:

- Career driver's evaluation (e.g. Shein Career Anchor analysis & Enneagram Test)
- Personal profile (e.g. PQ Saboteurs Assessment) and Behavioural Drivers (e.g. Transactional Analysis)
- Pivotal moments, career highlights and personal passions (use to update your LinkedIn)
- Skills evaluation (e.g. Marketing Leaders CODE)
- 360° feedback from previous line managers
- Personal SWOT – define key leverage points (Strengths/Opportunities) and key issues (Weakness/Threats)

The future goal:

- Personal purpose and vision exercise (e.g. DILTS or IKIGAI)
- Define your desires and wishes in the next job and the job after
- Skills gap development (e.g. Blinklist, LinkedIn, TMA Virtual Campus)
- Career pathway scenario modelling (what is realistic, what is a dream)





4: REFINE

STAGE FOUR

SUMMARY:

**Defining your USP:
Building the best
presentation of you,
with a clear compelling
narrative on your
career to date and
plan in the future.**

INITIATIVES:

Personal proposition:

- Write a personal statement and define your career goals
- Create an elevator pitch (what, when, why, where)
- Optimise your LinkedIn profile (read LinkedIn Algo guides <https://images.app.goo.gl/J8yL3QTSbj8Nx6UL6>)
- Get your CV updated and choose the right CV for the role (e.g. NED vs Executive)
- Look at the AI optimisation tools (e.g. www.jobscan.co , www.autojob.app/ , www.careerflow.ai/ , www.sonara.ai/, www.applyish.com/, www.loopcv.pro, www.resumatic.ai/)



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5: RECONNECT

**STAGE
FIVE**

SUMMARY:

**Your marketing strategy:
Being clear on who you are targeting and creating a manageable engagement strategy that keeps you front of mind.**

INITIATIVES:

Networking:

- Define the companies you are interested in (e.g. use D&BHoover)
- Contact key CEOs directly through LinkedIn and follow their posts
- Use LinkedIn filters on companies and search job titles (look for resourcing partner, recruiter, head of talent)
- Find the correct industry headhunters (use Sideminds head hunter lists) and eGOLD (Executive Grapevine Online Database of Executive Recruitment Consultants)
- Maximise your reach - aim to connect to at least 40 head hunters. Target the researchers in the big firms and consultants in the boutiques. Expect limited feedback and 15 min calls.
- Use Hootsuite or HubSpot CRM to manage your ongoing contact strategy with head hunters (stay in contact informally every 3 months / be helpful)
- Re-connect with peers and attend industry event
- Stay visible on LinkedIn (post x2 per week)
- Have at least 100 coffees with different people
- Look for interim, fractional and consulting to keep busy (e.g. BTDT, Kinetic Consulting, BrandGym)



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6: RETURN

STAGE
SIX

SUMMARY:

Go to market planning: Being interview ready, negotiating salary, resources and goals and preparing for the first 100 days.

INITIATIVES:

Interview preparation:

- Interview practise and online tools (see LinkedIn)
- Review company and executive backgrounds (LinkedIn, Chat GPT)
- Use Chat GPT to assess your CV match to the role
- Use Chat GPT to make suggestions on interview questions
- Fit evaluation (Look back at the real you exercise and career pathway alignment)
- Understanding measures of success for the next business
- Carry out salary and resource negotiation

Final countdown:

- Pre-preparation and -30 planning
- Authentic leadership and team development pre-work



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BOOKS TO READ

Never Search Alone: The Job Seekers Playbook

Phyl Terry

Squiggly Careers: Ditch the Ladder, Discover Opportunity, Design your Career

Helen Tupper & Sarah Ellis

From Strength to Strength: Finding Success, Happiness and Deep Purpose in the Second Half of Life

Arthur C. Brooks

Wisdom @ Work: The Making of a Modern Elder

Chip Conley

Changing Gears: Creating the Life You Want After a Full-on Career

Jan Hall & Jon Stokes

Working Identity: Unconventional Strategies for Reinventing Your Career

Herminia Ibarra

Enough?: How Much Money Do You Need For The Rest of Your Life?

Paul Armson



A final word: Remember is you are a brand and whether in a role or in between a role actively management of brand helps you stay visible and get bought.



For more info or support contact me
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