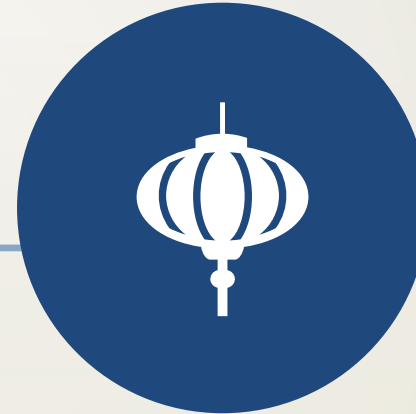


THE CAREER BRANDING MUST-HAVES FOR 2020



**CAREER & PERSONAL
BRANDING TRENDS**



2020 - NEW YEAR

BIO – Tim Windhof

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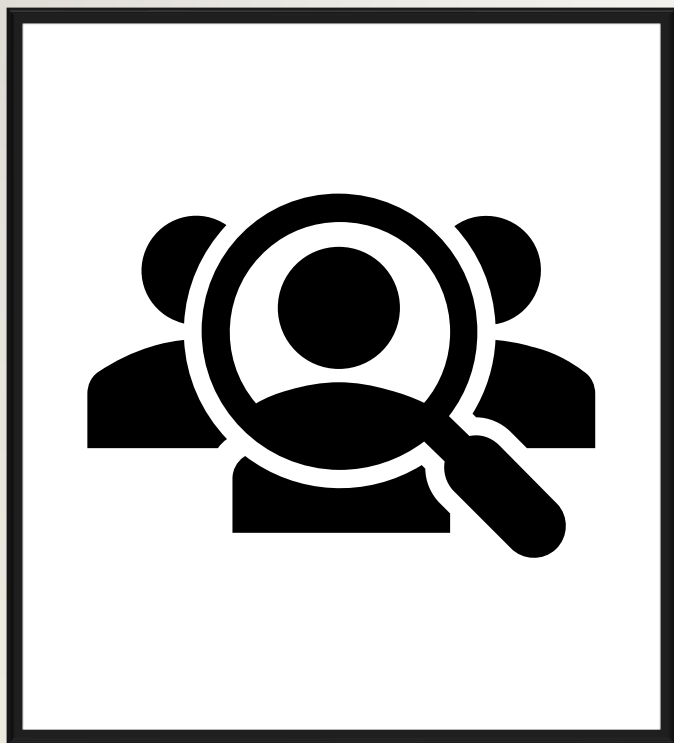
Tim Windhof is a renowned executive career coach, executive résumé writer, and Forbes Coaches Council member.

Tim has lived, studied, and worked in Australia, New Zealand, Germany, and the U.S. He utilizes his cross-cultural knowledge to work with international résumé and coaching clients from around the globe.

Tim is a certified Hidden Job Market Coach, Nationally Certified Résumé Writer, and one of only 30 Certified Executive Resume Masters worldwide.

He holds a law degree from the University of Cologne, a Master of Laws with First Class Honors, from the University of Canterbury, and a Master Certificate in Human Resources Management from Villanova University.

2 ANGLES TO LOOK AT THE 2020 EXECUTIVE JOB SEARCH :



- **What are your executive competitors doing to unearth new opportunities (hidden job market, recruiter blasts, etc.)?**
- **What are some of the new thing's recruiters and search agencies are up to (e.g. , new technologies)?**

Potential Problem from the Candidate's End for 2020:

- **Underestimating the competitiveness for global leadership roles** (this can happen if you didn't have to search for a position in a while and were previously proactively snatched).
- **Competing with basic application materials vs. executives who previously had personal branding stipends** as part of their benefits (particularly for the CEOs monthly personal branding budgets, which seem increasingly common).



EXECUTIVE BRANDING TOOLS:

Optimized Executive Resume

Customized Cover Letter

Optimized LinkedIn Profile (possibly Twitter)

Executive Biography

Proactively Influenced Google Results (e.g., About.me)

Speaking Engagements & Publications

Monitoring Your Online Reputation (e.g., BrandYourself)



RAISING THE EXECUTIVE SEARCH BAR GOING BEYOND “JUST GETTING ANOTHER JOB.”

Problematic Inquiry 2019:

“I need a new resume, LinkedIn profile, and some personal branding.”

That is the equivalent to an executive board deciding to do lay-offs, price adjustments, and “some restructuring.”

Important:

Personal Branding goes beyond just creating a new resume (in fact, the process of personal branding should form part of the process).

OPTIMIZED RESUME

A keyword-rich and fluff-free document that immediately highlights the true value that you bring to the table.



EASY TO CUSTOMIZE COVER LETTER & E-NOTES

Even an outstanding resume can't do all the heavy lifting on its own if the accompanying documents are subpar.




EXECUTIVE BIO

A well-rounded executive career package should include a branded executive bio that you can distribute when sending out a full-blown resume would not be appropriate.



LINKEDIN PROFILE

Trying to unearth and land executive opportunities in this day and age without an optimized LinkedIn profile would be negligent.



“SOME
PERSONAL
BRANDING” IS
NOT GOING
TO WORK
MUCH LONGER

- Recent executive career trends require a transformational process to unearth not only authenticity, but beyond this:

Identify branded value that makes executive more:

- Influential
- Indispensable, and
- Desirable to work for your company.

WHAT ABOUT YOUR ACTUAL CAREER DOCUMENTS (RESUME & COVER LETTER)

Big Challenge:

- Times of ever decreasing attention spans and the main challenge for your resume and cover letter is in many instances to get read at all.
- Initial Recruiters “scan” is 10 seconds only: anything that looks like “too much work to go through” bears the risk of not getting read.

Consequence:

Resume needs to be straight to the point and easy-to-digest (no career obituary!).

Cover Letters: Good and short versions are still alive and well – even in 2020 (try not to exceed 300 to 350 words, so they can be copied into the body of an email).

EXECUTIVE RESUME 2020 CHECK LIST

- **Branded Headline**
- **Short and Concise Executive Summary** (no fluff or buzzword but specific points)
- **Work Experience in Challenge-Action-Results** (key: find the right balance between “must know” and “teasers”)
- **Layout & Style:** Appealing for human eyes as well as optimized elements for Applicant Tracking System processing

COVER LETTER CHECK LIST FOR 2020:

- **Only relevant if short and straight to the point**
- **Keep around 350 words to not “overwhelm” the recipient**
- **Focus needs to be more on “teasers” than an exhaustive overview of “all you have ever done.”**
- **Double Check: would this cover letter entice you to open the attached resume if sent via email?**

WHAT ABOUT YOUR ACTUAL CAREER DOCUMENTS (EXECUTIVE BIO)?

- The executive biography will remain an essential tool of your executive job search marketing collateral to open doors where sending a full-blown resume is not (yet) appropriate.
- Style and form requirements remain mostly unchanged; even though, you want to be extra careful about being lengthy.

Tip: Keep it down to one-page length with a visually appealing layout in line with your resume and cover letter (quite frequently we see “dangling” formats here).

DEALING WITH RECRUITMENT AGENCIES: NOT YOUR FATHER'S EXECUTIVE JOB SEARCH

The biggest trends continuing to impact your executive search in 2020:

- **Social Recruiting & Recruitment Automation**
- **Recruiting continues to shift away from a decision-based model to take more of a data-driven approach (yes, recruiting is quite late to the game 😊).**

Good news: You can leverage these trends to your advantage

WHAT'S NEW WITH APPLICANT TRACKING SYSTEMS?

SHELLS ARE GETTING CLOSER EVEN FOR TOP EXECUTIVE ROLES

- **Combination: Analysis of resume combined with chatbot conversations, assessments, and performance data** (e.g., Ideal.com screens and shortlists candidates and ranks candidates with grades from A to D).
- **Bot Work: Bots contact each qualified candidate, to gauge interest in positions.** Once a bot has created a list of qualified, interested candidates, it sends that on to the recruiter (so be prepared to get less and less direct recruiter interaction, at least initially, e.g., Hirewand.com).

CONSEQUENCES OF ATS TRENDS:

- ATS compatibility of your executive resume and cover letter will become more important in the executive arena.
- Your application materials will have to “serve two masters”: technology and human eyes.
- Keyword research and “keyword stuffing” of documents will become standard for executive job searches.

Social Recruiting & Increasing Automation

➤ SOCIAL RECRUITING:

UTILIZING SOCIAL MEDIA CHANNELS FOR RECRUITING (E.G., TWITTER, LINKEDIN) AND WEBSITES (BLOGS, FORUMS, EXECUTIVE JOB BOARDS).

90%+ of Recruiters
Use Social Media
for Recruiting.



49%+ Increased
Candidate Quality
through Social
Recruiting.



2/3 of Recruiters
Plan to Invest More
in Social Recruiting
for 2020.

RECRUITMENT AUTOMATION

- **Recruitment Automation is Not New But Increasingly Offers More Options**
- **New Generation of Recruitment Tools & Resume Databases** (e.g., systems learning what made successful candidates, systems sending reminders top talent in database when you haven't updated your resume in a while).

Trend I: Recruiters will increasingly push for database use (vs. just sending email attachment)

Trend II: Applicant Tracking System compatibility of your resume and cover letter will become increasingly relevant in the executive job search process



CONSEQUENCES I:

- **Social Media & LinkedIn:**

- **LinkedIn continues to be the most neglected goldmine by many executives (90%+ of recruiters search here!).**
- **It is, however, also a bigger landmine than your resume:**
- LinkedIn offers “social verification” opportunities beyond the resume:
- More giveaways about your potential age (e.g., use of specific dates for early career position and education section.
- It can reveal resume discrepancies (e.g., “outstanding global executive network vs. 350 connections on LinkedIn, e.g., “though leader & influencer” but no social media mentions or posts).

CONSEQUENCES II

- If you want to ensure you thrive, you can't neglect LinkedIn any longer
- LinkedIn SEO thrives on keywords, keywords, keywords
- LinkedIn SEO optimization goes beyond "sprinkling some keywords"
- Familiarize yourself with the different section and how relevant they are for LinkedIn
- **For example:**

LinkedIn Name Field: you have up to 40 characters

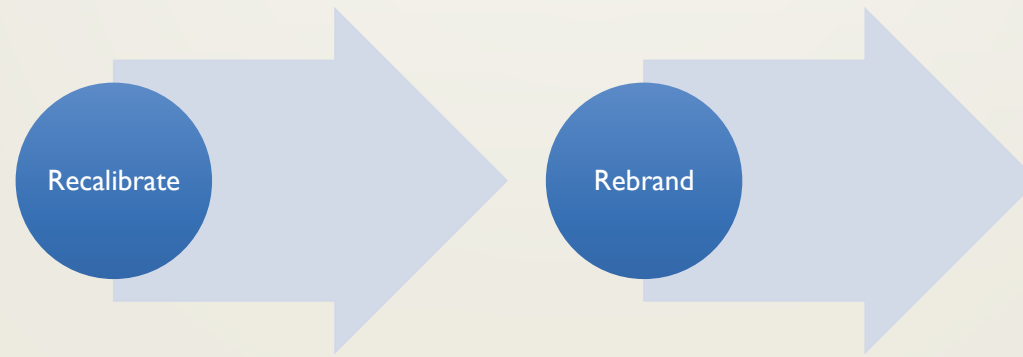
LinkedIn Job Titles: you have up to 100 characters (so you have the chance to go beyond your official job title here)

Bear in mind: LinkedIn frequently changes things up, so check out LinkedIn's "Help" pages for updates

CONSEQUENCES III

Your Career Materials Need to Be “On-Brand” Across Channels:

1. Recruiters will pick-up on discrepancies between documents.
2. “Tolerance” for candidates with stale/neglected profiles decreases rapidly.
3. Without an optimized and active (!) LinkedIn profile you might not show up in recruiter searches at all.



TAKEAWAY

- Executive job search in 2020 goes beyond the traditional resume and cover letter.
- Even in the executive arena, ATS will become more influential and your application materials need to be optimized for machine and human readers.
- The arrival of personal branding as an executive benefit perk has raised the bar.
- “Getting by” without an optimized LinkedIn and web presentation will become increasingly harder.
- Generating recruiter “facetime” will become harder as screening technology will present a new boundary.