

Developing and Projecting Your Personal Brand (Personal Branding)

Visibility and Value judgements in Executive Level Recruitment

with Tony Talbot

Introductions - **Tony Talbot**

- I have 20 years experience as an international head-hunter
- I own and run an executive search business – **Mindset Search** covering Professional Services
- I have created an online course for executive job seekers
CAREERMOVESECRETS.COM
- I also host a weekly **CAREERMOVESECRETS** Podcast for active executive job seekers and the career minded



Agenda – we will cover



- ❑ **The truth** about Executive Recruitment
- ❑ **Strategies** to develop and project your Personal Brand and increase your perceived value
- ❑ **Tactics** to stay on peers, employers and executive recruiters' radars
- ❑ **A plan** to develop and engage a highly relevant audience



Careers Pages

Company's have developed Career Sections and list some of their jobs



Online Network

LinkedIn has changed the recruitment landscape and facilitated Personal Branding and direct approaching

Newspaper Ads

Quality papers appointments sections with very few jobs



Job Boards

1000's of Job Boards - Global catch all to tiny niche Job Boards



Direction of Travel

**Advertised
Selection**

**Executive
Search**

**Online
Networking**

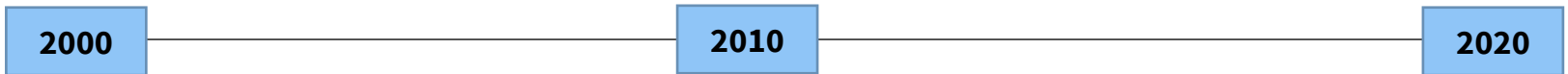
**Active
Job Seekers**

**Passive
Job Seekers**

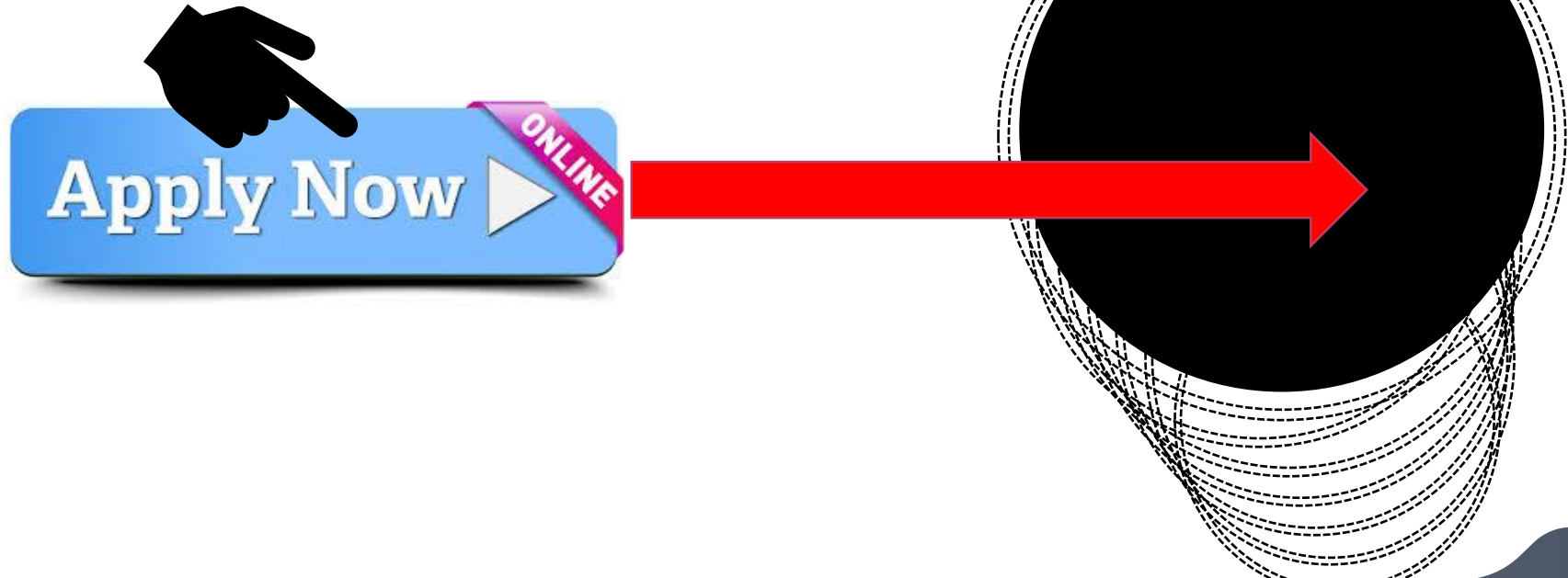
2000

2010

2020



Online **job applications** are a
bit of a **BLACKHOLE**





Online Job Advertising is broken!




CEO at **Lee Hecht Harrison**

Did you know the job market has really changed over the last 5-10 years?




WWW.CAREERMovESECRETS.COM

Online Job Advert **Statistics 2019**

A solid red circle is positioned at the top center of the first white card.


The average job opening attracts **250** resumes.

Glassdoor

A solid blue circle is positioned at the top center of the second white card.

75% of hiring companies use recruiting software and/or applicant tracking software for hiring.

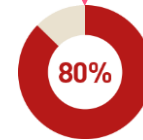
Capterra

A solid orange circle is positioned at the top center of the third white card.

Only **2%** of applicants will be called for an interview for the average job opening.

Glassdoor

Big Queue at the Front door



It really is an **Imperfect** system!





**Perfect Resume
Template doc**



careermoveSECRETS.com

Post COVID

[Daniel Zhao](#), Senior Economist at Glassdoor, commented,

“There are suddenly many more job seekers around and only half as many jobs to go for. The competition for these coveted roles will be intense and the time to get hired will naturally slow down for most people.”



Smart companies are using the corona crisis as an opportunity



Director at **HR Trend Institute**

A Global HR leader's view on how clever companies are using the Coronavirus crisis as an opportunity to hire good people and the power of employee referrals

WWW.CAREERMovESECRETS.COM

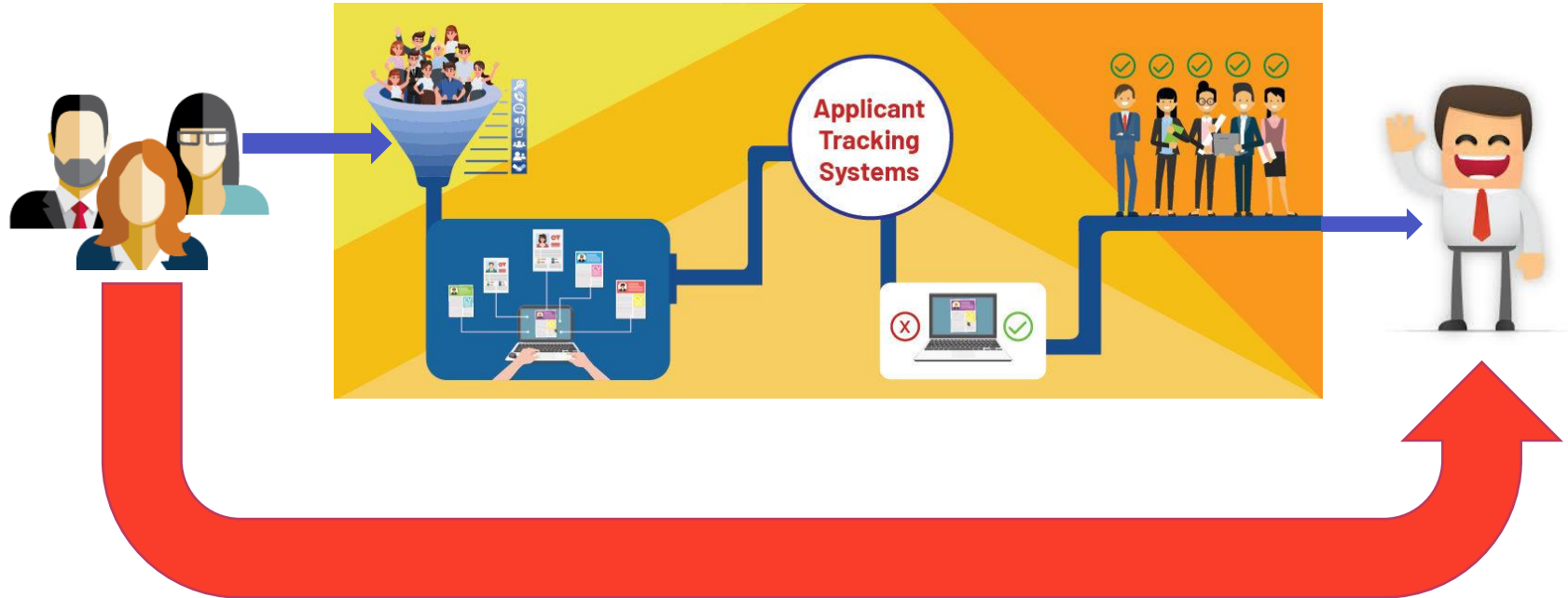


But senior recruitment is always highly **targeted** and often quite **secretive**

Senior candidates need to use the side door rather than the front door



They By-pass this **Imperfect** system!




You **need** to be visible and valuable to
get on the **Guestlist/Shortlist**



WWW.CAREERMOVESecrets.COM




Hiring Statistics

A red circular dot is positioned at the top center of the first card.


Only **14.9%** of hires are made from a job board candidate.

Jobvite

A blue circular dot is positioned at the top center of the second card.

39.9% are made through employee referral programs.

Jobvite

An orange circular dot is positioned at the top center of the third card.

Employee referrals are the **number one** source of quality hires.

LinkedIn

Advertised Jobs are just the tip of the Job Market *ICEBERG*



The diagram features a large iceberg shape composed of many overlapping, semi-transparent triangles. The top portion of the iceberg is light gray and sits above a solid blue horizontal line representing the water surface. The bottom portion is a darker blue and sits below the surface. Two red arrows point from the top and bottom of the iceberg towards the right, where text labels are placed.

**Advertised
Job Market
20%**

**Hidden
Job
Market
80%**

80%

Of jobs filled
each year are
unadvertised

The **Hidden Job Market**

The **Hidden Job Market** is a term used to describe jobs that are not advertised or posted online or anywhere else.

The Hidden Job Market is better & **more exclusive** than the advertised job market

You have a greater chance of success and face less competition



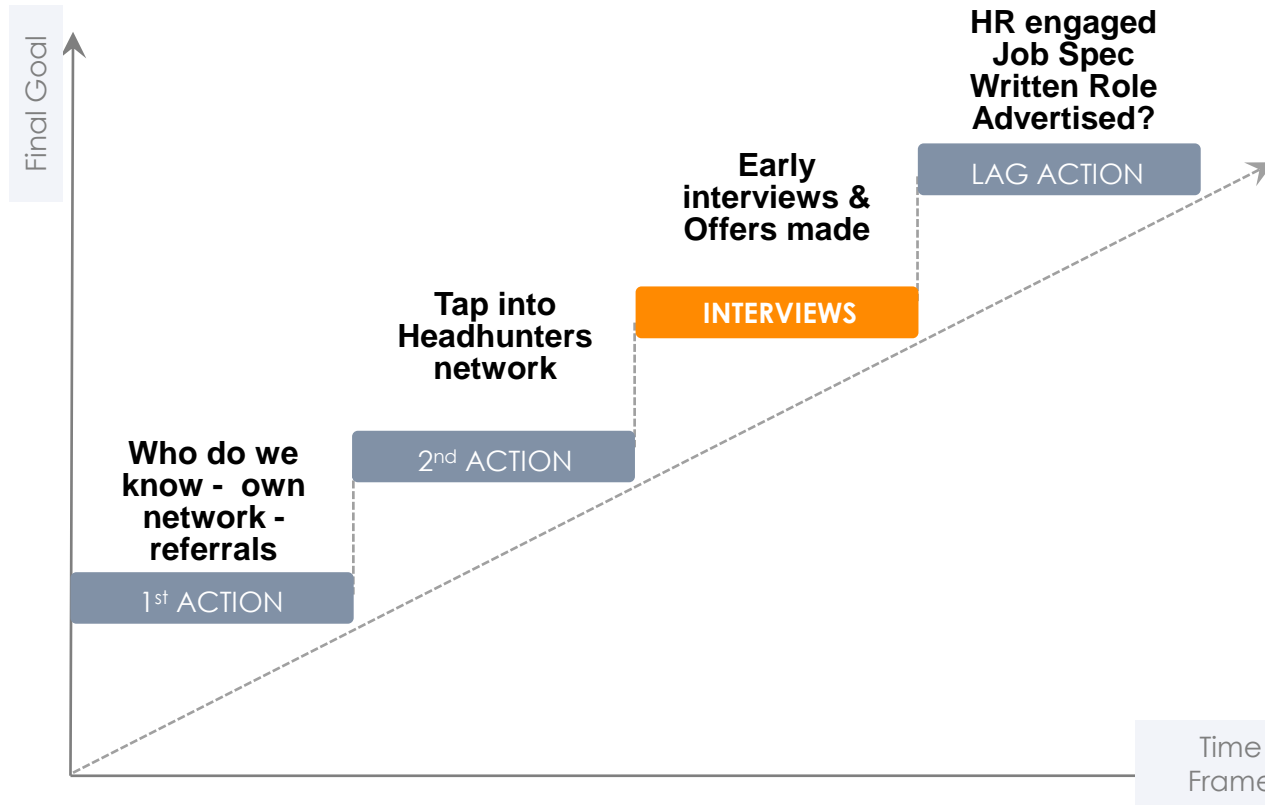


Job Search Dashboard xls



careermove**SECRETS**.com

Reality of Recruitment Process





One of the **first things** that headhunters do when they take on a new search brief is a LinkedIn search against the new requirements



Headhunters want to **gauge** the market and potential candidate pool.

LinkedIn offers a great quick and easy research starting point!

Headhunters use **LinkedIn** to:



Research the market

LinkedIn is a go to tool for accessing candidate pools and company information.


Initial Wide Research



Conduct due-diligence

We use LinkedIn to check out names we come across and cross reference CV's with profiles

Detailed Individual Research



Make headhunt approaches

We use LinkedIn Inmails to soft contact candidates

Direct Individual Contact



Internal Recruiters and some Hiring Managers use these same tactics



Group Head of Talent Acquisition at **Stickyeyes**

How to really stand out from the crowd and succeed in a competitive job market



WWW.CAREERMOVESCRETS.COM



You **need** to be visible and active on LinkedIn today if you are an active job seeker or open to opportunities.




With nearly **700 million** people on the **No.1** business networking site the thinking is all active and most passive candidates who want to be found will have a profile

LinkedIn Statistics 2020



LinkedIn has more than **690 million** active users.

LinkedIn



45% of internet users who make **more than \$75,000** annually use LinkedIn.

Pew Research Center



87% of recruiters use the platform to **find or vet** job candidates

Kinsta

Strategies to **Grow** Your Opportunity Funnel



Applications

- Newspapers
- Job Boards
- Career Pages

Network

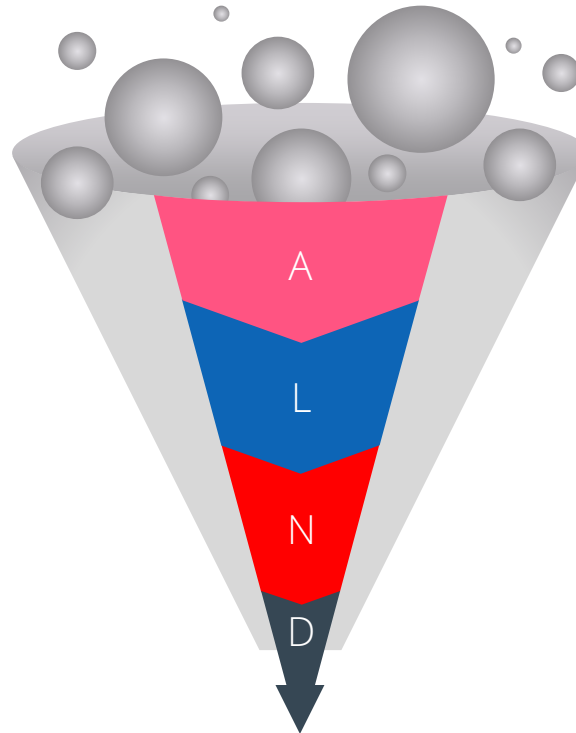
- Headhunt firms
- Mentors
- Friends
- Alumni/Association

LinkedIn

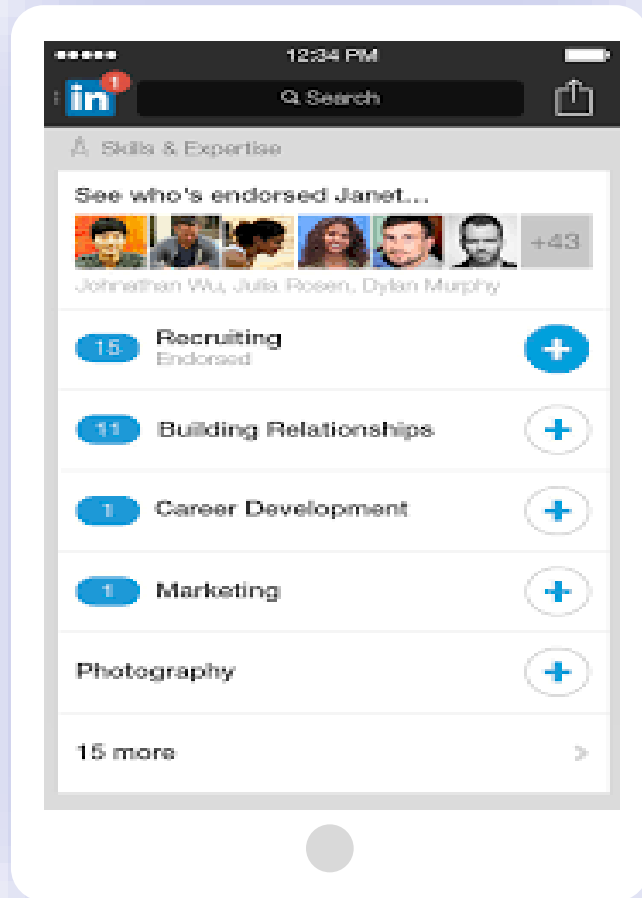
- Build network
- Be visible
- Personal Brand
- In-mails

Direct

- Recommendations
- Referrals
- Hiring Managers



INTERVIEWS



LinkedIn Visibility

Increase your visibility in the hidden job market

- LinkedIn is the cornerstone of your personal brand.
- Control and invest in this brand through your profile.
- Grow your network by 25 relevant contacts per day.
- Join relevant groups and participate in conversations
- Research, target and follow companies
- Make sure you are open to new connections.



LinkedIn Basics

1. Open or Update your LinkedIn profile
2. Turn off the share with network toggle for profile updates
3. Turn on the open to connections toggle
4. Add a Professional headshot
5. Craft a descriptive headline - 120 characters
6. Add/rework description of your job titles – 100 characters
7. Add/rework your summary section – 2000 characters
8. Add/rework each position description with details – 2000 characters



Building your **Value** with **Personal Branding** on **LinkedIn**



You may not believe that you have a **Personal Brand** but as a headhunter I argue that if you have a LinkedIn profile you do at least have the starting point of a personal brand.



A ***personal brand*** is rooted in the minds of people in the market.

(What other people say or think about you.)



Official Definition of Personal Brand:

A personal brand is a widely-recognized and largely-uniform perception or impression of an individual based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.

Why does **Branding** matter



WHY does this
FENDI t-shirt
retail for **£550**
or **\$750**



© MARK ANDERSON

WWW.ANDERTOONS.COM



"I like it, but I'm looking for more of a status symbol.
Any way you can double the price?"

Technical/Engineering
Consultancy
Charges **\$1000** per day



Management/Strategy
Consultancy
charges **\$3000** per day



PERCEPTION



Brand perception is the sum of feelings a person has about a **brand**. These thoughts and feelings happen when a person is aware of the **brand**, and when that person sees, or interacts with the **brand**





You can create a positive personal **Brand perception** through **Personal Branding**



Official Definition of **Personal Branding**:

The conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact.



Show the **best version** of you



Personal Brand Coach and **TEDx Speaker**

Do you know how to have a positive mindset, strong presence and be impactful enough to influence others at interview?



CAREERMOVESECRETS.COM



7 Benefits of Personal Branding

1. It helps you stand out in a saturated market
2. It gives you credibility
3. It gives you a clear strategy for moving forward
4. Personal Branding = Consistency
5. With a clear brand, you can charge what you're worth.
6. It leads to referrals
7. It helps to attract your ideal opportunities



LinkedIn is the platform to use for your ***Personal branding*** effort to communicate and present your value to your network, recruiters and potential employers.

Your LinkedIn Strategy



Founder and Director at Social-Hire.com

Would you like to learn the three things you need to do to get hired into your ideal role on LinkedIn?



WWW.CAREERMOVESERETS.COM



Your LinkedIn Personal Branding Strategy

1. Optimise your Profile with relevant Keywords!

(Regularly repeat your key skills, knowledge and experience.)



Promote and Attract via - **Headline**

Your **Headline** is the most important part of your profile

<https://www.linkedin.com/in/rosalieberg>

LinkedIn



Rosalie Berg

President, Strategic Vantage- Marketing & public relations for the mortgage & financial services industries
Miami/Fort Lauderdale Area | Marketing and Advertising

Current **President & Founder at Strategic Vantage Marketing & Public Relations**

Past
VP Marketing at Open Close Technologies
Director of Marketing at Dataforce Corporation
Marketing Brand Manager at Activision
see all -

Education
Brown University
Sorbonne University

Recommendations 8 people have recommended Rosalie

Connections 500+ connections

Websites Company Website



Anthony Peters • 2nd
Marketer
London, United Kingdom

Connect



Thomas Abraham • 2nd
Social Media Marketing Manager | Experience Growing Shopify Stores to 1M Visitors
London, United Kingdom

Connect



Tell your unique story - Summary



Chairman at **Reds10**

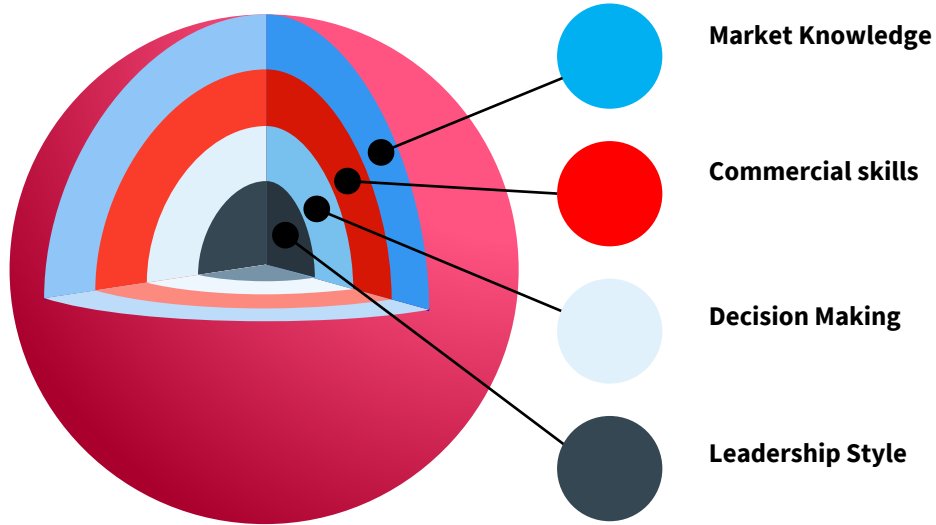
What's your story?

Can you tell your career story in a passionate, coherent and compelling way?



WWW.CAREERMovESECRETS.COM

Present Your Core Capabilities – Use Keywords repeatedly





Monitor your dashboard for progress

Your Dashboard ☆ All Star
Private to you

565 Who viewed your profile	574 Article views	138 Search appearances
--------------------------------	----------------------	---------------------------

Career Advice
Participate in the career advice platform: **On**
Give back and help those who can benefit from your experience

Career interests
Let recruiters know you're open: **On**
Choose the types of opportunities you'd like to be connected with

Salary insights
See how your salary compares to others in the community



Your LinkedIn Personal Branding Strategy

2. Make daily connections to grow your network!

(Send connection requests to 25 relevant people per day.)



Connect with the people that could help you in your job search or better still, hire you!

(i.e. Headhunters and hiring managers in niche.)



Start Investing in your network **now**



Head of Economics at **WSP**

A Global Economist shares his career moves and how investing
in your network really helps grow your career



WWW.CAREERMOVESSECRETS.COM

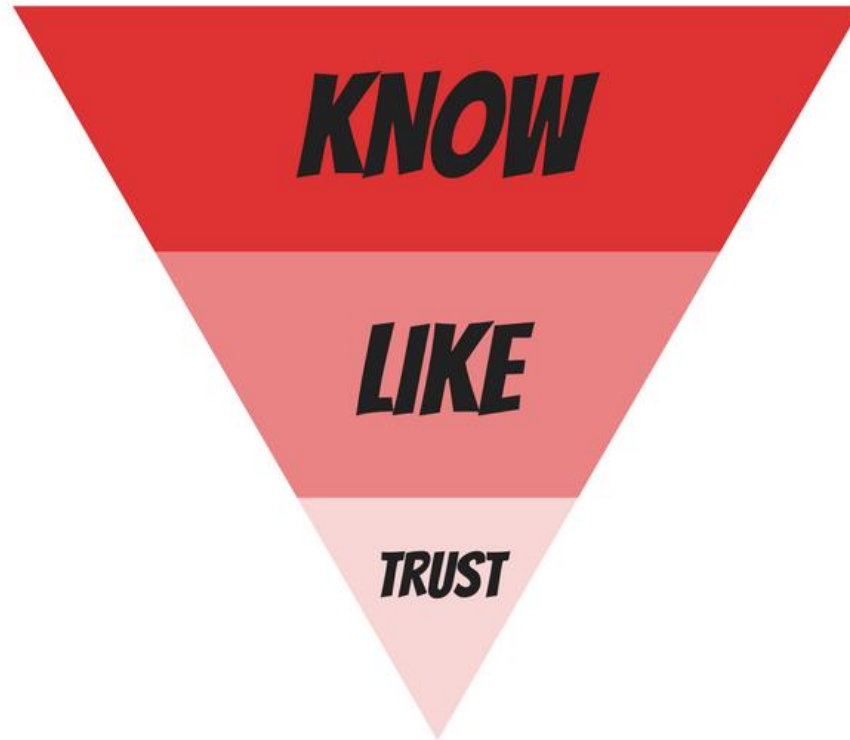
Build a highly relevant quality Network



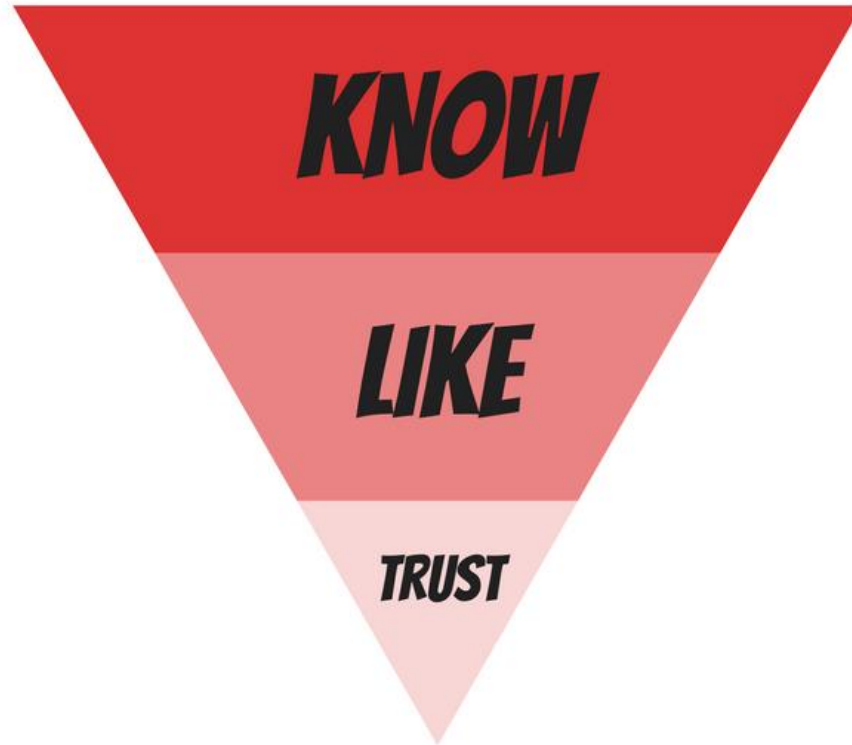
When you connect with people on LinkedIn they become aware of you (**KNOW**), they check you out and maybe they (**LIKE**) what they see?

They make a **Value Judgement!**

“All things being equal, people do business with, and refer business to people they **know, like and trust.**” **Bob Burg**



“All things being equal, people hire people, and refer people that they **know, like and trust.**” **Tony Talbot**





You have some interaction – send a couple of messages and have a virtual chat to get to **KNOW** & **LIKE** them better.

Which can lead to an actual meeting and developing some **TRUST!**



Leverage your network for information



CEO at **Bristol Water PLC**

How does C-suite recruitment really work? Highly experienced PLC CEO explains exactly how his career developed and what's important to him when he hires his c-suite team



WWW.CAREERMovESECRETS.COM



Your LinkedIn Personal Branding Strategy

3. Get some Social Proof!

(Ask colleagues and contacts for recommendations.)



The use of **Reciprocity**

Give **recommendations** in order to receive recommendations!



Your LinkedIn Personal Branding Strategy

4. Comment on your connections and targets posts!

(Read a post and ask a question in the comments to start a conversation.)



Most people get little or no interaction on their posts. If you comment and ask a question you become **highly visible and valuable** to the person posting



Your LinkedIn Personal Branding Strategy

5. Post some relevant content to build and engage an audience!

(Post on specific topics/issues that your niche or target audience will be interested in.)

LinkedIn is an open publishing platform for your expertise!



A large blue graphic is centered on the page. On the left side of the graphic is a large white arrow pointing to the right, filled with a dense collage of many small, diverse human faces. To the right of the arrow, the word 'MILLION' is written in a very large, white, all-caps sans-serif font. Below 'MILLION', the text 'Members Publishing on LinkedIn' is written in a smaller, white, all-caps sans-serif font. At the bottom center of the graphic is the white LinkedIn logo, which consists of the lowercase letters 'in' inside a white square.



8 Posting styles

1. **The Expert** – authoritative original content
2. **The Reporter** – sharing select articles from reputed sources
3. **The Intelligent Questioner** – ask your network for their view
4. **The Polester** – ask your network to vote for an option
5. **The Ranter** – vent your anger with a market failing.
6. **The Promoter** – sharing other peoples best posts
7. **The Positive voice** – selecting positive stories in your niche
8. **The Recruiter** - sharing relevant jobs in your niche

Know, Like, Trust get hired Funnel

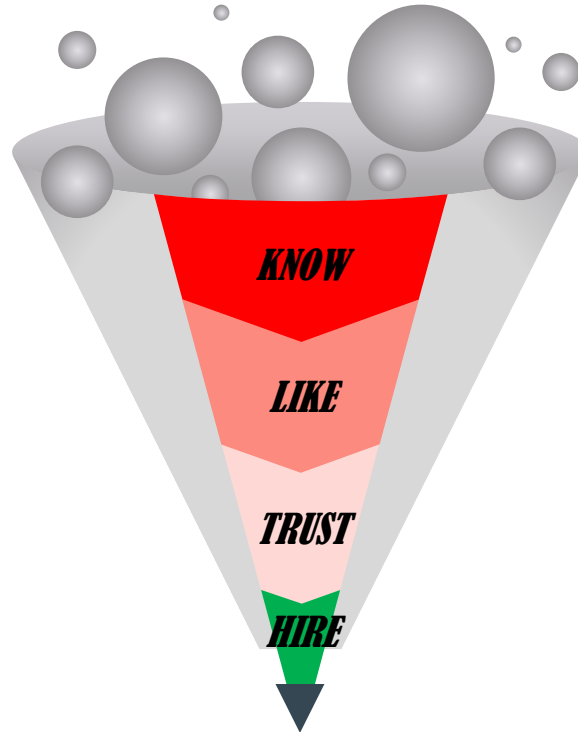


KNOW

- Connection requests
- Read note
- See profile
- Connections in common
- Value Judgement
- Become Connected
- Become Aware of you!

LIKE

- **Reciprocity**
 - Like
 - Share
 - Comment
 - Endorse
 - Personal Brand
- CV/ Portfolio
- Interview



INTERVIEWS

TRUST

- 2nd Interview
- Due Diligence
- Comparisons
- Recommendations
- Social Proof

HIRE

- Negotiate
- Job Offer
- Onboard
- Integrate



These are some of the ***Strategies*** that are working for senior job seekers right now.



To further develop your **Personal Brand** you could appear on my Podcast.





If you want a comprehensive online course with 20 **Secret Strategies** that will help you find and land your next senior role go to:

careermoveSECRETS.com/buy

Your **Ultimate** Guide to Getting Hired in the Hidden Job Market

It's only **\$299** at present!