



# Job Search? Mindset, Goals & Tools

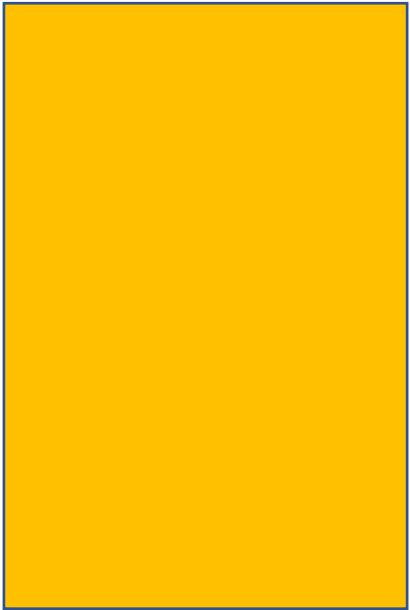


LAA International















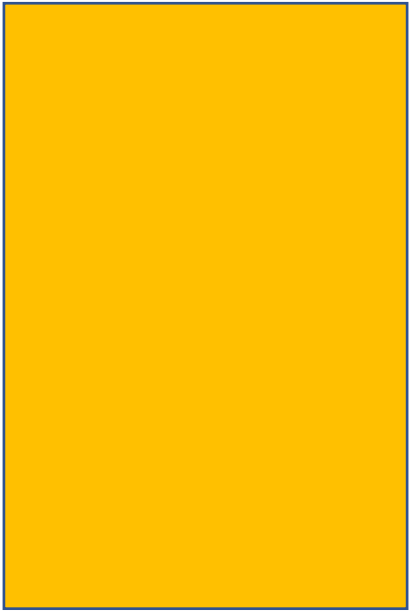






















## Negative Stuff

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- .
- .
- .
- .
- .









Positive (Direct Opposite)

– Thesaurus.com

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- .
- .
- .
- .

A photograph of a yellow wall with the phrase "believe in yourself" written in black cursive script. The wall has a textured, slightly grainy surface. The text is written in a fluid, handwritten style. In the background, a metal railing is visible at the top right, and a small circular object, possibly a light fixture, is on the right side of the wall.

believe in yourself







# EXPLORATION & TARGETING

Job Title / Job Description



Industry or Organisation Type AND Size

Geography





## Job Title or Job Description

Marketing = Not Good Enough

VP Marketing = OK

VP Marketing and Digital Transformation = YES!



## Industry or Organisation Type AND Size

Tech Organisations = Vague

Mid-Large Tech Organisations = Better

Mid-Large SaaS Organisations = YES!





## Geography

Local = if so, where?



International = Vague, International where?

Worldwide = Better, but WW means different things to different companies

Global = YES!



# EXPLORATION & TARGETING

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Geography



# Additional Exploration and Targeting

Core Values?

What of your current job  
do you enjoy?

Any regrets?

Long Range Vision?



A hand holding a white marker is shown writing the text on a dark blue chalkboard. The text is written in a white, hand-drawn, sans-serif font. The words "GOAL PLAN ACTION" are on the top line, and "2021" is on the bottom line. The hand is positioned at the end of the number "1", as if just finishing or about to finish writing it.

GOAL PLAN ACTION  
2021



## Focused Plan

Job Titles / Industries / Geographies – ✓

Companies

Who (people) to target?

How to approach the market?



## Focused Plan



Job Title / Industries / Geographies - ✓

Companies

- Minimum of 50



GOAL PLAN ACTION  
2021

## Focused Plan

Companies / Job Titles / Industries / Geographies

Who (people) to target?

- Family / Close Friends / Neighbors / Acquaintances

- Internal / External Colleagues / Vendor Partners /

- Other People You've worked with previously

- Hiring Managers

- Trainers, Professional Coaches, Executive Search, others







## Focused Plan

Companies / Industries / Geographies

Who (people) to target?

How to approach the market?

- Job Postings  Passive
- Search Firms  Passive
- Direct Contact  Active = Best Results!
- Networking  Active = Best Results!



# TOOLS

For your Job Search

# TOOLS

## Resume written for the 21<sup>st</sup> Century\*

### TAYLOR TRAILBLAZER

City, State/Country • +1 234 567 8910 • [hire.taylor.trailblazer@gmail.com](mailto:hire.taylor.trailblazer@gmail.com)

#### CDO – SVP DIGITAL TRANSFORMATION

Business Acumen • Strategic Data Problem Solving and Management • Virtual Collaboration  
Innovative Solution Creation • Team & Product Development • Digital Solutions • Public Speaking

As a strategic and results-driven digital transformation executive, I lead teams to successful execution through my experience in vision planning, data management & analytics. By motivating & leading teams to deliver set goals, I've helped to create large-scale modifications and efficiencies saving millions to the companies for which I've worked. Have also built programs and business solutions that generate tens of millions in revenue. I'm a fiscally aware leader accomplished in creating top and bottom-line business solutions and efficiencies, working for companies in Europe as well in the US. If you need a dynamic Digital Transformation Leader and Team Builder that is focused on long-term solution creation, let's discuss how my expertise can drive your organization to digital success.

- > *Innovative Solution Creator*
- > *Transformational Change Leader*
- > *Builder of Successful Teams and Goal Deliverers*

#### ADDITIONAL KEY SKILLS

Business Vision & Development • Flexibility & Adaptability • "Customer First" Mentality • Critical Thinker • Digital Marketing • SaaS • Big Data Monetization Enterprise Software • Cloud Tech • Advanced Analytics

#### EXAMPLES OF LEADERSHIP VALUE

- ***Innovative Solution Creator:*** Spearheaded a visionary multi-year, multi-phase digital transformation strategy with established targets. Co-created and delivered a suite of new data products and services based upon 20 years of corporate operational data. Delivered on a business plan for US\$300 million net revenue over 5 years. Achieved positive Cash flow and profitability within 6 months.
- ***Digital Transformation Change Leader:*** Created and delivered new business processes, customer-facing solutions and systems of engagement based on leading edge digital consumer insight, garnered from a variety of big data sources, across multiple data types from inside and outside the organization, as well as social media. Successfully integrated big data offerings of US\$225M.
- ***Builder of Successful Teams and Goal Deliverers:*** Mentored, trained and championed direct reports to take full responsibility of their projects and subsequent presentations to C-Suite and Board Members. Recognized by managers, peers and direct reports as a "Firm but Fair" leader / manager who leads by example. Led teams sized 5 to 50 with an 85% success rate of direct reports being promoted.

#### CAREER SUMMARY

Vice President, Digital Transformation, Company A, LLC, New York, USA, 2017 – Present  
Chief Commercial Officer & Executive Vice President, Company B, Chicago, IL, US 2015 – 2017  
Director Strategic Business Solutions, Company C, Chicago, IL, US 2013 - 2015  
Global Program Director - Consumer 360, Company D, Netherlands, 2007 – 2013  
Director of Retail CRM Solutions, Company E, London, UK, 2005 - 2007  
Director of Business Development and Consulting Services, Company F, London, UK, 1998 – 2005  
Six Sigma Black Belt, Company G, Boston, MA, US, 1997 – 1998

#### EDUCATION

MBA in Strategy & Marketing ⇄ University of Warwick, Warwick Booth School of Business, UK ⇄ 1999  
BS in Marketing and Economics ⇄ Northwestern University, Evanston, IL ⇄ 1997

# TOOLS

## LinkedIn Profile updated\* for today's Search Experts

Elements of a LinkedIn Profile that help to establish trust and credibility. A Professional Profile Photo (Headshot)

- ✓ Concise, Impactful Profile Headline
- ✓ Well Written / Developed Summary
- ✓ Well Composed List of Professional Experience
- ✓ Recommendations from Customers, Peers & Colleagues
- ✓ Well Developed Skills & Endorsements
- ✓ Involvement in Select LinkedIn Groups
- ✓ Education Background
- ✓ Highlighted Projects
- ✓ Publications / Written Works

Global  
International  
Regional  
EMEA | LATAM

COO CTO  
CEO  
DIRECTOR  
BOARD  
MEMBER  
Telecommunications  
Internet of Things  
Technology

Message More...

WND - Sigfox Network  
Operator

Instituto Superior Tecnico

Alex Reis · 1st  
Group COO | CTO | CEO | Director | Board | Leader | IOT |  
Sigfox | LPWAN | International | Strategy | Funding | 4G |  
Lisbon Metropolitan Area · 500+ connections · [Contact info](#)



# TOOLS

## Excel Spreadsheet to keep track of your Search

	A	B	C	D	E	F	G	H
1	<b>RESUME WRANGLER</b>		Change any categories to fit your needs. Every time you apply to a new job, jot down all of the information here so you can stay organize					
2		<b>Company</b> ▼	<b>Contact Name</b> ▼	<b>Email</b> ▼	<b>Company Website</b> ▼	<b>Application Date</b> ▼	<b>Resume Version</b> ▼	<b>Company Address</b> ▼
3								
4								
5								
6								

<b>Cover Letter Sent?</b> ▼	<b>Portfolio Sent?</b> ▼	<b>Samples Sent?</b> ▼	<b>Website Sent?</b> ▼	<b>Interview Date</b> ▼	<b>Follow Up Day 1</b> ▼	<b>Follow Up Day 2</b> ▼	<b>How did you find them?</b> ▼	<b>Notes</b> ▼	<b>Feedback</b> ▼

# TOOLS

## Information Providers

- ✓ Glassdoor – what current employees are saying
- ✓ Payscale – for salary information
- ✓ Salary.com – for salary information

## Online Platforms for more than Excel

- ✓ Careershift – monthly service fee
- ✓ JibberJobber – free
- ✓ Startwire – free

## Apps to Help in Networking

- ✓ Clubhouse
- ✓ Lunchclub
- ✓ Groups on LinkedIn (some work, many don't)





Your present circumstances don't determine where you can go; they merely determine where you start.

Nido R. Qubein



Leigh Ann Arthur

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