



BOB SEARCH
EST. 1979

THE AEROSPACE AND DEFENSE EXECUTIVE SEARCH FIRM

EXECUTIVE IN TRANSITION

**HOW TO FIND YOUR NEXT
GREAT OPPORTUNITY**

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BOB SEARCH - 2020

ABOUT BOB SEARCH

For over 40 years, Boyle Ogata Bregman (BOB Search) has been Bringing Leaders to Smart Companies with the Art & Science of our unique Performance-Based Search System. Our **Science** is in precisely identifying critical results needed from the new hire, locating prospects with exactly the right background, and pinpointing their specific capability to produce the outcomes you desire. Our **Art** is applied through strategic partnering - understanding you, your organization and culture. This ensures not only that the new executive can perform, but is also a great fit in your company for the long term.

Smart companies know that superior talent acquisition helps to increase revenue, profitability, and market share. The "A" players we place improve everything they touch. It is not just about filling an opening - great hiring is about taking your company to the next level. BOB Search is driven to help our clients succeed. We are passionate about helping you achieve your goals. We apply our energy, excitement, experience, and technology to our projects, to enhance leadership performance at your company.

Excellent executive search must produce an outstanding hire who will positively impact your bottom line.



BRINGING LEADERS
TO SMART
COMPANIES

OVERVIEW

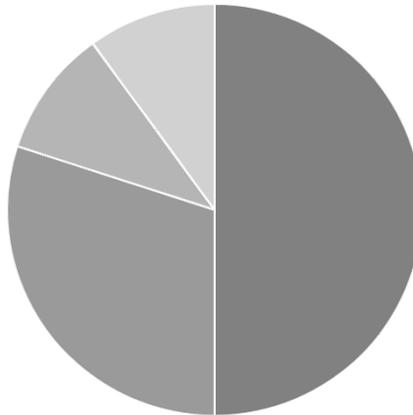
Any transition is filled with complexity. Navigating your way to your next role is often a daunting task. Within this document are tools to help you figure out to start and where you're most effective. We hope the following discussion will ensure you identify your next great opportunity that is suitable for your aspirations and allow you to make great contributions to a great company.

WHAT WE REVIEW

- Windows of Opportunity
- Hidden Job Market
- The Case For Calling
- The Networking Funnel
- Options & Alternatives Modeling
- Power of LinkedIn
- What's Wrong With Your Resume
- Worksheets for Preparation

WINDOWS OF OPPORTUNITY

WHERE DO YOU START? WHERE DO YOU CONCENTRATE YOUR TIME?



Visualize a pie chart.

Cut it in half. This is your first portion, where you focus your time. **Networking** will define and drive half your efforts. This includes who you know (colleagues and bosses), who you used to know (former contacts), who you used to support (customers), and who supported you (suppliers).

On the other side of the pie chart, further reduce the half to 30%, 10% and 10%. The 30% should be spent with **RECRUITERS**. 10% will be spent pursuing jobs **ONLINE** and the remaining 10% will be through **EVENTS**.

NETWORKING (50%):

Direct networking allows you to be a one applicant to one opportunity situation. It's your best odds. You come already established as a known commodity. Whether referred through a colleague or contact, Your capabilities are vouched for and articulated.

This is especially true if you're looking to transition into a different function or industry. A recruiter will be limited by your existing experience and their opportunity. A contact will already know you are capable and willing to take a risk on you to fill a role you may not have done in the past.

EVENTS 10%:

Elevate and expand your network through the attendance of industry related events: trade shows, conferences, expositions.

RECRUITERS (30%):

Establishing relationships with recruiters will further support your job search. There are important considerations when working with a recruiter. Mainly, they can only show you opportunities currently in hand. As a result, you must partner with several recruiters - each may be limited by industry, region, or function of position - to ensure you find an exceptional fit.

ONLINE (10%):

When you're applying for jobs online, getting lost in algorithms and an abundance of applications, or being screened out by an inexperienced HR person is a very likely outcome. Use tools like alerts on LinkedIn and Google in your favor, Check this weekly.

HIDDEN JOB MARKET

CREATE YOUR OWN OPPORTUNITIES



Networking provides access to the hidden job market. There are companies with people in roles being tolerated. For reasons of cost, pain, or time; a formal search is not initiated. If a top performer were to fall into this company's lap, it'd be an opportunity for an upgrade.

How do you gain access to this market?

1. Leverage an 'indirect network,' reach out with a well-crafted elevator pitch.
2. Explain you're looking for your next opportunity, as well as describe your ideal opportunity and where you feel you can best contribute.
3. Ask who to speak or who they know that can utilize this skill set.*

While they may not have an opportunity you've planted a seed. Without directly asking, you've inserted yourself into consideration.

*While speaking to the contact, capture 2-3 referrals who may support your search.

Follow up with your contact and inquire on their own business. That's why your contact may bring up on if the hidden opportunities.

THE NETWORKING FUNNEL

HOW TO GET THE OFFERS

Using a consumer-focused marketing model, you must focus on leveraging a high volume of initial outreach to convert your prospects into offers. The journey through the funnel is substantiated first by capturing a large volume of contacts, then reaching out to them to gain high quality leads for your role.

With these leads, you will set up a small batch of interviews or meetings, which will lead to your goal - an offer for a role that is a great fit for yourself and for your new company.



THE CASE FOR CALLING

GO AGAINST THE TREND, CARVE AWAY FROM THE PACK, DIFFERENTIATE YOURSELF.

EVERY YEAR, THE USE OF E-MAIL, TEXTING, CHAT APPS, AND OTHER ELECTRONIC COMMUNICATION INCREASES, AND THE RATE OF PHONE COMMUNICATION DECREASES.

CALL THE CONTACT.

Whenever possible, figure out who the resumes are going to, and place a call. Your voice, inserted into the process, multiplies your chance of being considered by five.

CALL THE HIRING MANAGER.

Figure out who the job actually reports to. That's right - bypass HR. If you can find the right VP or C-level person, and reach that individual, they will admire your initiative.

BE PERSISTENT AND RESPONSIVE IN FOLLOWING UP.

Answer calls promptly. Check back on progress, ask additional (meaningful) questions - all by phone.



OPTIONS & ALTERNATIVES

WHEN YOU'RE LOOKING FOR A CHANGE

	OPTION ONE	OPTION TWO	OPTION THREE	OPTION FOUR	OPTION FIVE
STRENGTHS					
WEAKNESSES					
OPPORTUNITIES					
THREATS					

Try this thought exercise: First separate horizontal thinking from vertical thinking. Horizontal thinking is creative thinking. Vertical thinking is analysis.

Horizontal Exercise

Take 4-5 pieces of paper and let your mind open. Without limitations or any considerations, think about what you want to or can be. Explore all potential options, exhaust all possibilities, clear your mind. Fill all 5 pages. Then, put it away.

Some of your ideas won't make sense or are not realistic, however, there will be 2-3 ideas that may surprise you. Clean up these ideas to one page. 4-5 solid options.

Vertical Exercise

Using the next page, you will assess your top ideas with a SWOT analysis:

- Strengths
- Weaknesses
- Opportunities
- Threats

The results of the exercise will provide possibilities you may not have considered. Don't be limited by your experience, leverage your potential.

POWER OF LINKEDIN

YOUR PERSONAL BILLBOARD ON THE INTERNET



The #1 source used by Recruiters and Talent Acquisition Professionals.

Fully indexed by Google:

- Make your page "keyword rich" - Everything is searchable.

- You can include all the details from your resume.

- You can upload a resume or other work portfolio.

The more connections you have = the more people you can see (and the more who can see you).

Include a professional picture or head shot (no selfies).

Keep all content professional.

- Facebook is for your thoughts, opinions, and photos.

- LinkedIn is for your work.



A RESUME IS A PROMOTIONAL FLYER THAT ACCURATELY REPRESENTS YOU.

Ensure you capture the **specific, tangible** actions and accomplishments in each role, go beyond duties and responsibilities.

A **good** resume is easy to read, to the point, and quickly captures highlights of your background.

Ensure your chronology is accurate and clear, as well as a document that is free from grammar or spelling errors and oversights.

A well-formatted document will encourage the audience to actually read what you wrote. Be consistent.

A **bad** resume will have a meaningless "objectives" paragraph.

Overuse of jargon and insider language may confuse the layman reading your resume.

Formatting is distracting, disorganized, or lacking uniformity.

Any spelling and grammar errors will make it very easy for the hiring manager to exclude you from consideration.

Don't let yourself be deselected by these common mistakes.

SCRIPT FOR NETWORKING

FOLLOW THE GUIDE BELOW FOR TO DEVELOP YOUR OWN PROMPT FOR NETWORKIING CALLS.

1. Hello, this is _____ and I'm calling for your **help** and **advice**.

2. I understand that you are (very experienced in this industry, well-connected with the people I'm trying to reach, extremely knowledgeable about the state of the Industry, etc). I'm calling because I'd like you suggestions on my career search effort.

3. What I have to offer my next employer is [value to the employer]: _____

4. I'm confident about this because in the past [evidence of availability]: _____

5. My reason for seeking something new is: _____

6. Who do you know that I should be taking to? _____

7. By the way, what is happening at your firm? _____



SWOT ANALYSIS

FOLLOW THE GUIDE BELOW FOR YOUR OWN OPPORTUNITY ASSESSMENT.

OPTION ONE

OPTION TWO

OPTION THREE

OPTION FOUR

OPTION FIVE

	OPTION ONE	OPTION TWO	OPTION THREE	OPTION FOUR	OPTION FIVE
STRENGTHS					
WEAKNESSES					
OPPORTUNITIES					
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