



MODELING YOUR CAREER
EXECUTIVE-BRANDING

HCS
CONSULTING

HOW TO MAKE THE DIFFERENCE

PERCEPTION, the “only” thing that counts ?

- A true story
- Regardless of your talents and strength, the way it is perceived, matters
- *“There are things that you can count but that don’t count a lot, and there are things that you cannot count but that count a lot. ”*

(Albert Einstein)

- Look at your approach to career planning in broader terms.
- *“The important thing is to think in terms of reason and result, rather than in labels, hierarchy and concepts. ”*

(William L.Reynolds)

Some basic observations

- Traditionally, individuals have been looking primarily at their employer for career progress
- In a global and process driven world, corporate talent management efforts, however, are reaching their limits . . . and individuals' expectations are changing too.
- Do you know what WIKIPEDIA says about career management . . . ?

Career Management *(according to WIKIPEDIA)*

- 1) Making career choices and decisions
- 2) Managing the organizational career
- 3) Managing “boundaryless” careers
- 4) **Taking control of one’s personal development as employers take less responsibility, employees need to take control of their own development in order to maintain and enhance their employability**

Why Branding ?

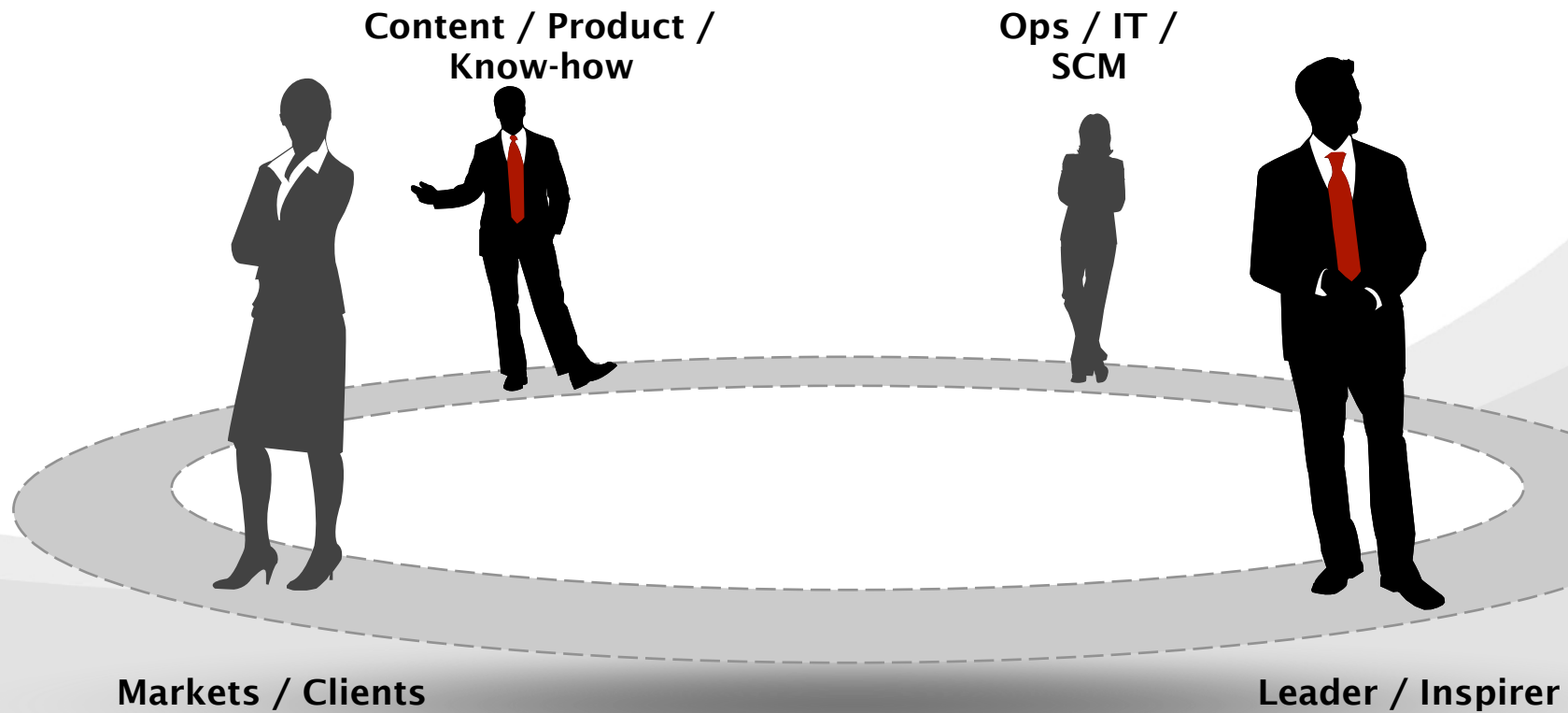
- We surveyed a group of successful managers. This executive branding study revealed . . .
- ***“Premium Brand”***
Executives that excell in certain situations
(turn-around, innovator, growth developer, financial guru, crisis communicator, etc) **15%**
- ***“Performer Brand”***
Executives that excell in different situations or different industries **5%**
- ***“White Label Branding”***
Replacable “commodity”, constantly working to keep up the value ... **80%**

Train and Develop Self-Awareness

- Do you know your talents, strengths and natural comfort zone ?
- Everyone has different sets of skills, talents, and interests.
- Become aware of your natural preferences and true potential.



- **Career Directions**



Become practical and focused today !

- Bring this awareness in line with your target industries.
- Make a choice.
- Look at industry trends.
- Take a view how you can support such trends. How you can add value. Be creative.

A reminder

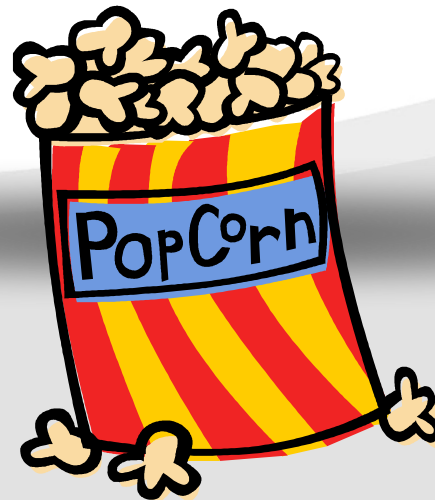
YOU CAN MAKE THE DIFFERENCE !

A practical tool and individual exercise (...to establish a brand)

- Have you heard about the “5-Liner” ?
- A condensed, honest “story” about yourself . . .
- Put it into the CV, right after the personal information
- You may call it: *Personal Profile & Objectives*
- It consists of:
 - Who you are. Personal characteristics, strengths, etc.
 - What is in your “back-pack” (know-how, unique experience, accomplishments, special interests, etc.) ?
 - What do you plan to do with it? How can you add value and where?

A Typical “5-Liner” (*Example A*)

“A commercially savvy and global minded CFO of a x-bn revenue business unit with strong strategic leadership traits, a proven track record in corporate restructurings, and a vast industry background, who excelled rapidly in the well respected xxx finance function.”



A Typical “5-Liner” (*Example B*)

Capabilities Profile

“Innovative and versatile HR professional with extensive skills in HR strategy development, talent management, leadership and organizational development who has worked as a generalist, deployed significant e-HR projects and has extensive experience as business partner, line coach, assessor, and management trainer.”

Objective

“VP of HR with encompassing responsibility for all HR activities in a progressive, medium to large sized international company or Global Head Talent Management and Organizational / Leadership Development in global blue-chip company.”

... one that gets attention.

A Typical “5-Liner” (*Example C*)

Profile

“Experienced professional in sales, marketing, business development and strategic alliances with several years in high risk positions and large volume portfolio and account management. Strategic and entrepreneurial thinker with a “winner” mentality and a “can do” attitude.”

Key Skills

“360° knowledge of all commercial functions of a MNE. Adept at identifying unexplored growth opportunities and capitalizing on innovative strategies by holding a perspective and critical view. Expert and artful in negotiations, strategic development, product and account management.”

Objectives

“Looking for a position in account management, business relations and contract negotiations with an international and commercial outlook. Passionate for creating synergies and efficiencies by analyzing the value chain and developing appropriate solutions.”

... one that offers added value.



YOU WILL MAKE THE DIFFERENCE....!