

Act like one if you wish to be treated like one

One of our newer members recently commented that a colleague, who is a CIO in transition, was contemplating using an Email resume blasting service to distribute his CV throughout the business world. This CIO was seeking professional input as to the efficacy of this method to speed up and intensify his career search and our new member wanted to hear my thoughts. It seems worthwhile to share them with the entire group and this is a summary:

- A CIO has reached the top echelons of management. She or he typically has prepared themselves both educationally and professionally for many years to achieve this career pinnacle as the elite of the IT executives. Why use non-executive selling methods which can tarnish this executive image in a matter of seconds?
- Mass merchandising techniques are not appropriate for someone seeking a six-figure paycheck and may make them appear to be desperate. Although personal financial situations resulting from a lengthy transition will feed personal desperation, revealing this to potential employers will either eliminate you from consideration or at best diminish your bargaining position should you receive an offer. In other words, “never let them see you sweat.”
- As an executive search consultant, I always prefer to receive and will respond more favorably to a personal referral, as opposed to an Email addressed to a cast of thousands, with the salutation, “Dear Recruiter”.
- Reviewing our Success Stories illustrates that most of our members land by aggressive networking with other executives at and above their own level. Beverly Lieberman, a retained executive search consultant, commented at a recent local SIM forum that only fifteen per cent of all executive hires occur through the efforts of search firms. Most of the remaining eighty-five per cent of such hires is through personal, focused networking.
- Well executed, focused networking sets you apart as an executive. It helps you to approach new opportunities as a business partner or consultant, rather than as an applicant.

A recent conversation with one of our active members who is an avid and energetic network proponent, as well as an organizer of significant events, revealed some interesting data. He finds that it takes approximately six months to establish a true rapport and solid bond of trust with any contact. He never stops networking and is now simultaneously pending on seven senior IT executive opportunities.

Taking a disciplined, dignified and executive caliber approach toward your career search separates you from techniques better suited to your subordinates will showcase your self respect and sense of self worth to others. They in turn, will be more likely to treat you with the dignity and respect you deserve as a senior IT executive. Good networking.

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