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*Partnering with Executives and Companies for
Outstanding Job Search and Career Transition Results*

Teresa Adams
Certified Career Coach

SPECIAL REPORT

“5 Biggest Mistakes Executives Make in Their Job Search – and How to Avoid Them”

***Inside Secrets from a Seasoned Recruiter &
Executive Search Professional***

By Teresa Adams, Executive Career Consultant

Congratulations on choosing to download this Special Report from [Executive Career Consulting.com](#). Just doing so sets you apart from other executives who are unknowingly making critical errors as they search for their next position – mistakes you can avoid with my insider knowledge! And I acknowledge you for that.

This report is going to reveal to you the five biggest mistakes I have seen executive job seekers make – from the “other side of the desk” as I was screening them in my roles in executive search and outplacement for my corporate clients’ job orders – so that you don’t make them too. [Find out what no one else is willing to tell you as you read these insights!](#)

WHY I WROTE THIS REPORT

My name is Teresa Adams, and I have dedicated my career over the past 15-plus years to helping people just like you achieve their career goals as an executive search consultant, career coach and recruiter – as well as in business development and sales within large corporations.

I know the pain – and joy – that transition can bring: I lost my entire book of executive level recruiting business on 9/11, and was able to rebuild it from 0 to \$750,000 within 12 months, in a new industry, with no industry-specific experience but relying on my tenacity, knowing my personal brand and business savvy. I was the Billing Manager of the Year for several years running for a global recruiting franchisor, working in highly competitive markets. And I want to give you the benefit of my perspective in your job search – whether you are seeking a position for yourself or wish to outsource a search for your company.

And while I enjoyed the recruiting work, increasingly executive candidates began seeking me out to help them better prepare for – and even qualify for – the positions they were seeking. After conducting thousands of interviews with candidates, I knew the inadvertent verbal slips, nonverbal gestures, and strategic missteps that could sound the death knell for a

successful search. So I began coaching and consulting full-time to assist executives in these and other issues in the increasingly complex and ever-changing job market.

HOW RECENT CHANGES ARE REVOLUTIONIZING OUR WORK

If you find yourself in transition due to a layoff or downsizing – or would just like to make a change to pursue a new interest, take on a new challenge, or increase your earnings – then you may be in for a rude awakening in today’s marketplace! Unless your last transition was in the past two years, you will find that things have changed radically:

- ✓ The **recession** of 2007-2012 has significantly reduced the number of available job openings (some of which will never return)
- ✓ The **number of positions filled through published means at the executive level are even less than that 15 to 20 percent** usually cited for all jobs – and less than the 11 percent that are placed online - so you need to know how to tap into the **unadvertised positions!** In this market, **85% of executives are looking at any given time, either actively or passively...** so the more you can stand out (in a positive way), the better.
- ✓ **“Networking”** for those leads no longer simply means getting into the right club or organization – it also means knowing how to use **LinkedIn** and manage your online profile and brand (hiring executives *will* check this before they talk with you in 90 percent of cases!)
- ✓ **Even what you will want to negotiate for has changed** – signing bonuses are more rare, telecommuting and home computer allowances are more common, so you need to know how to anticipate what is most likely to be approved *before* the negotiation
- ✓ **Who you are** has as much bearing in many cases as what you can do – so what impression are you communicating in the interview (whether on skype, phone or in person)?

The question today’s executive job seeker needs to ask themselves now is, ***“how can I stand out – in the right ways! – and be within the field of the hiring executives in my chosen target companies so that I am perceived favorably for the positions for which I want to be considered?”***

You see, my belief is that there is a perfect role for each individual at each phase in their life – and if what you want now is different from what you wanted 5 or 10 years ago, that’s ok! Career and job transition are much more common than ever before... and recent research shows that by following your inner urgings to express your talents in new ways, you increase not only your job satisfaction but your performance (and that of your company) too!

5 MOST COMMON EXECUTIVE JOB SEARCH MISTAKES

Following are the most common errors observed by both me and fellow search professionals that can cause you to fail to even reach the first round of screening for a position:

1. Lack of clear personal brand/assuming your qualifications will speak for themselves.

The average job posting today receives several hundred – sometimes more than 1000 – responses, many of which are from qualified candidates. But it can be a fatal mistake to rest on qualifications alone in today’s job market. If 1000 candidates apply for a role that have experience as a Vice President of Marketing, what will be the factor that causes a decision maker to interview one candidate over another?

Quite simply, it is who they are – their personal brand – that clinches the interview.

You have a personal brand – whether you know it or not. Just take these steps and you will see what a recruiter or executive sees who is considering interviewing you:

- ✓ Google yourself! What comes up on the first page of results? The second page? You can take specific steps, with the help of an expert in online branding, to shift those results – especially if you have anything from your past that you do not want to have showing up prominently.
- ✓ Check your LinkedIn profile – is it complete? Does it reflect your career goal or just your current role? Do you have online “evidence” of your accomplishments such as endorsements on your profile? Can people learn a bit about you as a person there too, e.g., what books you are reading, your hobbies, etc.? Do you belong to the groups that will showcase your diverse interests and leadership? These are just a few of the questions to consider in evaluating your online brand.
- ✓ Does the way you dress for the interview reflect your personal brand and values? The interviewer will form an impression of you in the first 10 seconds of meeting you, based largely on how you are dressed. And in a buyer’s market – where the company has plenty of candidates from which to choose – the little things matter even more.

2. Failure to adequately prepare for the interview

The good news is, it is easier to find out about a company, its growth plans, its products, and its executive team than ever before – thanks to the internet. The bad news for job searchers is, it’s a minority of candidates who even bother to check the web site for the company with whom they are interviewing – let alone do more extensive research to allow them to probe how they could be of service to that firm.

People are busier than ever before! And in the case of an executive hire, they will not be looking for someone to teach what is needed to succeed in the role – they expect that you will bring that to the table!

So at a minimum, be sure you have done at least this minimal preparation for every interview you have:

- ✓ Visit the company web site, learn what the company does, its history, key accomplishments, and current situation (are they growing, trying to just keep up, or contracting – and what does this mean for someone with your skill set?)
- ✓ Google the company – what is being written about them? What are they known for?
- ✓ Visit the company’s Facebook page and Twitter page – what kind of customer feedback or product reviews are there? (And if they have none of this and you are a marketing or social media expert, you know what to recommend to them!)
- ✓ When the recruiting assistant sets the interview, find out the title of the position and get a job description if you can – this will allow you to align your skills with the job requirements in the interviews which follow

3. Relying exclusively on recruiters, search professionals and executive job boards for leads.

At least 75 percent of executive positions are not filled through a published opening – but through one type or another of networking, referrals, and word of mouth. Are you being visible where the hiring managers are mingling? Do you know the best associations, organizations, web sites and online networking groups to find decision makers in your target market? Which leads to the ultimate question: do you know what industries and companies you *are* targeting for job leads? Be focused and specific and you will find people much more able and willing to help you unearth the contacts you need.

Don’t limit your use of the Internet and LinkedIn to getting background on your confirmed interviews only (as important as that is)! Also use the online groups, targeted searches, and association directories to help you access key leaders in your target industries. They can connect you to people who will know where the needs are – whether or not the company has published an official job opening or not (and you will have little or no competition once you find an opportunity this way).

4. Letting the interviewer take the lead/not using the interview strategically.

Many people let the desire to be polite and well-liked and create a good impression in the interview cause them to become too passive. Interviews today – especially at the executive level – are designed to be a two-way exchange of information.

So be sure you go with a list of questions to ask the interviewer as well as prepared answers to the questions they are going to ask you (such as “Tell me about yourself” and “Why should we hire you”).

What can the interviewer tell you that you can’t learn online? Can you and the experience and skills you have developed help them achieve a hidden goal that would make a big difference for the company?

Unless you begin to showcase your tactful but strong communication skills in the interview – and be proactive in suggesting opportunities for win-win solutions to their business problems – another candidate who *does* do this may well be selected over you.

5. Not asking for the position and “closing.”

Even if you manage to avoid mistakes 1 through 4, this one can still derail you! Think of the interview as a sales conversation in which you are the commodity; your resume, dress, preparation and online branding are your marketing strategy; and the end of the conversation is the close. Have you dealt with each and every objection – or question – the interviewer has about you and your qualifications (even those that have not been verbalized)?

Just as we have explained that the interview is a two-way conversation in which you must be proactive, the close of the interview is too. Be sure to clarify before you leave:

- ✓ What is the next step in the interview process?
- ✓ Is there anything else they need from you to take you to the next stage?
- ✓ Do they want to hire you now?

Asking for the position is equivalent to closing the sale...and you need to be as persistent in following up with them – using the information you have gained – as you would with any important transaction in your life.

Send a personalized thank-you that is memorable and consistent with your brand. This is a lost art and can communicate the enthusiasm and interest that other candidates are missing! When you are proactive, you get results...and you are perceived as the leader you want to be.

WHAT TO DO NEXT

If you are relating to this Report and want to explore how to get further support in either setting your goals and direction for your next executive role – or strategizing and successfully completing your search – we can help!

At Executive Career Consulting, we offer:

- ✓ Executive career coaching and consulting, drawing on 15+ years of proven experience
- ✓ Resume critique and preparation
- ✓ Interview preparation assistance
- ✓ Negotiation services
- ✓ Personal branding
- ✓ Identify your unique and authentic skills
- ✓ Guide, encourage and inspire how to get into the right job market
- ✓ And more!

See our full bio at the end of this report.

To explore your next steps, we invite you to schedule a no-obligation 20-minute Strategy Session by emailing teresa@executivecareerconsulting.com

Meanwhile, visit our web site at www.executivecareerconsulting.com and follow us on our blog there to learn more. And you'll get periodic updates from us too, just for downloading this report!

And feel free to pass this report on to your friends and colleagues! Just have them request their copy at www.executivecareerconsulting.com

Here's to your successful job search and/or favorable career change to the position that is ideal for you!

Teresa

Certified Career Coach

About Teresa Adams – Executive Career Coach and Consultant and CEO



Teresa Adams, CEO of Executive Career Consulting, has been passionately helping individuals achieve their career goals as an executive search consultant, career coach and recruiter for more than 15 years. She has completed training for the Certified Career Coach credential. Teresa built her own multi-award-winning global search practice, Peak Performance Consulting, generating 7-figure revenues and becoming nationally recognized for her results. She has navigated two recessions, successfully helping to place hundreds of middle to senior level executives worldwide.

When her entire book of business disappeared as a result of 9/11, she set a new course and built a new business literally from the ground up in just 12 months.

Teresa’s industry focus has included the technology (IT), life sciences, biotechnology, pharmaceutical, clinical trials and legal industries, working with companies such as Lucent, Avaya, eResearch Technology and Omnicomm Systems. After representing these prestigious companies as their recruiting consultant for more than a decade, Teresa offers the executives she now individually coaches the unique perspective of knowing how the hiring managers think “on the other side of the desk.” This gives her clients the unique advantage of state-of-the-art career development and job search skills plus a perspective that helps them ace key interviews and succeed in their search where others flounder. As a recruiter, she could touch more than 500 people for one assignment – but only one will get the job. In her role at ECC, she helps you be that one person!

Prior to running her own Executive Search practice, she worked for corporate America in the technology and telecommunications industries for ten years with positions in business development and sales. Teresa and Executive Career Consulting seek to coach you, the individual into an authentic, lucrative, lifelong career. Her unique-proven results-oriented process helps her clients to get accelerated results, deep internal satisfaction, and access to powerful, state-of-the-art job search strategies – in any economy.

Teresa is a Colorado native, and enjoys the lifestyle offered by Colorado. She has lived and traveled to many different locales. Teresa “walks the talk” and makes time for meaningful relationships with her friends and family.

REAL RESULTS From People Just Like You Who Have Benefited from Our Coaching and Feedback

"In working together, you always did what you believed was going to be best for me and was honest. The integrity behind your actions builds an ethical company and practice. I appreciated this and was able to trust you through the process."

Christine H. client

Your professional, down to earth guidance and empowerment in working through the Authentic Career Coaching process landed me my dream job! After completing the process you gave me courage to go after the right fit, not only was it a great journey, just the fact that I did not even send my resume or interview with any other company, knowing this was the one, paid off! In the end, when I was given the change to interview for the perfect job, you coached me in the last minute on what to look for, questions to ask, how to negotiate the offer, and final closing. In the end, **I got the job offer! My offer was almost double my current salary!** "There are not enough words to describe the gratitude I have in working with Teresa Adams.

Khan L. Client

"I would like to thank Teresa Adams for placing me as Senior Vice President of Business Development. I must say, after knowing her for six years since she placed me at Oracle you are extremely diligent, good listener and personal to work with, beyond what is typically seen from a recruiter. She took a personal interest in me and my career and helped me find a position that fit my personal and career goals. Teresa has done an excellent job over the years, checking in with me time to time to understand and to reaffirm these goals. In fact, I wasn't not even looking to leave Oracle until you approached me with a position that would better meet my needs. Teresa was instrumental during the negotiation process that preceded my placement. Without her, I would not be where I am today. I would gladly recommend you anytime going forward".

Stephen J. Client

"Thank you so much for all of your support, coaching, and energy during the past month. I received enormous value from our relationship and would be happy to serve as a reference for you if ever needed."

Brian H., Client

"The interview preparation was the best I have ever heard of. Your assistance in helping negotiate critical issues with my employer was excellent. The entire placement process was exceptionally smooth and professional. Your groundwork has set the stage for a terrific next step in my career. I look forward to referring my best contacts to you."

Stefan A., Client

Teresa's genuine appreciation and admiration for the people you work with shines through in every encounter. She gives folks self-affirming feedback and reflect back the best of them, which gives everyone a positive experience.

Joe C., Client

"That process was exceptional. I saw only two candidates, one of whom was ideal for the position... Ultimately, you were more of a partner in the process than a recruiter. Thanks for your consummate professionalism."

COO, [Life Sciences Company](#)

"...thank you for the professional work you did with Sharon and me as we recently hired our new VP of Sales. I thought that alone among the recruiters we used, you did a thorough job from start to finish. I was especially impressed by the initial interview we had, as well as the number of highly-qualified local candidates that we saw within a very short hiring time-frame."

CEO, [Internet Company](#)

"Well Teresa, we did it again. Another successful search that ended with Our new technology ASP division, hiring an outstanding Director of Sales and Business Development who passed the tough screening of both sales and technical management. I credit the success of that recruitment effort entirely to you."

CFO, [Major Healthcare Firm](#)

"Her professionalism and her balance in representing the interests of both parties... rendered this a very successful and efficient process. I offer my highest recommendation for selecting Teresa as your executive recruiter".

Senior VP, [Life Sciences Software Company](#)

"Teresa Adams... has an exclusive relationship... to identify, qualify and recruit extraordinary individuals into business and operations positions... This is an unprecedented level of trust granted to an executive recruiter... she has earned a position as a strategic consultant for each organization."

Chief Clinical Officer, [Life Sciences Company](#)

"What makes your firm unique and different from other recruiting firms is your ability to make a win-win fit between companies and candidates...Most of all, working with you and your team not only gave me a new job, but a new life."

Director, Sales, [Life Sciences Company](#)

"What makes your firm unique and different from other recruiting firms is your ability to make a win-win fit between companies and candidates...Most of all, working with you and your team not only gave me a new job, but a new life."

Director, Sales, [Life Sciences Company](#)

"You did an amazing job with handling the interview questions in the presentation to our group. You really think well on your feet, are extremely professional and blend this with a very personable manner – great job!" – **Patrice McMonigle, [Executive Business Consultant](#)**

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