

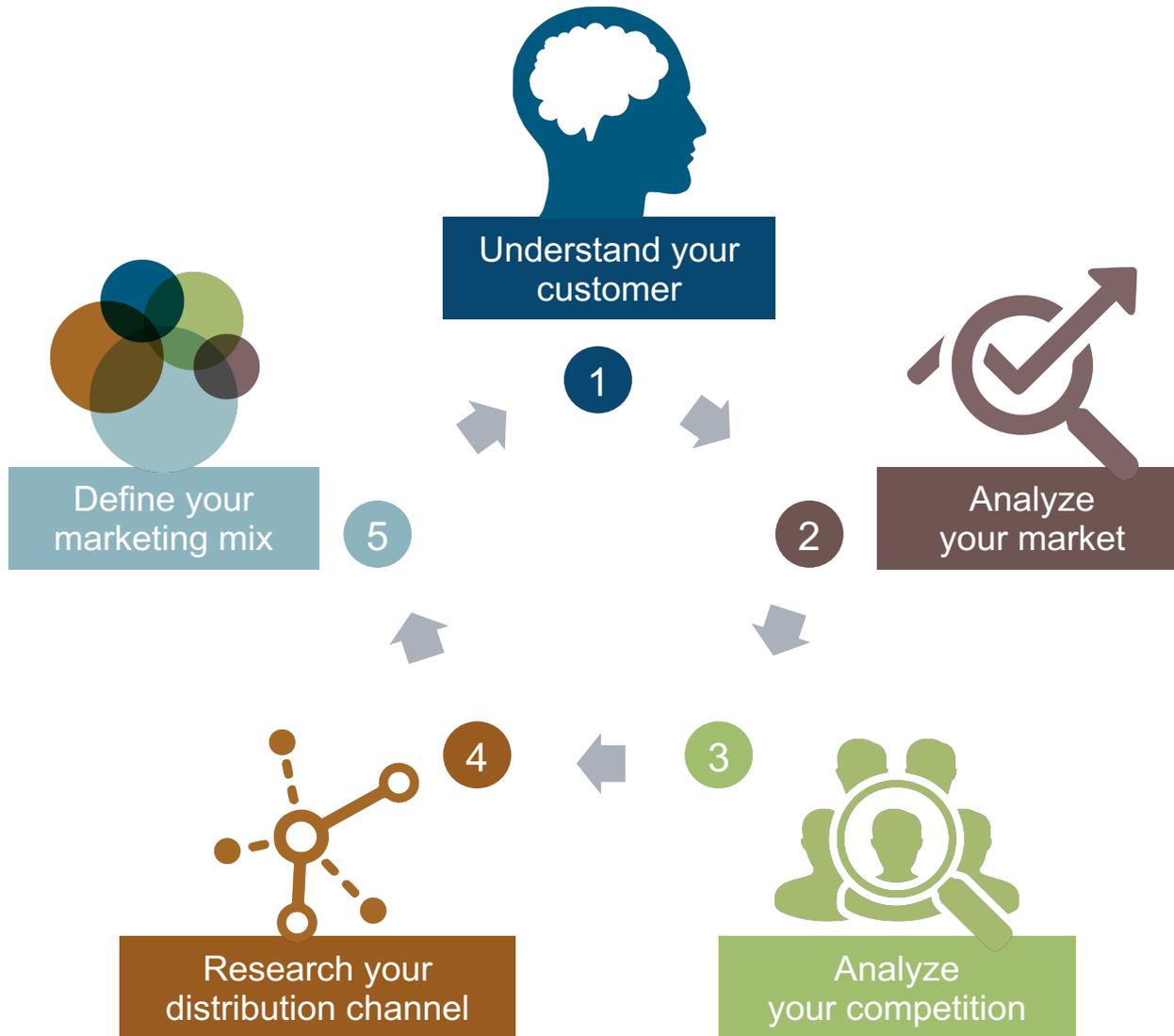


# Brand *me*!

How to stand out as the best candidate for the role

Time to brand  
a great product  
called me.

# Define a marketing strategy for ME



# 1. Understand your customer



When you apply for a role, you are not just filling an empty position; you are being evaluated on your ability to fit into a corporate system.

How well do you integrate into the company's talent pipeline?

How easily could you transfer across functions, businesses and regions?

What value do you deliver to the entire corporate ecosystem?

# 1. Understand your customer



Demonstrate that the value you potentially deliver is high



Minimize risk of failure: Every step change – from one company to another, one function to another, one region to another – is a potential risk. Reconsider stepping too far, too fast, all at once.



Demonstrate your staying power as an employee able to integrate and flow comfortably through their corporate system.

**This is not about whether or not you can perform a single role; it's about how you fit within an entire corporate context.**

## 2. Analyze your market



The **market** for *me*.

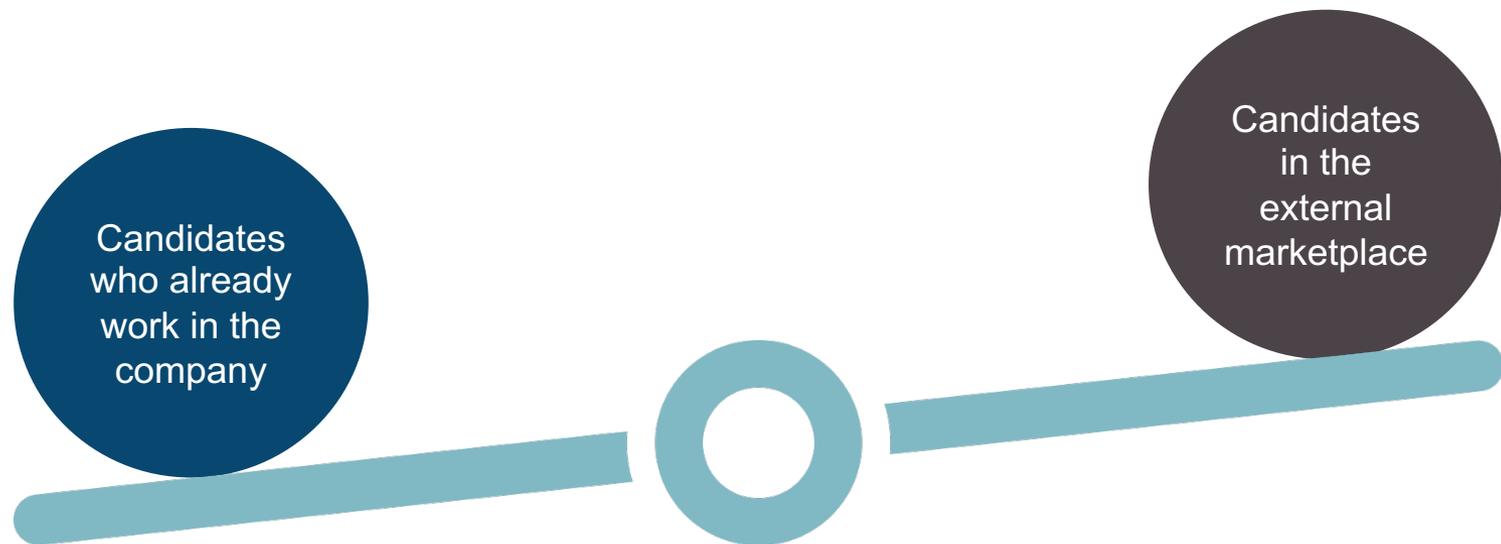
- How much demand is there for *me*?
- What opportunities are available at your **current company**?
- What opportunities are available at **competitive companies**?
- What opportunities are available at **companies that supply your current company**?
- What opportunities are available among **the customers of your current company**?

**Do you already have a target company list?**

# 3. Analyze your competition



- What is the supply/demand balance for the type of positions you are interested in?
- What is your point of differentiation? Your Unique Selling Point (USP)?



# 4. Research your distribution channel



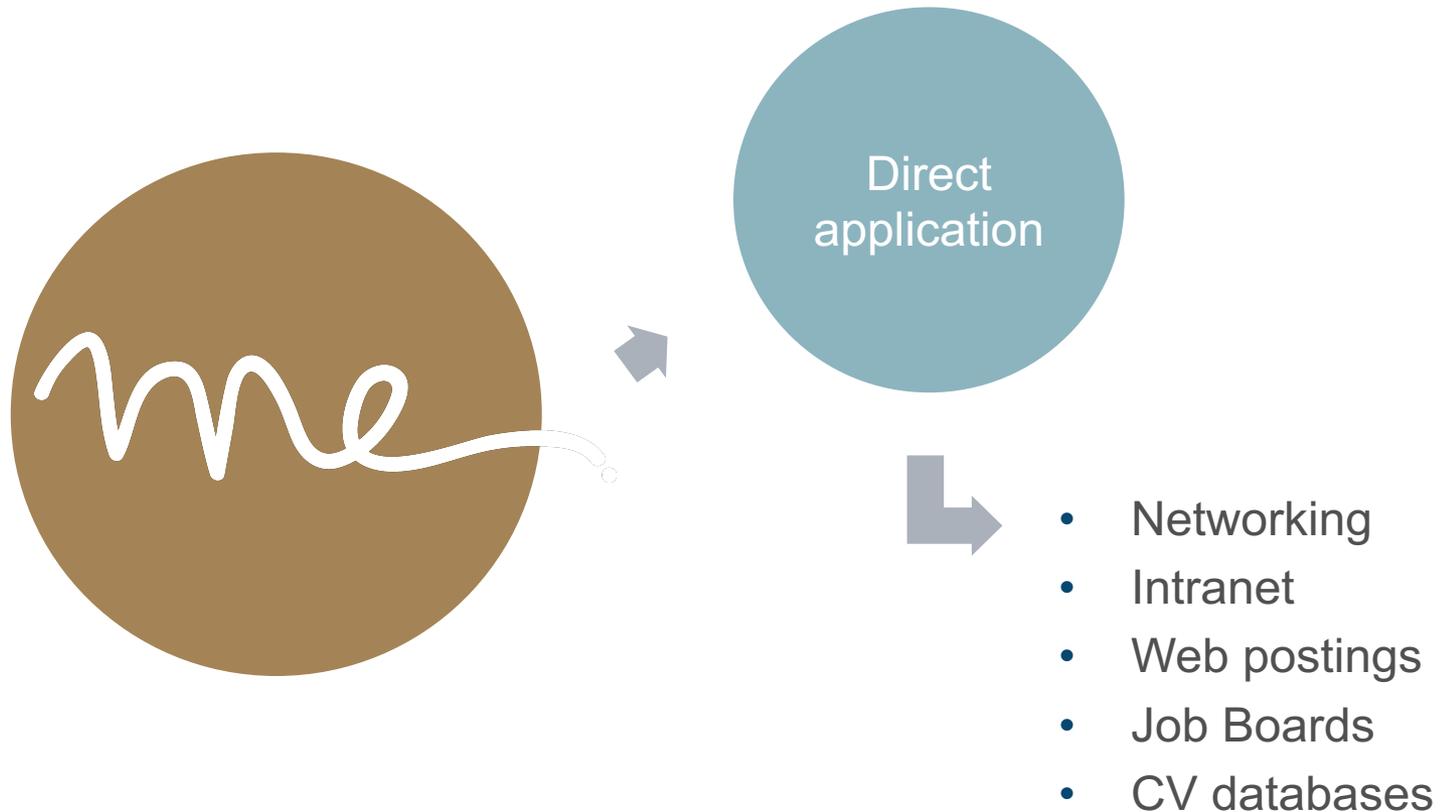
How can potential companies access *me* ?



# 4. Research your distribution channel



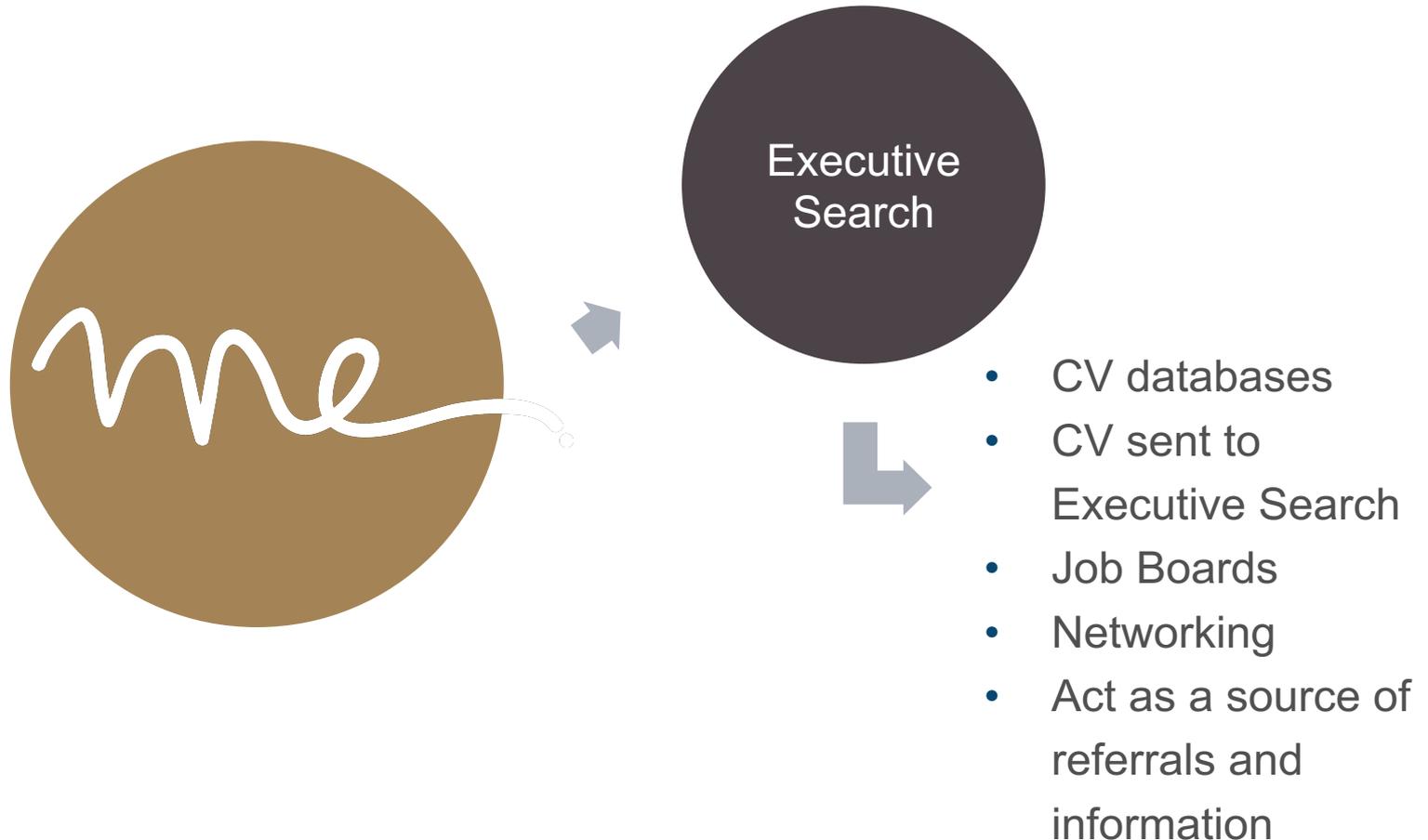
How can you access potential companies for *me*?



# 4. Research your distribution channel



How can potential companies access *me*?



# How Executive Search companies work



Briefing



Candidate  
identification



Approaching  
candidates



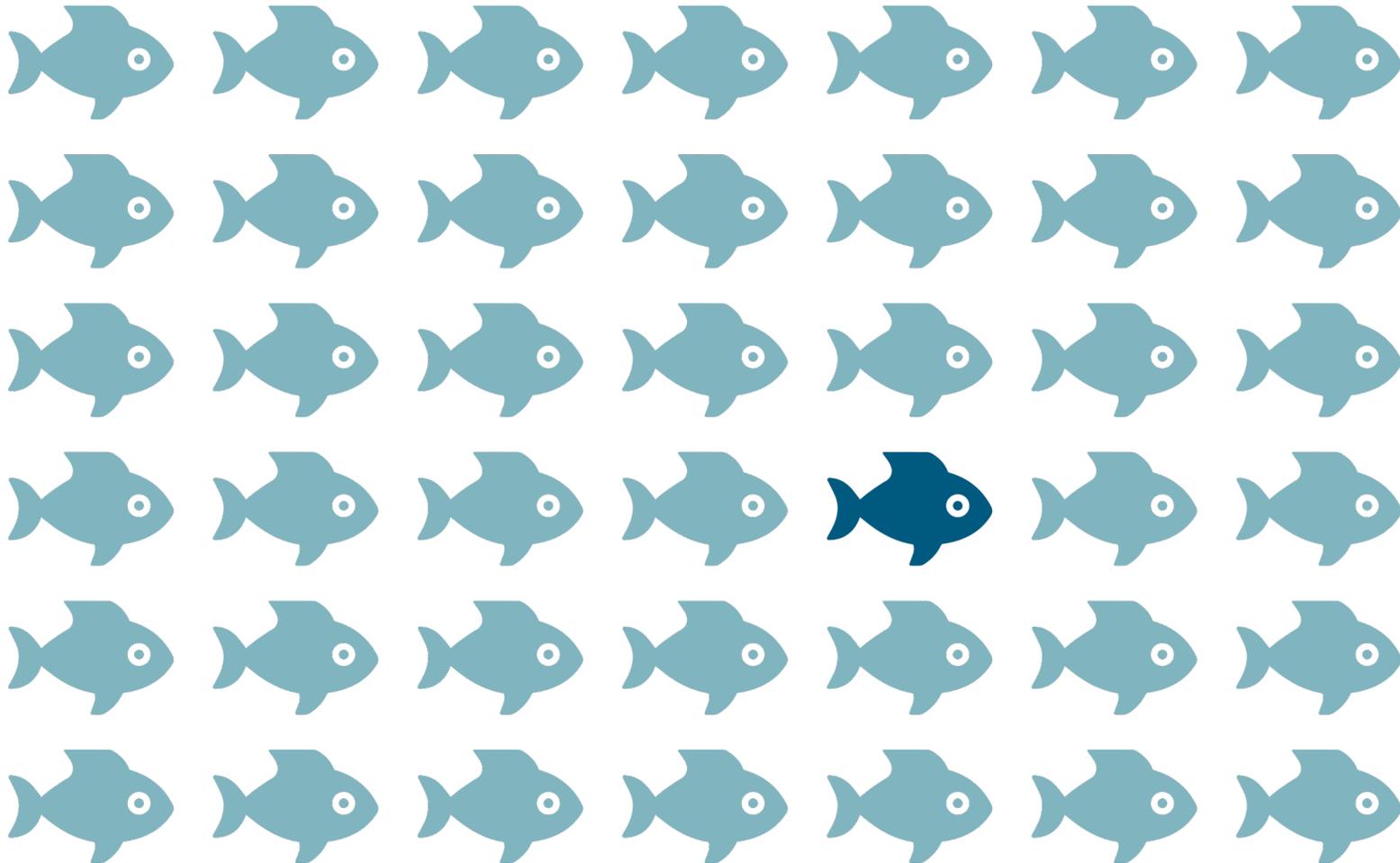
Interview



Presentation to  
the client

- Definition of desired competencies
- Definition of must-have experiences
- Definition of target companies to identify candidates
- Research in internal database, CV databases, job postings
- Phone calls, e-mails, CV database, internal messages
- Competency-based interviews
- Presentation of at least 3 candidates who match the competencies, experiences and skills

# How can you help ME stand out in a crowd?



# 5. Define your marketing mix



# Define your marketing mix - Product



What are the selling features of *me*?

What is your unique value proposition?



**Which of your strengths could benefit this position?**



How to raise the visibility of *me*?

# Companies

- Don't blindly follow the crowds of applicants competing for roles at large, well known companies.
- Remember, target companies for your job search should include: direct competitors of your current employer; suppliers to these companies and customers of these companies





How to raise the visibility of *me*?

## Executive Search

- Make yourself known to contingency and retained executive search firms.





How to raise the visibility of *me*?

# Internet

- Register your CV in online databases



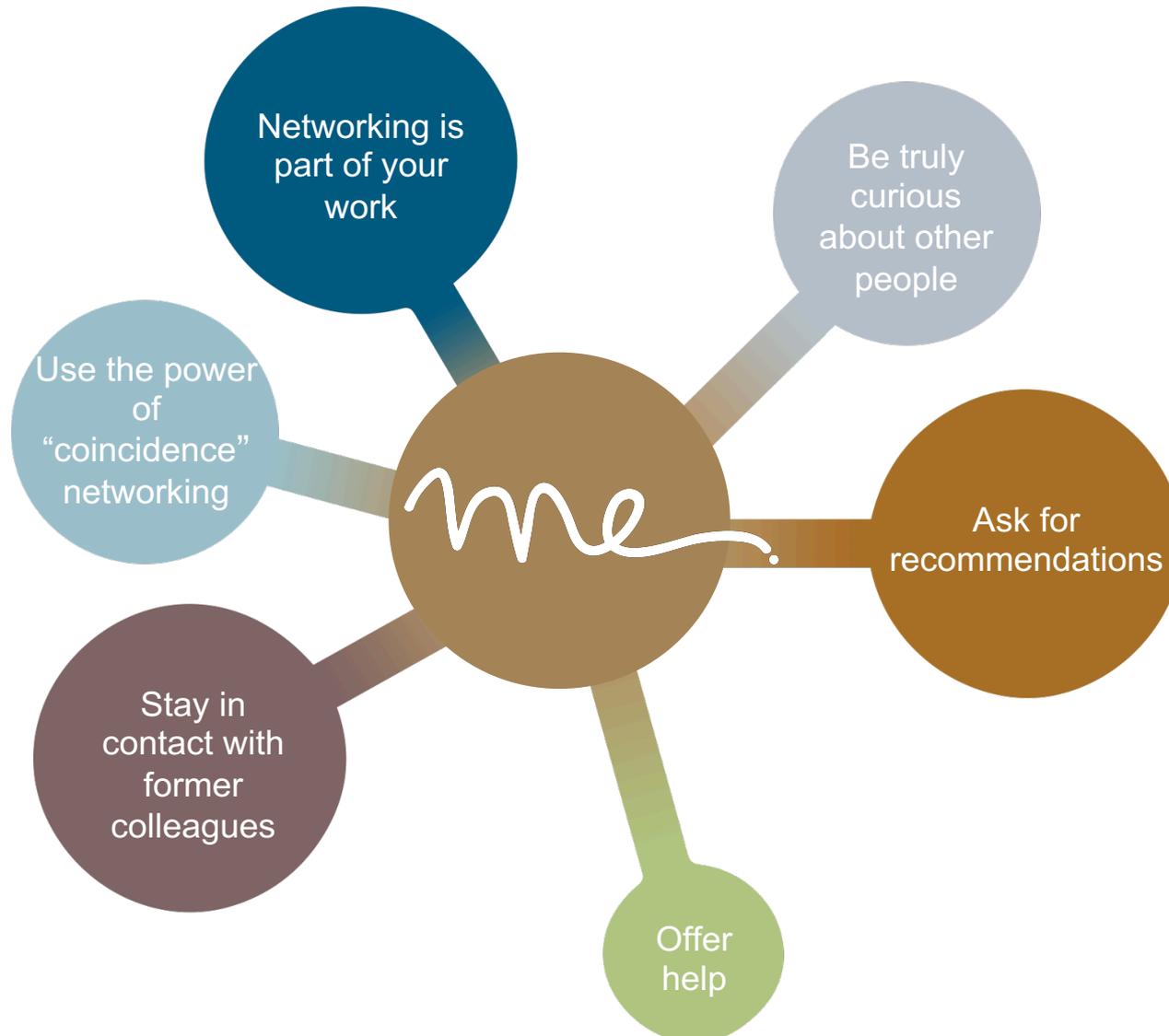
# Define your marketing mix - Promotion



How to raise the visibility of *me*?

- Talk competencies; not job titles
- Address the company's needs and explain how you can help them deliver results
- Build bridges between what you have done and what you want to do
- Network!

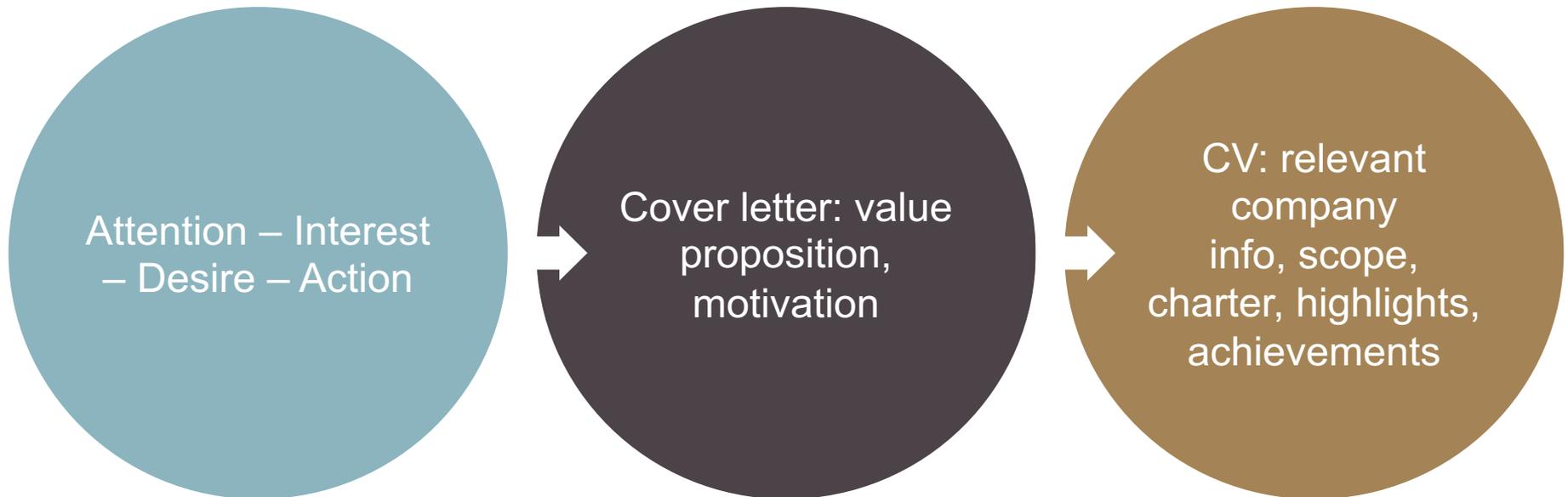
# Networking in practice



# Define your marketing mix - Promotion



## Recommendations for resumé writing



**This is about highlighting your relevance for a specific position;  
not a tell-all of your entire job history.**

# Define your marketing mix - Promotion

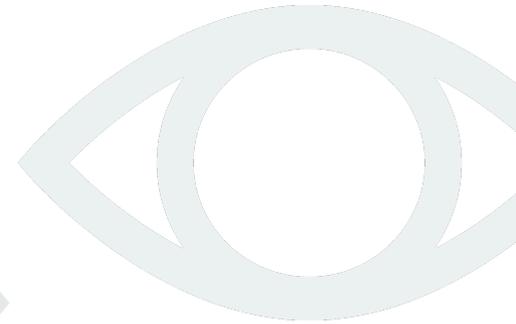


Recomendations when preparing for an interview:



# Getting the job: 4 Takeaways

1.



Look at how well you fit into a company's entire ecosystem.

# Getting the job: 4 Takeaways



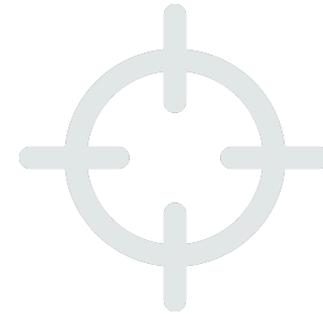
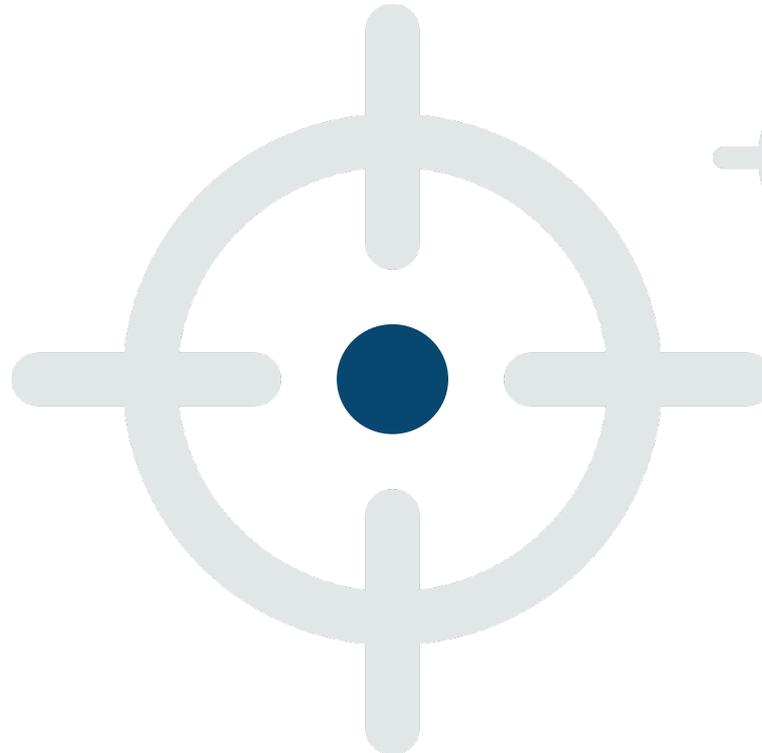
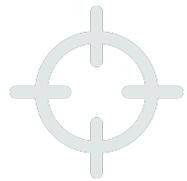
2.



Communicate your competencies;  
not just previous job titles.

# Getting the job: 4 Takeaways

3.



Be specific in describing your skills and experiences within your CV and communicate a clear value proposition

# Getting the job: 4 Takeaways

4.

Network, network, network!!!!



## **Borderless**

Leadership & Executive  
Search Consulting

Avenue de l'Optimisme 17  
1140 Brussels, Belgium

Tel: +32 2 777 9696

[www.borderless.net](http://www.borderless.net)

