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PEOPLE**



# **EXECUTIVE CANDIDATE GUIDE**

**HOW TO PREPARE FOR YOUR NEXT OPPORTUNITY**



**CLARITY AROUND YOUR  
DESIRED ROLE**



**OPTIMISING YOUR  
LINKEDIN PROFILE**



**CV & COVER LETTER**



**NETWORKING &  
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TRACKING OF ACTIONS**

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# CLARITY AROUND YOUR DESIRED ROLE

This is a great opportunity to reflect on your career and look at the areas of your roles, companies, teams, cultures, projects that you have most enjoyed. Equally list out the areas you haven't enjoyed. As circumstances in our lives change so do our priorities. It is important to evaluate what is now important to you and what will be a great fit for the next 5 – 10 years.

Why did you enjoy working with that team? What are my core values and what cultures do I thrive in most? Think about the size of business and its structure (national, multi-national, European, global etc), what is the ideal for you now?

Are there any particular projects or situations that really light up your fires? How does this employment fit in around my current life priorities?

Where do you want to work? Is there any flexibility on location? Do you want to travel, if so, how frequently? In terms of remuneration and package, what are you comfortable with and what does the realistic range of your sought base salary look like? In terms of bonuses, what should this look like? What benefits are most important to you at this stage? Finally, what industry sector would you love to work in? Again, let's identify those that excite you and that you could demonstrate value in.

This stage warrants consideration as it's the bed rock of your strategy moving forwards. Imagine you are taking a new product to market, and, in this instance, the product is you. Your entire plan will centre around what works for you, excites you and where you can demonstrate real value to your next employer. Ultimately ensure any new opportunity aligns with your purpose and values. This is really important.



# OPTIMISING YOUR LINKEDIN PROFILE

Your digital presence is essential in today's world, particularly your LinkedIn profile. It needs to be easily found by employers/recruiters and be consistent with your personal brand and the messages you want to portray. It is important to invest time into your profile if you want companies or recruiters to find you and be impressed enough to want a conversation.



## PHOTO

Smart/professional and approachable (not a picture of you on a yacht drinking wine). It should ideally be taken by a professional photographer.



## HEADLINE

States your role and what you do. For example, Experienced Sales Director with a proven track record of achieving sales quotas and growing teams. If you have enough characters available, then add the phrase 'actively looking'.



## SUMMARY

This is an opportunity for you to let the recruiter/company/hiring manager know what you do and a summary of your key achievements and skills. What roles you are best suited to, locations you are open to, your passions, and a little bit about you. It is good to hear about your interests and passions outside of work. Show your personality. Include your email, phone number and website. If you are actively looking then please state this clearly. If you would rather just have your email this is perfectly OK.



## FEATURED

You can include a copy of your CV/resume and any other documents that you feel are relevant. If you have published articles or blogs that are relevant, you can upload them to this section.





## EXPERIENCE

You should treat this section as though it is your CV. Looking back at stage 1, (clarity on your desired role), you should be providing evidence of how you fulfil the requirements of that ideal role. There should be a reasonable amount of detail all relevant to the role you are looking for. Please highlight key wins in your line of work.

For sales state clearly your performance against plan, key achievements, growth in sales, changes in strategy and success. It is important that the dates and employers match exactly to your CV. Please include the various keywords associated with your role. The goal is to make your LinkedIn profile easily found by those people looking for someone with your skills.

If you have been promoted within a company, it is always beneficial to show this in your profile so the reader can see your progression.



## EDUCATION

Make sure this is complete and 100% accurate. If you didn't complete the course, then make sure this is clear and that the reader doesn't assume you passed the course.



## SKILLS

People searching LinkedIn can search on skills so please add the skills that are most relevant to the roles you are looking for. If you are able to, get people to endorse you for those skills. It can help but is not essential.



## RECOMMENDATIONS

This is an opportunity to have someone else validate your skills and experience. Ask people in advance if they will write a recommendation for you and then it is easy to send them the link. Recommendations are better when they go into a bit of detail and highlight your skills, attributes, personality and achievements in the roles you have worked in. People are taking more note of reviews online and recommendations are becoming more important.



## ACCOMPLISHMENTS

You can add in certifications, publications written, patents, courses, projects, as well as languages spoken (please be very accurate with your ability).



## SET AS ACTIVE

You can also set your LinkedIn profile to let people know you are actively looking for work (Click on Add Profile Section > Intro).



## VOLUNTEERING

This can also be added (Add profile section > background > Volunteer Experience).



## LANGUAGES

You have the option to write your profile in multiple languages. If you are open to opportunities in other countries, then it would be good to demonstrate your lingual skills and write a version in that language.



# CV & COVER LETTER

The CV is still a very important part of applying for a role. It should be considered as a marketing document highlighting all the relevant achievements and experiences for the roles you are considering. It is always beneficial to tailor your CV to each role you apply for. Treat it the same way as a request for information (RFI).

## THINGS TO CONSIDER:

- Keep the length to around 3 pages.
- Include a link to your LinkedIn profile, to make it easy for someone to see your online presence.
- Your personal profile at the top of the CV should be powerful in describing your role and your key achievements should be quantified.
- In each job role state what you did, what you oversaw and ensure that your key contributions are highlighted.
- Include numbers and percentages where possible to quantify achievements, for example... led the sales team to grow revenues by 142% in 2019.
- Include the dates you worked at each company and role (make sure this matches your LinkedIn profile).
- If you were promoted at a company highlight the various roles worked.
- If there are any sizeable gaps between employment (greater than 3 months) then put in some a narrative to explain.
- Include relevant education and courses attended.
- Make the CV easy to read with clear headings and a good logical layout.
- Keep the most recent role descriptions in-depth and the much older as brief summaries.
- In summary, include all the most relevant information specific to the role you are applying for.
- The cover note should be a brief overview to introduce yourself and state why you are a good match for the role and what has led you to apply.
- State some reasons why you like the company, role, culture, projects etc. This has to be tailored and be driven by the research you have done into the company and role.

# NETWORKING & CREATING VISIBILITY


Social media, particularly LinkedIn and Twitter are great channels to create awareness of yourself before you apply for a role. Once you have identified the companies and roles you want to apply for it can really help if you make yourself visible to the key stakeholders at that company.

Based on the role, think about the person you would report to, the CEO for example and see what they are posting on social media. Start to comment on articles where you can add a valuable opinion. You can also connect and follow them. You could send them a message directly about content they have posted. You could also follow up with a message to highlight that you have applied for a role, stating what excites you most about the opportunity and evidence that you are a good fit.

Think about what it would be like to receive the communication if someone commented or sent you a message. If you can make the stakeholders aware of you then you may increase your opportunity to gain an interview.

Leverage your existing network to see if any connections can introduce you to the stakeholders or provide you with valuable information on the opportunity, stakeholders, or company.





# SEARCHING FOR OPPORTUNITIES

First and foremost, **DO NOT** sit back and rely on recruitment consultancies or agencies to find your new role for you. Neither should you expect to see your dream role advertised.

We have provided help on these below but your most likely route to successfully finding a new role is your network and proactively marketing yourself to companies that you have researched and reached out to! That said, the following methods are still relevant and important in your job search.

Based on the criteria of on your ideal opportunity, you want to use the technology available to start highlighting opportunities that fit. There are a number of channels that you can use:

## ONLINE JOB ALERTS

You can use multiple job sites to alert you of ideal roles. These can be set up easily and be emailed to you daily. This can be done on online job websites and on LinkedIn.

## EXECUTIVE SEARCH COMPANIES

Identify those partners that you have used before and also that match your domain and experience. It is really beneficial to build a relationship with contacts at search companies so that you are front

of mind and also that you can ask questions and get guidance. Ask your network who they have used previously and draw up a short list.

## RECRUITMENT AGENCIES

This list can be driven by the roles that are advertised and also by leveraging your network for recommendations. If you apply for a role then follow up with a phone call again to create visibility. Do your best to engage in conversation with the relevant consultant.

## COMPANY WEBSITES

You can also register and keep an eye on companies that are of interest to you. Once you have applied, again good practice is to follow up with a phone call a few days later.

## EXHIBITIONS & EVENTS

Look at the events coming up that are relevant to your sector and role. If you attend, look at the companies and speakers in advance and start to engage with them through social media. You can look to arrange meetings prior but it's a great and informal way to create awareness. If you have applied for a role with a particular company, then this may be an ideal opportunity to meet face to face with other key stakeholders.





# INTERVIEW PREPARATION & FOLLOW UP

It is important to use the due diligence you went through on the company, role and team and reacquaint yourself. Understand who you are going to meet or talk to at each stage and research their background on LinkedIn. Also, make sure you are up to date with any news releases or posts from the contacts you are engaging with. Re-examine the job brief and start to think about your experience and how it matches up against what is required. You could use the STAR methodology to create compelling stories to demonstrate your suitability.

## STAR METHOD



### Situation

For example, I was tasked with expanding sales in a new territory.



### Task

A summary of what you had to do and what the end goal looked like.



### Action

What challenges did you face, how did you overcome them?



### Results

What did you achieve and also what did you learn?

Be able to discuss your career journey and the reasons you have made moves from one company to another. Reflect on what you learnt, what you enjoyed, and what you would do differently with hindsight.

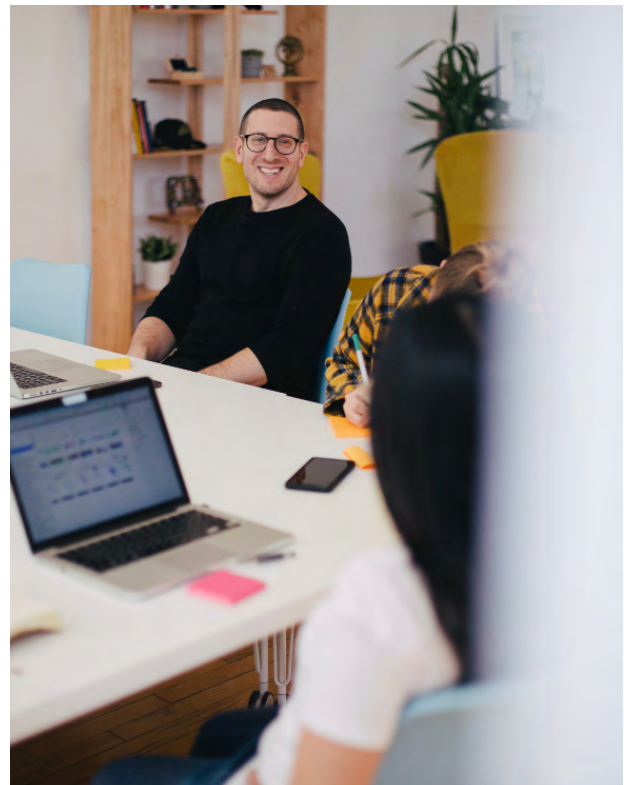
People will be equally interested in your failures as well as your successes, with the emphasis on what was learnt on reflection. Be prepared for simple questions like what your strengths and weaknesses are. Being self-aware of areas to improve is a plus!

You will also be asked about why you left a company or role. Have some questions to ask the interviewers. I am sure there are lots of things you want to know about the role, company, team, plans and aspirations.

# ORGANISATION & TRACKING OF ACTIONS

Looking for a new role can be a full-time job in itself. Start to track where you have sent your CV or applied for roles and the current status. You can use this to follow up with applications as it's good practice to follow up with a phone call to check-in.

If someone rings you, you should be able to quickly identify who and what role they are calling you about. It always sounds better when a candidate is quickly able to talk about the role with someone on the phone, rather than 'sorry which role is this I've applied to so many!'



# CORVUS PEOPLE

## GET IN TOUCH TODAY

We hope this helps to get your job search off the ground and creates a good foundation to develop your personal marketing plan. For more information on Corvus People, or for a consultation with one of our advisors, please contact us at [hello@corvuspeople.com](mailto:hello@corvuspeople.com).



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