

The
Ultimate
EXECUTIVE
CAREER GUIDE

3

— — — — —

**RESUMES / CVs,
LINKEDIN PROFILES,
AND MORE**

 **BlueSteps**

Table of Contents

3	Build Your Self-Marketing Toolkit		
4	Resume/CV	10	14
	LinkedIn Profile	13	Cover Letter/ E-Note
			

BUILD YOUR SELF-MARKETING TOOLKIT



You are an expert at leveraging resources to create successful companies and teams. As an extension of this, you should also take advantage of resources that can be utilized for an efficient and effective career management plan. In many cases, this goes beyond simply creating an up-to-date resume/CV (though your resume/CV is still a major part of your marketing toolkit).

Submitting a resume/CV by itself is rarely appropriate, so it should not be viewed as your exclusive career document. Your resume/CV should be a part of your branded marketing toolkit and have consistent messaging with the rest of your career documents.

Thinking about your career documents as a full package also makes it easier to submit your candidacy for executive jobs. You can seamlessly add your cover letter/E-note, bio, and LinkedIn profile to your job submissions when requested, giving executive search consultants and potential employers a much more detailed look at your qualifications and expertise.

This guide will take a deep dive into your resume/CV, LinkedIn profile, bio, and cover letter/E-note. These are the basic documents we recommend including in your marketing toolkit, but you could also expand this toolkit further by including a personal website, business cards, a blog, and other self-branded online and offline documents.

RESUME / CV

(Section 1 of 5)



Has it been awhile since you've last updated your resume/CV? If so, don't worry, you're not alone. Many executives suddenly find themselves in need of a new resume/CV, especially if they haven't been thinking about their career strategy or their next opportunity.

If this is the case for you, resist the temptation to add your most recent positions and accomplishments to the bottom of an old resume/CV. Take the time and effort to give your resume/CV the refresh it will need to

support your job search and career goals. A well-written resume/CV has consistent motifs and backup details that show your qualifications for your career target, while omitting extraneous information and positions.

Writing an executive resume/CV can be difficult; even for executives who have strong writing abilities. This is because writing a resume/CV is all about strategy. A resume/CV writer can look at your experience impartially, analyze any potential hurdles in your search, and create a strategy that highlights your overarching accomplishments without dwelling on your more difficult-to-explain roles and transitions. He or she can also help you develop your personal brand, which helps keep your resume/CV and job search focused; and brings an objective view that will help prevent your resume/CV from being filled with company-specific jargon that others won't understand.

WHEN DO I NEED A RESUME / CV?

A resume/CV is not a memorial of your work history — it's not a summary of your whole career — it's a tactical marketing document that demonstrates your value to executive search consultants and potential employers. You'll need a resume/CV when actively seeking new opportunities, but it's also extremely

helpful to have an up-to-date resume/CV during other stages of your executive career. A few scenarios where you may find it useful to leverage your resume/CV include:

- Networking (especially with executive search consultants)
- Internal promotions or transfers
- Introductory information for speaking engagements
- To substantiate award recognition
- Background information for political appointments

You should update your resume/CV regularly: Anytime you change jobs, receive a promotion, or, at minimum, yearly. A beneficial time to update your resume/CV is before your annual performance review. This can allow you to “kill two birds with one stone” by documenting your recent accomplishments as you prepare for your review at the same time as you add these accomplishments to your resume/CV. As you update your resume/CV, you'll also take some time to self-assess, which can produce helpful insights to discuss with your boss during your performance review.

RESUME / CV

(Section 2 of 5)

Another time you may begin considering a resume/CV refresh is if you don't have a good feeling about your place in your organization. Maybe there's been significant turnover or the company has not been performing as well as anticipated. Or there has been a change in CEO or the senior management team. These scenarios are often signs that it's time to give your resume/CV (and your whole career strategy) an update to prepare for a potentially unexpected career transition. Conversely, your company may be performing exceedingly well – this is still an excellent time to update your resume/CV in case competitors or executive search consultants begin to reach out with new opportunities.

Not certain about what the next stage of your career should look like? Then it's time to update your resume/CV – doing so can help you answer this question by identifying accomplishments and projects you enjoyed in your previous roles. Your resume/CV shows your current skills, qualifications, and career potential. Identifying a common thread in your experience and accomplishments can help you choose the next step in your career.

If you're worried about ageism or not having up-to-date skills, working on your resume/CV can also help identify specific certifications or training that

needs to be refreshed. Having certifications from over 10 years ago listed on your resume/CV provides little value as things have most likely changed since then in your industry and specialization. As you refresh your resume/CV, look out for old education and certifications and decide if you could present more value by refreshing these or adding newer ones.

ELEMENTS OF AN EXCELLENT RESUME / CV

Candidates tend to think too much about what a resume/CV needs to include (experience, accomplishments, etc.), that they forget about its real purpose. Your resume/CV is a tool that can help you begin a different role, a different career, or even a different life. The basic elements of a successful resume/CV are important, but will not be all you need to find your next opportunity. Focus on communicating your value and your brand foremost above simply getting the resume/CV formula right.

BE CONCISE AND RELEVANT

A resume/CV should be focused, which often means two pages is the ideal length. In some cases,



DON'T FORGET TO INCLUDE THESE THINGS IN YOUR RESUME/CV

Ensure that you have an understandable and descriptive title at the top of your resume/CV.

Providing a company description can help to further define your role.

Quantified accomplishment-based statements in the experience section show your value.

John Smith
24 Main Street,
Anytown, MA 02199
617-555-5555

jqsmith.smith@gmail.com
www.linkedin.com/in/jqsmith3

GLOBAL CEO
Industrial Products | High-Volume Distribution | Competitive Worldwide Markets | Global 500 Customers

Strategic and performance-focused executive with 15+ years of innovative, energetic leadership in US, Asia, Latin America, and Europe. Expert in leveraging global resources, capabilities, and relationships to gain advantage in outsourcing/low-cost country sourcing arenas. Motivational leader known for clearly defining mission and goals, aligning people and resources, and consistently delivering results that exceed expectations:

- First profitable year in history of US business unit, stemming 6 years of multimillion-dollar losses.
- \$50M value creation in 5 years, leading Asian start-up from concept to \$104M in profitable revenue.
- Quick penetration of Latin American market and growth to 10% of company sales in 5 years.

MBA, Harvard Executive Education, Brown BA. Fluent French and Spanish, conversational Mandarin.

VICE PRESIDENT
Global 500 Customers | Industrial Products | High-Volume Distribution | C

Gmail, Outlook, custom email addresses says that you are up-to-date with technology.

Listing your LinkedIn profile link allows reader to obtain more info.

Focus more on accomplishments than job responsibilities – these make you stand out. Keep bulleted lists and paragraphs short.

The top one-fourth to one-third of your executive resume/CV should highlight major qualifiers such as relevant degrees, years of experience in the target industry, or significant achievements.

RESUME / CV (Section 3 of 5)

a three-page resume/CV is appropriate for senior-level executives that have a number of patents, publications, speaking engagements, board positions, etc. Your resume/CV should focus on your top achievements, strongest selling points, and greatest strengths. Experience from over 15 years ago is often outdated, so in most cases, it is not necessary to include.

Your resume/CV is a summary; therefore it should not tell the reader everything about your career. The information that you do provide needs to support your thesis that you are the right person for the job. Your resume/CV needs to prove that this job is absolutely the right next step for your career. Question the value of every piece of information you include. Is it really necessary to include project names or the precise months and years the projects were deployed? Details like this will likely provide no value to the reader in understanding what you achieved and what you have to offer.

OPTIMIZE FOR THE SKIMMERS

Resume/CV design should immediately draw the reader's eyes to the most important parts of your resume/CV. One way to do this is to use bolding

strategically to draw the reader to major achievements at first glance. The first time an executive search consultant or hiring manager looks at your resume/CV will often be a quick occurrence, so you don't have much time to catch his or her attention. Adding to this complication, many companies now require you to submit your resume/CV through an Applicant Tracking System (ATS). In some cases, this is a formality after the search consultant or hiring manager has already met with you, but in others, like if you submit your resume/CV to a company's job board, database or online job site, the ATS will consider your resume/CV before it even reaches human eyes. The solution here is to create a second version of your resume/CV that has been specifically optimized for these systems (including keywords that match the job description, no images, common fonts such as Arial or Times New Roman fonts, etc.).

INCORPORATE KEYWORDS

Executive candidates are often unsure about how to use keywords in their resumes/CVs. Is the



goal to get as many keywords as possible into the resume/CV (keyword stuffing)? How do I decide which keywords to include? Where do I put these keywords? The answers to these questions are actually more intuitive than you might believe.

Your resume/CV needs to include keywords that are relevant to your target roles, the skills required, and the company culture. Keywords are often nouns and can include specific skills, qualifications, industry terms, specialties, etc. To find the right keywords, review the job description, highlight all the keywords listed, and include them throughout your resume/CV in context rather than in one section. You should indicate your top specialties in a short list at the top of your resume; but be careful – too many keywords can look awkward and forced. In general, most ATS algorithms have learned to discount keyword stuffing and give more weight to keywords that are associated with verbs as part of the narrative.

RESUME/CV (Section 4 of 5)

FORMAT CORRECTLY

One of the initial decisions you'll make when writing your resume/CV is how to format the document and how to order your skills and experience on the page. The majority of executives used to find chronological resumes/CVs, which list their key achievements and experiences in order, to be the most effective. This is often not the case in today's job search market. This kind of resume/CV can make it more difficult for the reader to figure out the value you can bring to their organization.

There are three resume/CV layouts: Reverse chronological, functional, and hybrid. Most executive job seekers will realize the most success by using a hybrid layout because it incorporates the best elements of both the reverse chronological and functional layouts. Like the reverse chronological resume/CV, it demonstrates your employment background – job titles, companies, dates, key areas of duties, and achievements – things that all search consultants, hiring managers, and HR executives want

to identify. And, like the functional, the hybrid begins with a solid presentation of your most notable skills, qualifications, talents, and career highlights in some form of a career summary section.

TELL YOUR COMPLETE STORY

Even though your executive resume/CV should not be a full detailing of your professional career since college, doesn't mean you should leave gaps. As an

INTERNATIONALIZE

If you're interested in finding opportunities abroad, internationalizing your resume/CV is essential. Not doing so can impact your ability to be considered by search consultants and hiring managers. It could also improve your domestic candidacy due to the more globalized marketplace we all live in today. If you are pursuing multinational companies or in-country companies that work broadly across borders, the US/multinational style resume/CV will be perfect for all your requirements. Only if you are targeting smaller companies in your home country will you need a CV in the style that is traditional in your country.

If you're seeking an opportunity in a specific foreign country

or region, it would benefit your search to get someone from the region, such as a resume/CV writer, to help you write your resume/CV. In many European and Asian countries, it is standard practice to include a photo along with your date of birth, marital status, number of children, and other personal information at the top of the resume/CV. In North America, this kind of information is not included because of fair-hiring laws. In the UK, it is also not included due to equal opportunity laws. So if you have a US/multinational style resume/CV that you're using for most positions, you can simply add a brief section of personal information at the top to feel more fitting for jobs in those specific countries.



RESUME / CV (Section 5 of 5)

executive, you may incur gaps on your resume/CV from going back to school to get a master's degree; taking time out to travel or volunteer; deal with a personal or family health issue; raise your children; or numerous other reasons. That's OK, but you must be able to explain this on your resume/CV and during interviews. Think about this from the search consultant's or hiring manager's perspective. When he or she notices gaps in your resume/CV, the search consultant will become curious about what you've been doing, which will distract from the information on your resume/CV related to why you're a great candidate.

Depending on the circumstance, explaining your situation on your resume/CV can be as simple as adding a new "Volunteer Work" section or adding a point to your "Education" section. If the reason was due to a personal-related leave, include two lines that say what you were doing ("Sabbatical," "Family Leave," etc.) and the dates this occurred. If you were searching for a job, make sure you have other activities that you can include to account for this time period, such as "Contract Assignment," "Board Leadership," "Coursework in...," "Pro Bono Assignment," etc. Be sure your resume/CV tells the full story, instead of making the reader assume the worst.

TARGET YOUR RESUME/CV FOR EACH ROLE

The resume/CV tweaking doesn't stop once you've created your fully-branded document. Your resume/CV should be viewed as a template that you will need to tweak for each company and role. In addition to making updates to keywords, you will also need to address any key points the company is looking for and potentially shift the order of importance in your resume/CV.

Remember, your resume/CV should present your experience in such a way as to support your current career goals. For example, if you're a CIO in the consumer products and services industry seeking a similar CIO job, you'll approach your resume/CV in such a way as to "paint the picture" of a well-qualified technology executive, which is exactly "who" you are.

Conversely, if your goal is to transition into a COO-type position, still in consumer products and services, your executive resume/CV will be completely different. Instead of focusing on all of your technology talents, your objective will be to demonstrate your operations-related experience. This resume/CV paints an entirely different picture of who you are.



LINKEDIN PROFILE (Section 1 of 3)

You may not consider your LinkedIn Profile to be a career document, but in the modern job market, it has become one of the most important public-facing representations an executive candidate has to prove their value and demonstrate their brand. Additionally, most search consultants find or look for a candidate's LinkedIn profile in the early stages of the hiring process to see if a candidate is the right fit for the role. Your LinkedIn profile gives you a unique opportunity to express information about yourself beyond the limits of a resume/CV. You can also show some personality in your LinkedIn profile by writing in first

person (resumes/CVs are in third person without the pronouns). Even though it is not appropriate to copy and paste your resume/CV into your LinkedIn profile, the two documents should still connect and support each other under your brand.

A resume/CV cannot be replaced by a LinkedIn profile – they are both essential as different brand-supporting channels in your marketing toolkit. One important reason for this is that a LinkedIn profile is online and therefore is always publicly accessible. This limits what you can include on your LinkedIn profile as you attempt to show your accomplishments to a prospective employer. Also,

there is no method to target your LinkedIn profile to individual positions, which is one of the essential bonuses of a customizable resume/CV.

Starting the writing process with your resume/CV can absolutely shorten the LinkedIn profile writing process, making it faster to complete the “Work Experience” and “Education” sections. Simply remember that both documents should complement not copy each other. If you are in active job search mode, you may want to attach your resume/CV to your LinkedIn profile so it is accessible if you are initially found by a search consultant via LinkedIn.

ASPECTS OF A SUCCESSFUL LINKEDIN PROFILE

An effective LinkedIn profile will not only support your brand, but will also expand your online visibility, giving your online networking effectiveness a significant increase. This section describes some of the key aspects of successful LinkedIn profiles.



REPRESENT YOUR CURRENT/ MOST RECENT COMPANY

Whether or not you're currently employed, your LinkedIn profile is an opportunity to present your

current or most recent organization in the best light possible. This is particularly important if you intend to make sure your current employer doesn't suspect you're seeking a new opportunity. Your LinkedIn profile should emphasize your desire to connect with other executives in your field and industry, but absolutely don't mention an interest in employment opportunities. Use your LinkedIn profile as a way to give press and additional visibility to your current employer in your “Summary” and “Experience” sections to form the impression that you're looking to connect, but are content at your current organization.



MAKE YOUR PROFILE PUBLIC

This might be obvious, but many executives, when they initially created their LinkedIn profiles, may have been more apprehensive about privacy than visibility. In order to entice potential employers or search consultants, however, you must reevaluate any personal privacy rules that may have informed your decisions on what to allow the public to see on LinkedIn. If it's too personal or confidential, then leave it off your profile – problem solved.

LINKEDIN PROFILE (Section 2 of 3)



COMPLETE YOUR WHOLE PROFILE

If your LinkedIn profile is 100 percent complete, you're much more likely to learn about available jobs on LinkedIn. A

complete profile means including the following:

- Your industry and location
- Your current position
- At least two past positions
- Your education
- A minimum of three skills
- A profile photo
- At least 50 connections.



CHOOSE A PROFESSIONAL PHOTO

The essential point to be made about your LinkedIn profile photo is this: You must have one. If you don't have a profile photo you

are less likely to be viewed on LinkedIn. When a photo is not included, it can lead to distrust, with the viewer deliberating what the candidate is keeping secret. If you don't have a professional photo on hand, take one on your smartphone for now until you can get a professional one taken.

When taking or selecting a photo for your profile, you should confirm that the photo is squared and

HOW TO KEYWORD OPTIMIZE YOUR LINKEDIN PROFILE

Identify keywords for your LinkedIn profile just as you did for your resume/CV and use them strategically across your entire profile. You can even start off with the same ones used in your resume/CV and add to the list. LinkedIn profiles allow you to enter more text and content, which means you can also fit in more keywords without overdoing it. The top areas to add keywords comprise of the summary and experience sections. However, countless people are unaware of the other LinkedIn fields that are important in LinkedIn's search algorithm. These include:

NAME FIELD

This one is simple—you type in your first and last names. Do not include additional titles or certifications here as it could make it difficult for search consultants to find you by name in searches.

HEADLINE

Numerous people use LinkedIn's default headline, which uses your current job title. But you are permitted 120 characters, so take advantage of this by introducing critical areas of expertise or qualifications, such as language skills, degrees, etc. Make use of alt-codes to break up the information and make it easier to read. The alt codes or use of non-standard punctuation is read as a "full stop" by the search algorithm – in other words it treats whatever

is between the lines as a discrete search term. Also this section is the first area searched for keywords. So it is wise to think in terms of SEO (Search Engine Optimization) and reverse engineer how you are found.

JOB TITLES

You are given 100 characters for this crucial field. Don't miss the chance to introduce key areas of your experience that you refined during the position, following the same principles as the headline. If you have an unusual title – tech companies are infamous for this – like Chief Evangelist, you will also want to put a more common title in parenthesis here or start your description with something like "Serving as the SVP of Business Development" or "CMO".

SKILLS

LinkedIn allows 50 words in the skills section, which means this is *the* place to shamelessly keyword stuff. Use all of the words available, even if you include identical terms. This will add SEO value to your LinkedIn profile.

CUSTOMIZE YOUR URL

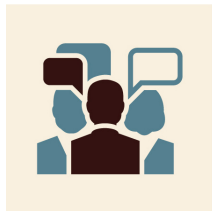
This is an easy way to boost your ranking. It also looks nicer on your business card, email signature, bio, or resume/CV.



Your LinkedIn profile gives you a unique opportunity to express information about yourself beyond the limits of a resume/CV.

LINKEDIN PROFILE (Section 3 of 3)

contains your head and shoulders. You should also be dressed for the role and industry of the opportunities you are seeking. Casual, personal photos are fine for Facebook, but if you want to work in a formal, professional environment, it is vital that you help search consultants visualize you in that environment.



ELABORATE FURTHER ON CURRENT AND PAST JOB DESCRIPTIONS

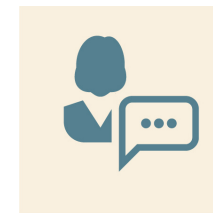
The current and past job description sections of your LinkedIn profile allow you to further explain your current and previous roles and how you've added value to each organization. This space also lets you go beyond what is said in your resume/CV and to provide more detailed

information. Be sure to include some items that were cut for space from your resume/CV drafts if they're still important to explaining your brand value.



SOLICIT LINKEDIN RECOMMENDATIONS

Recommendations from past and present colleagues can add a lot to your candidacy when you're being assessed for a new opportunity. Therefore, it is sensible to start gathering them before you need them. The most effective strategy to ask someone to write a recommendation for you is to start by writing one for them. LinkedIn permits you to write one recommendation per day to a first degree connection, so manage your time well and target those who are highly likely to return the favor.



INCLUDE LINKS AND MEDIA CONTENT

Similar to website optimization, your LinkedIn profile will be most-optimized if you include as much relevant content as possible. Think of your profile as your personal website or a hub. By augmenting your profile with great content, you not only escalate your ranking in searches, but you add dimension to your story. If you have them, add in media mentions, additional websites or blogs you have, a video bio, or SlideShare to your profile. You may also want to add in attachments from specific projects you led from current and previous organizations (if they're not confidential). Lastly, think about blogging on LinkedIn's Pulse to frequently add to your profile's productivity; this will not only give you better visibility among your network, but will demonstrate your industry or functional knowledge in the minds of those in your network.

BIOGRAPHY

An executive biography is a short document that explains your career in a narrative format. It can comprise of your crucial career moments; the influence of your personal attributes on your calling; major hardships and challenges you confronted and how they made you tougher; and more. Bios also allow you to demonstrate your soft skills, take advantage of “CAR” stories (Challenge, Action, Result), and further describe your leadership style. Executive bios further confirm your brand message in a different way than your resume/CV does by focusing on how your softer skills connect to your value proposition.

The main reasons you should have an executive bio in your marketing toolkit are:

- To emphasize your brand
- To communicate your experience with more personality
- To go past the details stated in your resume/CV
- To point out life passions, personal attributes, and strengths
- To initiate networking outreach when a resume/CV is premature

HOW TO WRITE A CAPTIVATING BIO



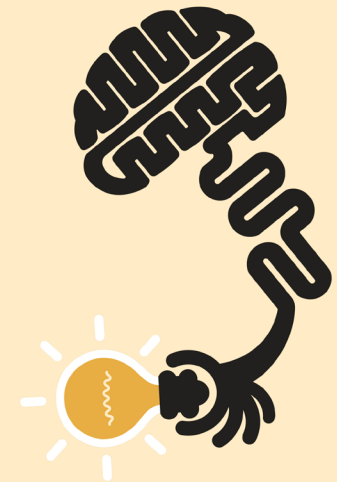
WRITE FOR YOUR TARGET AUDIENCE.



CAPTURE ATTENTION IN THE FIRST 10 SECONDS BY STARTING WITH A CLEAR BRANDING STATEMENT.



SHOW YOUR VALUE PROPOSITION BY TELLING YOUR STORY. WHAT DO YOU WANT TO BE KNOWN FOR?



LET YOUR PERSONALITY SHINE THROUGHOUT THE DOCUMENT



VALIDATE YOUR SUCCESSES WITH SUPPORTING DATA TO PROVE YOUR ACCOMPLISHMENTS.



MAKE PARAGRAPHS SHORT AND EASY TO READ.



DON'T FORGET TO INCLUDE PERSONAL INFORMATION OR IMPRESSIVE LIFE EXPERIENCES.

COVER LETTER/E-NOTE

Your cover letter or E-note is often the first thing a search consultant or potential employer sees from your marketing toolkit. If it isn't targeted and impactful, they're unlikely to look at your resume/CV. It's obvious that cover letters and E-notes are essential; but in today's modern job market, some question the need for a cover letter at all. Due to changing

technology, E-notes have surpassed cover letters in many job applications, but there are still some employers who prefer to read a traditional cover letter. Therefore, you must have both documents prepared in your marketing toolkit.

In general, a traditional cover letter is formatted like an official business letter and should use the same letterhead

as the accompanying resume/CV. In contrast, an E-note is the message written in the body of an email that you send with your resume/CV attached. E-notes may also differ in that they are usually shorter and are easier to speed-read—shorter paragraphs, often with concise lists to format the material into content that is very easy to consume.

USE A TRADITIONAL COVER LETTER:

1. When the job ad specifies that you should include it.
2. When you have been asked to send in your resume/CV.
3. For internal hiring or when selection is conducted through a hiring committee.
4. If the job ad is exceedingly specific and there are crucial requirements, all of which you must address in the letter.

USE AN E-NOTE FORMAT:

1. When sending your resume/CV via email.
2. When applying to a job through an online application requiring plain text format.
3. When sending messages on LinkedIn to prospective employers.
4. When your resume/CV is being sent unsolicited.

FORMATTING YOUR COVER LETTER/E-NOTE

Your cover letter/E-note not only highlights your experience and value, it also demonstrates whether or not you have exceptional writing skills. Including an impactful, well-edited cover letter/E-note, even if it's not requested, can help you stand out from your competition. Each version you create of these documents should include an introduction, body, and closing.

INTRODUCTION

Write directly to the search consultant or hiring manager, addressing him or her by name, to show that you have done your research. This is much more effective than the generic "Sir or Madam" and will help your introduction seem unique. If you're not sure what the correct person's name is, look them up on LinkedIn or through a search engine. This is also the time to show why you want to work at that specific organization, so be sure to directly mention the organization's name and what interests you about them. At the end of your introduction, tell the employer

some key details about your background that will entice them to want to read your attached resume/CV.

BODY

In this section, you need to emphasize the value you would bring to the company. Do some research and use that as a basis to describe how you plan to expand or improve the company's current initiatives and point out any opportunities you see for future initiatives. When applicable, cite your background, accomplishments, and any performance metrics that relate to the plans and ideas you're describing to the hiring manager.

CLOSING

This is your chance to drive home your candidacy and make sure your resume/CV is opened. Discuss your key strengths and how they've contributed to your success. End this section with a positive call to action by asking for an interview or directing them to read your resume/CV.

BRAND MARKETING TOOLKIT AND YOUR CAREER STRATEGY

As vital parts of your career management strategy, your resume/CV and other marketing toolkit documents communicate your brand message. The advice provided in this guide should help you get started and encourage you to continuously keep these documents up-to-date and relevant throughout your executive career.

“All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.”

Tom Peters in Fast Company

UP NEXT IN THE ULTIMATE EXECUTIVE CAREER GUIDE

THE JOURNEY CONTINUES WITH
**PART FOUR: “IN-PERSON AND SOCIAL
MEDIA NETWORKING”**, WHICH WILL
DIVE INTO:



- *In-person networking tactics*
- *How to network at events*
- *Expanding your opportunities on social media*
- *Do's and don'ts of networking*
- *Developing a networking plan*
- *And more!*



Are You Ready to Take the Next Step in Your Executive Career?

Get Started With BlueSteps

BlueSteps, the confidential career management service of the Association of Executive Search and Leadership Consultants (AESC), helps busy executives like you advance their careers, track their goals and stay visible to the right recruiters. We are proud to include your program in our Global Business School Alliance Program, which includes over 40 of the top business schools.

BlueSteps Guides You Through



Executive Job Searches

Finding a new role with our Opportunities Page, featuring 400-600 executive-level opportunities, including ones exclusively shared on BlueSteps.

Learning about executive search, what the process looks like and how to effectively leverage it as part of your career plan.



Executive Recruiting

Making lasting relationships with executive recruiters who align with your interests using our database of 9,000 AESC members around the world.

Creating a BlueSteps profile to increase your visibility to AESC member recruiters who fill 80,000 positions each year.



Career Management

Building short-term and long-term career strategies with our Guide Series on topics ranging from compensation negotiation to landing a board role.

Gleaning the latest insights with 40+ reports and digital magazines on trends in the C-Suite and executive job market.

As a benefit of your school's membership in the BlueSteps Global Business School Alliance Program, alumni and current students receive an exclusive **30% discount on their membership and complimentary lifetime Premium Services** using the discount code **BusinessSchool30** at checkout.



Find Out More & Become a Member of BlueSteps:
<https://www.bluesteps.com/partner/school>