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RETHINKING YOUR JOB SEARCH IN A CHANGING MARKET

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INTRODUCTION

- “*Interesting*” times for executives in transition
- Your Job search needs to reflect the challenges faced by business – economic uncertainty and structural changes

FACTORS AFFECTING COMPANIES AND WHERE THEY LOCATE JOBS

- Free Trade – North Americanization of business
 - Shift of senior executive jobs to the US
- Globalization – considers the most efficient way to structure organizations and service consumers globally
 - Outsourcing high value jobs to other countries
 - Looking for experienced executives who have worked in other countries or reported to senior leaders in other countries
- Technology – Has changed where jobs need to be located

KEY COMPONENTS OF JOB SEARCH IN TODAY'S MARKET

■ **Resume** – show you can “*hit the ground running*”

- Relevant experience and industry knowledge

■ **Networking** – Essential but not easy as “*all executives are too busy*”

- Approach – network with others to see what you can do for them as well as what they can do for you
- Good contacts – keep in touch other than an update on your job search

How?

- Go to events – Board of Trade, Rotman School of Management, industry meetings, etc.
- Join Groups / Associations relevant to your job search strategy and create visibility
- **Are you an effective networker and how do you know?**

■ **Linkedin** – critical component to networking (Fortune: March 25, 2010)

- Include industry contacts that demonstrates your connections (enhances marketability)
- Secure recommendations from important sources
- Join groups – demonstrates expertise and maintains visibility
- Update profile on a regular basis

YOUR BRAND

- Decide how you will brand and market yourself – differentiate yourself in the marketplace

EXECUTIVE SEARCH FIRMS

- Network even when applying to a posted job by a search firm (Fortune: April 2, 2010)

STYLE OF JOB SEARCHING

- For some executives, treating job search as a full-time job
- For others, they need to be working (contract assignments) while job searching and networking

What is your style?

SUMMER

- Myth – nothing happens
- Reality – second best time of the year to network

RESULTS

- Executives are getting new jobs
- Sometimes takes a little longer depending upon the industry
- Need to compromise – ideal job hard to find
- **When re-employed – maintain your network**