

## Quick Tip: How to Get CXO Jobs

Hi, this is Mary Elizabeth Bradford, here today with your quick tip. And the title of today's Quick Tip is "How to Find CXO Jobs" (c-level jobs). This is not meant to take a deep dive into the strategies, but rather give you an overview of the different ways that my executive clients - and I've seen other executives - leverage the market.

So the first avenue that I'll talk about is job boards for positions that are over \$250,000 a year. There's about 10 percent of the jobs, c-level jobs, represented on job boards, which means that about 90 percent or more of c-level positions are not on job boards. And it also means that the large majority of executives will jump on the 10 percent or so available c-level jobs that they find on job boards, which creates a bottleneck and makes this particular strategy - unless you are uniquely qualified for the position - a rather difficult one. And it also creates an illusionary sense of you not being ... you know, not getting the kind of results that you should. That particular avenue generally is just a very difficult way to try to unearth your next position. However, if you are uniquely specialized or qualified in any particular area you can find - or industry rather - you can find positions and should set up some job alerts to at least have them come to you, so you can use those alerts to submit for the occasional job on a job board or use it at least for market analysis.

The second way that my clients will leverage the market is through LinkedIn. This isn't an aggressive strategy; this is a passive strategy where you set up yourself on LinkedIn to look as attractive as you can for the next type of position that you'd like to vet, or the next type of opportunities that you would like to vet. So the great thing about LinkedIn is, the more you create connections in your space, if you will, the more people and companies can see you and thus reach out to you to start conversations. So LinkedIn can be a great place to grow your network, be seen by a larger audience and established thought leadership or a leadership in a particular area or specialty.

The third way is through recruiters and many, if not most, executives will have recruiters as part of their overall strategy that they hope will help them. The good part about recruiters is they bring you things and it's super easy and it makes you feel special. The other part about recruiters is that we give away a lot of power to recruiters because they then act as the middleman and it comes with built-in competition - because they automatically have to bring in two, three, four other candidates. So you know there's pluses and minuses with all of these things. It's just good to go in being aware of what the playing field is so that you know you can keep yourself grounded really more than anything. So recruiters can be good. They will tend to be most helpful when you're fitting square pegs in square holes - so you're matching up your area of specialty or unique capabilities or your industry expertise with whatever open searches they need / they have. And of course, they cannot help you at the moment in time you need help if they don't have any open searches that fit your needs. So just remember that I like quantity over long relationships simply because of the timing aspect of it.

Another strategy is tapping into your executive network and there's a special way that I show my clients how to do it that really is very gracious. I find that setting up the conversation so that they can best help you versus pushing them and asking them to help you and handing them a resume - and so there's only one right answer to a question. The aforementioned is generally much more effective because you're empowering them to make good decisions, and it makes it theirs and they put more energy behind ideas that are theirs. So I show my clients the specifics of how to set up a very ... it's not passive, it's more of an empowering "let me, you know... I want to share things with people so that they can understand how best to help me, and, you know, in turn hopefully I can help them too some day. So it's that type of a spirit.

And then the last thing is the hidden job market, which is one of my favorites. Even though the air is thinner at the top, it is ... if you have a geographic preference or an industry preference or specialty preference, it makes so much sense today to reverse engineer your search and learn and know how to go direct. Because you can get some big, big wins from being in the right place at the right time and the window of time when you approach versus when they have to react is generally much wider - it has a longer tail, so you can introduce the, you know, an invitation to converse if the timing is right. And it might be two, three, four, six months out and you can start several conversations because of the way that you've approached. So I help my clients to know how to finesse this strategy too.

But those are the main ones and they all work really, really well. Some more than others based on each person's particular situation. But there are all good ways that you can get control and leverage over your transition so you don't feel beholden to a single source or a recruiter or just a job board. So I hope this has been helpful. And if you'd like more information on job search strategies, please visit my website at [maryelizabethbradford.com](http://maryelizabethbradford.com). I have a whole success store of online programs that are really content rich and I also have discovery calls for resume work. Thank you so much.