

A SPECIAL REPORT: Why Executives Fail to Find Jobs Rapidly

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I started working with executives' careers in January of 1980.

Back then, most of the executives I worked with were WWII Veterans. Now, as then, the majority are in their mid-40's to mid-60's, although I've had clients as old as 72 and as young as 24. But the executive personality hasn't much changed. Executives are wonderful people for the most part. Many of my alumni have become very close friends over the years.

But one of the things I've noticed in my close to 30 years of helping executives with their careers is that executives, regardless of generation or age, tend to make similar mistakes in job hunting. I'd like to help you resolve those mistakes.

If you're reading this, you're probably an executive or manager looking for employment. You're probably also a bit frustrated by this process. You might have been looking for work for some time. Here are a few of the reasons why you might be looking too long as opposed to working and making more. If you need some in-depth solutions to these issues, [click here to read about our book and DVD series](#), *In Transition: Rapidly Finding Your Next Executive Job (Even in Difficult Times)*.

1 Executive behaviors are often counterproductive to finding a job.

Executives tend to like to be in control. They like to be commanding. They are often impatient. They are used to delegating, and so on.

The solutions are a bit difficult for executives to carry out. There are numerous strategies and behaviors that must be changed for executives to find work. Understand that you are not in control. Stop being impatient. Understand that you cannot delegate to anyone now – you must do it yourself.

Understand that the very things that make you a good executive can make you a very poor executive interviewer. Finding a job is a whole new world for an executive. Successfully finding a job requires a whole new set of





behaviors that flatter the interviewer, treat all people like human beings, and communicate effectively.

More information on this very important topic is found beginning on page 41 of [In Transition](#).

2 Networking is your best friend.

Look, very few people really like to network. It is one of those things like going to the dentist that we'd all avoid if we could. But just as avoiding the dentist is likely to result in lots of holes in one's smile, avoiding networking is going to result in a very, very long and unsuccessful job search.

Successful networking consists of meeting as many people as possible in as short a time as possible. Unfortunately, most people think that networking means calling everyone they know and asking for help. While this is where networking can start, it certainly isn't where it finishes. Good

networking has you meeting 7 – 12 *brand new* people *per week*.

It is often difficult to find the right people to speak with at many of the so-called “networking events” that exist out there. Choose these events carefully to maximize your time. But don't judge too harshly. You'd be surprised who can be of help. One of my clients was helped to get a top level job by a convenience store clerk he talked with every day while getting his junk food fix for the day. The “clerk” turned out to own the convenience store and have a brother who was CEO of a top technology firm.

Executives tend to dismiss people who aren't at their level. “C” Level executives can be the worse people in the world at doing this. CEO's are the worst of all. They usually only want to speak with other “C” Level executives. What a huge mistake! Actually, other “C” Level executives are *not* good people to speak with normally.





While the space for this report doesn't let me go into detail, you can find out more on starting on page 137 of [*In Transition*](#). There you'll learn the insider secrets that top networkers know and why almost everything you think about networking is wrong. Learn what is right and uncover the hidden jobs.

3 Most people network wrong.

Good networking doesn't consist of speaking about oneself for the whole time. This marks you as a Networking Nerd, or someone that no one wants to speak with. The dreaded Networking Nerd is described on page 200 of *In Transition*. This terrible creature could bore anyone on the planet to death, even a high school history teacher.

Don't talk about yourself all the time. Find out what the other person needs.

To avoid becoming a Networking Nerd and having people dive under tables to avoid you, follow a few simple tips. First, don't talk about yourself all the time. Find out what the other person needs. Secondly, don't try to get everything "in" just in one long sentence. Breathing is good here. There are plenty more tips that this report doesn't have space for. The book ([click here](#)) goes into a great deal more detail on the problems with the dreaded Networking Nerd.



4 They'll never tell you why they don't hire you.

You can turn someone off in 30 seconds and the interview is effectively over. This is something that few executives take into account when they're interviewing. Just one mistake can cost you the job! I don't have time

to explain this here, but I spend a chapter on these tips beginning on page 226 of *In Transition*. Just remember that they'll never tell you why they don't hire you. By knowing how to really effectively interview at the executive level, you'll be able to know the *real* reason for why you weren't hired.

5 You didn't "come in second."

There are lots of myths out there regarding employment. One of the most common I hear is "I came in second." No, you didn't. This is a platitude they tell you to make you feel good. It's kind of like "let's do lunch."

I've spoken with up to three people in a day who all "came in second" for the same job at the same company. By the third one I couldn't help but laugh.

Unfortunately, executives are often so desperate to get back to work that they believe this hogwash and console themselves with it. Executives like to win.



Get real and grow up! You didn't usually actually "come in second." Find out more about executive myths that actually hurt you on page 16 of *In Transition*. Some other realities? You aren't a good interviewer, although everyone thinks they are.

6 You don't have "irons in the fire," you have fantasies in your head.

There *are* no "irons in the fire" until you've started a new job. Believing that you are a good interviewer or that you have "irons in the fire" keeps you from doing what you should be doing, which is busting your behind to get employed. You can fantasize and feel good or you can get employed and feed your family. You cannot do both simultaneously! Again, start on page 16 to find out the things you believe that can really harm you in the job search.

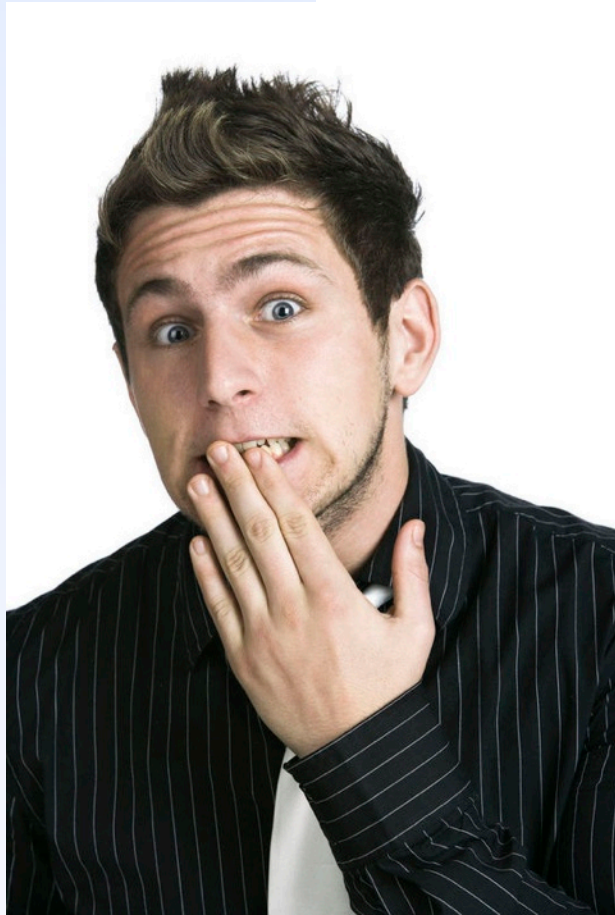


7

Stop relying on the internet.

Lots of execs rely on the internet. This is foolish, as the internet is one of the *worst* places to find a job! Keep in mind that companies don't update these sites much, so the job for which you're applying is probably not there anymore. You're also competing with 5,942,853 other applicants who think the same thing that you do – “Gee, I'm *perfect* for this job! How can they turn *me* down?” Well, they can and they will.

There are several ways to use the internet and bypass Human Resources, but you can bet your bottom dollar that HR won't let you know what they are. In fact, HR will say all sorts of threatening things on the company website promising death and mayhem if you try to bypass them. HR is powerless at your level. Find out how to get around the gatekeepers beginning on page 96 of [*In Transition*](#).



8

Once you get to the interview, you can make numerous deadly mistakes.

While [*In Transition*](#) handles all of the most deadly errors, many executives can do OK until the second, third or fourth interviews.

Have you ever had a series of interviews with the company where you've felt you've done just *great*, and then, just when you're expecting an offer, the company either “goes dark” on you, or you get a postcard telling you they've chosen someone else? Well, you can comfort yourself that someone from the boss's family was hired, but it is almost certainly your fault. You've done one of the several things we teach you

how not to do beginning on page 363 of [*In Transition*](#). One of the most common is that you've relaxed and started to believe that the job is yours for the taking. It isn't. Don't make this mistake or any one of the several other “killer” mistakes that too many executives make.

9

Most executives do not “close” well.

Too many executives fall down on the follow-up – either bugging the company too much, or not following up at all...just waiting for the company to call. Both of these are mistakes.

You need to follow up without seeming desperate or obtrusive. An email or a courteous phone call after about 5 days should do it.

Don't look desperate! 10

Most people panic when they get laid off. This is not only unnecessary, it is counterproductive to becoming re-employed.

Employers hire those who are competent and confident. When you behave in a desperate manner, this turns off most employers. Do whatever necessary to remain calm. ■



A few words from the author, John Heckers

I'd like to be able to help you get employed rapidly.

There are several ways I can do this. First, I do individual consultations for a few folks. Yes, you pay for this, and I'm not cheap. With my success rate and contacts, we are pretty choosy about whom we accept. If you're a top "C" Level executive, you should probably contact me at jheckers@heckersdevgroup.com and we can set up a time to chat by phone to see if we're mutually right for one another.

But there are also less expensive ways that I can help you. We can send you [my e-book for \\$9.99](#) with some of my top columns (and commentary on them) from Colorado's premier business magazine, *ColoradoBiz Magazine Today* (and other on-line publications), selected for you.

If you truly want an in-depth solution to your job search at considerably less than I charge for one-on-one consultation, consider our [*In Transition: Rapidly Finding Your Next Executive Job \(Even in Difficult Times\)*](#) package that includes 4 DVDs, 2 books, and 2 CDs. The first 3 DVDs contain our all-day "C" Level class that we recorded at the historic Denver Athletic Club.



The last DVD contains actual footage of me training executive level clients at the Director, VP and CXO levels. The books include our transition book, and *The Six Figure Résumé Guide*. The CD's contain bonus material, including me answering some of the worst "killer" interview questions, a list of job boards in the U.S. and more.

Of course, I won't be able to give you the same personal attention that I give my private clients. That personal attention is the right thing for those who are truly at the top of their industry and want personal, accessible and "hand tailored" help. For many executives, however, the [book and DVD series on executive career transition](#) will work very well. You need to be the person who decides whether you are advanced enough to need "hand tailored" personal advice. It all depends on how you view your career in your list of priorities.

If you do think you need my personal attention, or that of one of our partners, [visit our list of services](#). We are not cheap, but we *are* very effective, and only work with a very small group of clients at one time (which is why we aren't cheap and *are* effective).

While I can't legally answer individual professional job search questions prior to you being a client, I am happy to hear from you and answer any general questions I am able. If you're in the Colorado Front Range, contact me and ask to be put on our mailing list for our free executive [networking](#)

[events](#) that we hold the second Monday of every month at the Denver Athletic Club.

Finally, if you enjoyed this report, you can get more stuff – for free. [Our free monthly newsletter](#) will give you extra tips to help maximize your career as an executive.

All the best!



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