

Get Noticed by Executive Search Firms

Making yourself visible to executive search firms and executive recruiters is a confident way to advance your career to the next level.

Assuming that you have already achieved recognition within your own organization, you must gain visibility and become known in your industry and profession. This amounts to something of a personal public relations program, which is not as difficult as it may sound. Repeated impressions generate name recognition. So use at least a few of the following approaches, and don't expect instant results. Publishing one article or appearing at conferences will certainly not put your name on everyone's radar or in the trusted network of executive search consultants. But, the more of these tactics you employ and the longer you use them, the more they will reinforce one another by bringing you to the attention of recruiters and leaders in your industry.

Join Industry Organizations.

To become known in your profession, join your company's industry association and your professional organization. Your company no doubt belongs to a trade group or association. If it does not, have it join one; then become one of your company's active representatives. There is an association for virtually every industry and functional area. Attend meetings and conferences, and make the most of these networking opportunities. Better still, offer to be a speaker, panelist or moderator, holding forth on your area of expertise.

Offer to speak on Conference Panels.

Simply being featured in the conference brochure generates positive exposure. Also, volunteer for the next opening on a standing committee. Conference committees always want a helping hand. It is a great way to meet people who are heavily involved in the organization and in their industry. These are the people you want to know and be known to. In addition, it is widely known that executive search consultants (also known as headhunters or executive recruiters), regularly use association executive networks, events and public output to source industry leaders for top executive jobs.

Get Mentioned in Trade Publications and the Press.

When you are promoted, make sure it is announced in your industry's trade publications. Write articles for your organization's newsletter or your industry's trade magazine. If you can land a column in a professional magazine for a period of time, so much the better. Business publications constantly need features, news and information, and they are happy to get them from someone with expertise and authority. Even better if you are able to express yourself in an articulate way and to present and explain complex issues in very simple terms. Executive search consultants use print and online media to source new executive talent on a daily basis. Make sure your name and executive career profile catches their attention by including a small bio at the bottom of every article (if possible).

Maintain a Positive Online Profile.

Having a presence online is a must for senior executives today. Establishing online visibility leverages and extends professional credibility, and enhances your own reputation as well as that of your company. Develop the professional image that you want, bringing you closer to achieving your goals. The objective here is to be seen in the best possible light by the people that matter - industry leaders and top level executive recruiters. If your alumni, industry and professional associations maintain databases of biographical or professional information, consider listing yours. Browse your alma mater's website and take advantage of any useful executive career management tools you find there.