CAREER ANALYSIS

When you become a client of Stewart, Cooper & Coon, we design a highly individualized, organized, systematic, and results-oriented plan to provide you with the resources you will require to successfully manage your next career move.

We will work with you to help you discover your value-add brand and how to bring that into sharp focus for your next employer. You will be positively differentiated from other candidates. Your value-add brand is the basis for properly positioning yourself to secure multiple interviews and great offers.
CAREER POSITIONING STRATEGIES

Positioning strategies vary widely between individuals seeking employment in the same field, those who are seeking a career change, or those who are looking for upward career movement. Each strategy requires an understanding of the past and a vision of the future. Our team will work with you to develop a clear understanding of both.
BRANDING

The perceived value-add proposition that you present to a company implies a promise. A promise that you will bring something to the table that will significantly contribute to their organization. You must prove that your unique “brand” will contribute more to the company than the brand being presented by your competition. Your ability to communicate your brand, verbally and in writing, will drive your success in conducting an effective job search.
BRANDING COMPONENTS

As you are compared side-by-side with other candidates, you must convince every hiring authority with whom you interview and negotiate that you are the only one who can bring a unique set of skills to their company to solve their unique set of problems. In each of the following areas, you must be perceived to be razor sharp.

- Core Competencies
- Value Proposition
- Transferable Skills
- Accomplishments
- Behavioral Competencies - EQ
TRADITIONAL PACKAGING IS NOT ENOUGH

Once your brand is developed, you must have the ability to communicate it to each party involved in your hiring process. SC&C emphasizes that a resume is only one part of the packaging puzzle. A resume is nothing more than a tool for pre-selection and elimination.
CUTTING EDGE PACKAGING

Your resume is only one expression of who you are and what you bring to the table. Your “brand” must also contain a powerful Social Media component. LinkedIn™ and Social Media profiles are key to a value-add brand, as are how you verbally and physically present yourself to others. All of these modalities must be managed effectively. We have experts on our team to guide you through every step of evaluating which platform is best for your search and help you construct your selected profiles to expand your network and secure multiple interviews faster.

- SC&C Webfolio©
- One-Minute Commercial
- Business Cards
- Ten-Second Summary
SECURING INTERVIEWS
You must carefully target companies that meet your search criteria, not just apply to openings listed on a job board. Your challenge becomes how to find the opportunities that fit your criteria in this job search. Once you have determined who you are targeting, you must next determine how to present yourself to each channel you are targeting. We will guide you through this entire process and we will professionally market you to your target companies.
CHANNEL MARKETING

Multi-channel marketing is required to manage a job search that yields results. Engaging in one or two channels will not accomplish this. Your tactics must be focused and comprehensive. We will assist you in effectively managing each of the required channels.

- Posting & Distributing Your Resume
- SC&C Recruiter Databases
- Private Recruiter Consortium
- Recruiters
- Social Media
- Venture Capital and Private Equity
- SC&C Webfolio©
- Event Opportunities
- Networking
- Direct Mail
- Influential Network Management
- SC&C Professional Presentation of Your Brand
INTERVIEWING

We will teach you how to subtly control your interviews in order to receive excellent offers. Our time-tested interview tactics will help you manage proper phone use, video interviews, face-to-face interviews, group interviews, and properly present your behavioral competencies, so that your brand will allow you to win significant financial offers.

Your SC&C Campaign Director has years of experience in the interview process and will coach you through each one until you are ready to win.
Most executives reveal early in their negotiations how much they make and how much they want. They capitulate too easily in the process and are eliminated from contention or leave significant money on the table. We will show you how to negotiate for significant compensation increases, additional responsibility and authority by sharing with you the best practices and experiences that we have gained in working with executives, like you for the past two decades.

• Creating Added Value
• Demonstrating Win-Win / Future Value
• How To Manage The Tough Salary Questions
• Offer Analysis
SC&C COMPREHENSIVE JOB SEARCH PROCESS

An effective job search stems from a well-designed, well planned, well organized, and well-executed process. Much like any business process, there are many pieces to the puzzle. It all begins with having the right resources in place and the right advice on how to use them effectively.

Stewart, Cooper & Coon will lead you through a highly-organized process that is custom-designed and tailored to meet your specific career needs. The SC&C search management process will yield results for you, as it has done for thousands of our executive clients.
SC&C RESOURCES

We will provide you with a vast array of databases and resources. Companies with contact information, millions of active job openings, contact information for the “right” recruiters, aggregated job boards, posting and distribution boards, access to our private recruiting network, PE and VC database contacts, the hidden job market, and the exclusive SC&C Job Search Briefcase®.
THE SC&C JOB SEARCH PROGRAM

We will provide you with a complete search process and a comprehensive set of in-depth resources that you cannot obtain anywhere else. We will shorten your search time with resources that only our clients can access.

- Your Own Personal Job Search Team
- A Comprehensive Career Review
- A Developed and Value-Add Brand
- Packaging for Acceptance
- Superior Guidance & Advice
- Salary & Negotiation Expertise
- Long-Term Safety Net

If you want to make a difference in your life and in your future career, call us and let's talk about how to make your job search effective, both personally and financially.