CEOResumeWriter.com

Executive marketing Blueprint

A Roadmap for Your Career Transition

A Marketing Map for Executives, CxO’S, and Board Members

An effective marketing plan that helps you define your goals and align your accomplishments to them



Executive Blueprint Contents

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**This blueprint is the most important part of our service to you**. It is constructed in a marketing format that leads you through the process of contextualizing your goals, your branding, and your accomplishments. The end-product of the effort is a resume that is strategically built to your next role. Essentially your blueprint is a marketing plan – built for you. It is the secret behind our ability to support your overall success.

You may find it helpful to better understand the types of executive transitions we help our clients to make and how to determine your own. Thus, on the following link, please find [examples of C-suite transitions](https://ceoresumewriter.com/wp-content/uploads/2023/04/CAREER-STRATEGY.pdf) – from easiest to hardest- as well as a 10-minute audio on how to contextualize your focus and goals: [**How to Contextualize Your Focus of Direction**](https://ceoresumewriter.com/cpss-focusofdirection-xu3kli/)

If you chose, you may find it helpful to use Windows’ Speech Recognition (or text-to-voice) software to complete your answers instead of typing. There is a learning curve. Here are two links to get you started: [How to Set Speech Recognition for Windows 10](https://www.windowscentral.com/how-set-speech-recognition-windows-10) and [Windows Speech Recognition Commands](https://support.microsoft.com/en-us/help/12427/windows-speech-recognition-commands).

**Although you do not have to answer every question below, you will want to pay special attention to the areas below we have highlighted in yellow for you. These are very important to complete.**

**Part one of your blueprint** is focused on contextualizing your executive marketing plan by defining your goals and your ideal role. The biggest mistake many executives make is to approach their job search saying they are “wide open” and want to “explore what’s out there.” Not that this is wrong, however, no marketing plan has ever been written to an unidentifiable goal. In order to know how to build out your value proposition to the world, you must prepare, plan, and define what your best next move looks and feels like. If you do this, you will be in a position of leadership and control and your transition will more than likely go faster and smoother. Your value proposition will be clear and that most often leads to premium offers in order to ‘get you on board.’

**Part two of your blueprint** gives us a storyline for your career history and is all about fleshing out those metric driven accomplishments of yours that make a strong argument for you being in the role you want next. It helps you know what details to give us. It helps us connect the dots between where you have been and where you want to go next. It enables us to maximize the key points of your strengths and minimize what does not support your next move.

*\*\*\* We may not use all the information you give us. We will select those points that are the most important for your goals.*

When you answer the questions, please start your response on a new line as shown here:



**Type your answer here.**

BLUEPRINT COMPLETION DATE:

# CONTACT INFORMATION

* Name as you want it to appear on your resume:
* City/State/Zip:
* Phone:
* Email:
* LinkedIn URL:

# BLUEPRINT PART 1 – PROFESSIONAL BACKGROUND & FUTURE GOALS

* What is the most P & L (Profit and Loss) you have ever managed? If you have not had direct P&L, how much indirect P&L responsibility have you had or what is the largest budget that you have managed? If P&L or budget is not applicable, can you share the largest target revenue, OPEX, or another monetary measure of your success?
* What is the largest number of employees you have managed?
* What is the greatest geographic oversight you have had such as regional, national, or global?
* Are you currently employed? If not, what was the last M/Y of your employment and what was the reason for your exit?
* What are your driving motivators (e.g., more money, higher title, geographic move, or some other important goal/need)?

**Note from Mary Elizabeth:** A driving motivator is a fixed “I have to have this no matter what” type of need. A driving motivator is NOT “working for a company where I can make a difference.” Example of driving motivators (most of my clients have 2 to 4 driving motivators):

*I have to make over $500K.*

*I need to remain in central Texas.*

*I have to get out of general counsel/patent Law.*

*I really want/need to secure a higher title.*

*My goal is to secure a CEO role in a Fortune 100 company.*

*I need to work from my home office part time (telecommute).*

*I need to secure a couple of paid board seats.*

*I need to remain in enterprise software.*

*I have to become a known thought leader in Digital Transformation.*

*…to name a few*

* What is your preferred industry?
* What is your preferred title?

**Note from Mary Elizabeth:** If you list more than one position/title, they should be at least similar in description. If you list multiple positions/titles that are vastly *different roles such as VP Sales, Chief Marketing Officer, and Director of Business Development, please know that I am going to ask you to pick your first choice and then possibly suggest we provide you with a second resume version so you can successfully pursue the titles and positions in which you have the most interest.*

* What is your preferred location?
* What is your preferred compensation range?
* What is your preference for company and style (traditional / modern / virtual / trendy / flexible)?
* What size company appeals to you? Small (Startup to 100 million) Mid-size ($100 million to $500 million) Large ($500 million to $1 billion +)
* What is your representative target position (your ideal job example)?

**Note from Mary Elizabeth**: Using linkedin.com, or simply Google your preferred title, industry, AND jobs, locate 1 to 3 positions that you feel drawn to and that match your ideal position. Please cut and paste the entire job posting below. Now, using a different font color or the “highlight” option in your formatting toolbar, highlight all the words and phrases that match your skills and abilities.

|  |
| --- |
| ***Paste Job Postings Here – Please include the Name of the Company and the Job Title. If possible, provide a link to each job posting.***  **JOB POSTING #1** |

|  |
| --- |
| **JOB POSTING #2** |

|  |
| --- |
| **JOB POSTING #3** |

* If you provided more than one job posting, which one is your strongest preference and why?
* Do you see a pattern in the positions you have identified as ideal? Do they share the same title? The same industry? Similar skills? Similar responsibilities? Note at least 4-8 patterns you found.

# CREATIVE ANALYSIS OF JOB POSTINGS

* Now for each pattern you found, list them below and think about ONE accomplishment you have had in your career history that BEST supports this title, industry, or keyword.

**Note from Mary Elizabeth:** I will be doing this too, but allow me to share with you some insight on the roles you have just shared with me:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Leadership Skill**  **Highlighted in Ideal Job Posting** | **Company**  **& Job Title** | **Problem / Situation** | **Action – what did you do?** | **Result – how was the achievement measured?** |
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# YOUR PROFESSIONAL BRAND

* Professionally, I am … \*Tip: If you had to describe your “career-self” in a sentence, what would you say?
* When I am at my best, I affect others in the following ways:
* What I stand for, no matter what:
* What is your brand identity? What do others know and admire you for? What are you doing when you are “loving” your work? What “promised experience” is a company going to have when they work with you?
* Optional: What drew you to your line of work?
* Optional: Who inspired you to pursue your current career?
* Optional: What was the very first career you dreamed of having?
* Optional: What impact have you made on others or the world?
* Optional: Do you have a favorite quote?

# RESUME QUESTIONNAIRE

\*Tip: Skip over those questions that do not apply to you or you may cut and paste your information from your original resume here.

* How do you envision your new resume’s design? Sleek and modern? Elegant? Bold? Colorful with lots of visuals? Understated? Traditional? Are you drawn to a color pattern? Do you want charts/graphs? Let us decide? Share a link of one or two samples you like from my resume samples page: <https://ceoresumewriter.com/executive-resume-samples/>
* Do you speak any foreign languages that you would feel comfortable using for basic business conversations?
* What other involvement do you want to highlight?
* Board Appointments?
* Advisory Roles?
* Professional Organizations?
* Community Leadership or Volunteer Activities?
* Speaking Engagements?
* Major Media or Press?
* Published Books or White Papers?
* Awards or Recognitions?
* Other?

# EDUCATION

* Please provide this information for each school you have attended. College/University Name: City/State where located: Major of study: Degree: If no degree, how many credits completed (estimate if necessary): Extracurricular activities/school achievements.
* Professional courses/seminars / workshops/training programs (include names, dates, place, sponsoring organization, etc.)
* Do you have any relevant certifications or licenses?
* Do you have any Testimonials?

\*Tip: If you have received any written testimonials or letters of thanks/recommendation in your last five years, such as LinkedIn testimonials please copy and paste them here.

|  |
| --- |
| TESTIMONIAL #1 |
| TESTIMONIAL #2 |
| TESTIMONIAL #3 |

# BLUEPRINT PART 2 - EMPLOYMENT EXPERIENCE

\*Tip: Please ADD any information asked for below that has not been provided in your original resume. Our goal is to gain important career details in addition to whatever is currently in your original resume. Backstory and metrics are generally the two biggest components.

|  |  |
| --- | --- |
| **Position 1**  Are you currently working here?  \*If you are not currently working here, why did you leave? |  |
| Company Name  Company Size and a sentence about what they do, their reach, and the number of employees. Note if you work for a multi-award winning or Fortune 50 (anything notable) company. |  |
| Company HQ  Where is the company HQ located? |  |
| Work Location  Where were you located when you worked here?  If you were in different locations, indicate where and when. |  |
| Starting and Ending Dates |  |
| Job Title |  |
| Title of Person You Reported To |  |
| Number of People Managed/Direct Reports |  |
| Number of People Managed/Indirect Reports |  |
| Name (e.g., North America, Southeast Region) and Size of Territory (e.g., $350M):  What is the highest dollar value related to your financial oversight in this role and in what category (e.g., P&L, OPEX, Budget, AUM, Target Revenue, Portfolio of Assets, etc.)? |  |
| Were you: **RECRUITED? PROMOTED? APPOINTED?**  **If you were promoted**, what would you say was the specific achievement or aspect of your leadership that contributed most to earn you that promotion? (What did your managers or colleagues say?) **If recruited**, what was it that made you attractive to your new employer? |  |
| **What was the main challenge(s) or problem(s) you were hired to fix?** |  |
| **List at least 3 to 5 accomplishments for each position.** Concentrate on listing those accomplishments that complement the position you are targeting now!!! **Look at your ideal job postings above and think of your successes that support those keywords and phrases.** Quantify ($ and %) your accomplishments when you can; include revenues over time, profit margin, expense reduction, quality improvements (efficiency, etc.) measured in any tangible way. Metrics can be approximate. We are striving to give your readership scale and scope over time. If possible, provide the metrics year over year.  **\*A great little creative exercise to draw out all your metrics:** when writing your accomplishments please be thinking not just about what your responsibilities and activities were/are, but HOW they impacted or are set to impact the company. What happens when you do what you do? What are the results that you helped set in motion?  Here is a quick example:  **Sourced the buyer and led a $120M acquisition**. *(Great! Resulting in…. what? What was the impact of the acquisition?)*  **Turned around a struggling division, repackaged product offering and developed new global sales channels and the ability to scale growth.** *(Wonderful, but resulting in… what? What was the impact of the activity?)* |  |

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| --- | --- |
| **Position 2** |  |
| Company Name  Company Size and a sentence about what they do, their reach and the number of employees. Note if you work for a multi-award winning or Fortune 50 (anything notable) |  |
| Company HQ  Where is the company HQ located? |  |
| Work Location  Where were you located when you worked here?  If you were in different locations, indicate where and when. |  |
| Starting and Ending Dates |  |
| Job Title |  |
| Title of Person You Reported To |  |
| Number of People Managed/Direct Reports |  |
| Number of People Managed/Indirect Reports |  |
| Name (e.g., North America, Southeast Region) and Size of Territory (e.g., $350M):  What is the highest dollar value related to your financial oversight in this role and in what category (e.g., P&L, OPEX, Budget, AUM, Target Revenue, Portfolio of Assets, etc.)? |  |
| Were you: **RECRUITED? PROMOTED? APPOINTED?** |  |
| **What primary challenge(s) or problem(s) were you hired to fix?** |  |
| **List at least 3 to 5 accomplishments for each position.** |  |

|  |  |
| --- | --- |
| **Position 3** |  |
| Company Name  Company Size and a sentence about what they do, their reach and the number of employees. Note if you work for a multi award winning or Fortune 50 (anything notable) |  |
| Company HQ  Where is the company HQ located? |  |
| Work Location  Where were you located when you worked here?  If you were in different locations, indicate where and when. |  |
| Starting and Ending Dates |  |
| Job Title |  |
| Title of Person You Reported To |  |
| Number of People Managed/Direct Reports |  |
| Number of People Managed/Indirect Reports |  |
| Name (e.g., North America, Southeast Region) and Size of Territory (e.g., $350M):  What is the highest dollar value related to your financial oversight in this role and in what category (e.g., P&L, OPEX, Budget, AUM, Target Revenue, Portfolio of Assets, etc.)? |  |
| Were you: **RECRUITED? PROMOTED? APPOINTED?** |  |
| **What primary challenge(s) or problem(s) were you hired to fix?** |  |
| **List at least 3 to 5 accomplishments for each position.** |  |

|  |  |
| --- | --- |
| **Position 4** |  |
| Company Name  Company Size and a sentence about what they do, their reach and the number of employees. Note if you work for a multi award winning or Fortune 50 (anything notable) |  |
| Company HQ  Where is the company HQ located? |  |
| Work Location  Where were you located when you worked here?  If you were in different locations, indicate where and when. |  |
| Starting and Ending Dates |  |
| Job Title |  |
| Title of Person You Reported To |  |
| Number of People Managed/Direct Reports |  |
| Number of People Managed/Indirect Reports |  |
| Name (e.g., North America, Southeast Region) and Size of Territory (e.g., $350M):  What is the highest dollar value related to your financial oversight in this role and in what category (e.g., P&L, OPEX, Budget, AUM, Target Revenue, Portfolio of Assets, etc.)? |  |
| Were you: **RECRUITED? PROMOTED? APPOINTED?** |  |
| **What primary challenge(s) or problem(s) were you hired to fix?** |  |
| **List at least 3 to 5 accomplishments for each position.** |  |

# ADDENDUM: ADD YOUR ORIGINAL RESUME

|  |
| --- |
| * **Optional:** If you wish to cut and paste your original resume into your blueprint, you may do so here. |

# ADDENDUM: PERSONAL BIOGRAPHY QUESTIONS

* Optional: If we are designing more than just your resume—such as your bio, LinkedIn profile, or website—adding personal information to your marketing documents will help engage and resonate with your audience. Clients who provide a hint of their personal lives tend to get more engagement. 1. Your family? 2. Your hobbies? 3. Travel? 4. Volunteer work? 5. Why you chose your profession? Choose one or two or all to answer. If you like to golf, tell us your favorite courses and maybe your handicap, etc. If you like to travel, tell us where you like to travel and your favorite places. Providing person details is very helpful to us to get a sense of who you are, your brand voice, and personal authenticity.
* Optional: How would your mentor or a person close to you (that you admire and who inspires you) define your character in 3 words?

# ADDENDUM: BOARD RESUME / THOUGHT LEADER / OPERATING PARTNER QUESTIONS

For our highest-level corporate clients and those who have invested in a board resume or board package, please review the following questions and answer whatever you can.

* Boards tend to select members based on specific skill sets. A few examples may include cyber security expertise, industry thought leadership, specific expertise in certain areas such as M&As, tax structure, franchises, or turnarounds. Also attractive to boards is regulatory compliance expertise and financial acumen. A board resume focuses more on these specifics vs. your specific metrics for a company. Also, if you currently hold board seats, please provide the details on what the board counts on you to do so I may use that information to strengthen your board resume.

**SPECIALIZED EXPERTISE**

*Can you detail your experience/give one story or example of the following?*

|  |  |
| --- | --- |
| Private Equity |  |
| Fund Management |  |
| Operating Partner |  |
| Interim CEO |  |
| Business Turnarounds (capital value from/to within what dates or timeframe) |  |
| Transformational Leadership |  |
| Driving Corporate Change |  |
| Building Value |  |
| Other |  |
| Have you led any IPOs? |  |
| Can you share one or two stories of successful M&As that you have led? |  |

**AWARDS / SPEAKING ENGAGEMENTS / MAJOR MEDIA**

|  |  |
| --- | --- |
| What major awards have you or your company won? |  |
| What presentations have you delivered to the community (either core business or non-core business)? What are the titles? Audiences? Were you invited? |  |
| What is your major print/digital / televised media history? |  |
| What CEOs have you mentored? |  |

**BOARD QUESTIONS**

|  |  |
| --- | --- |
| What boards do you currently sit on? |  |
| What boards would you like to sit on?  Please share if they are private, public or non-profit. |  |
| Do you have sound knowledge of governance issues facing the board? If so, can you give some context? |  |
| Is the industry you are interested in regulated? If so, who are the regulators, and do you have any experience, knowledge, or interaction with those regulators? How well do you understand the industry? |  |
| Understanding the industry doesn't become as important as understanding governance practices especially when the experience of directors of the board complement one another. Say, for example, one board member was an industry expert, and another understands the regulatory side from his/her own industry, etc. What governance practices are you an expert in? Can you give an example of a result you achieved through your expertise in corporate governance? |  |
| Financial stewardship is important to a board role as well. The Board may delegate responsibilities to committees, but at the end of the day, the Board is ultimately responsible for the financial health of the organization. Tell me about your expertise in financial stewardship and your best example of it in practice. |  |
| Have you managed the risks of the organization and understand the role of the auditor? Please explain. |  |
| Do you have experience both in understanding and complying with by-laws? Please give detail and include an example, if possible. |  |
| If it is a for-profit Board, shareholder relations will be a very important consideration. Do you have expertise in shareholder relations? Please share the details. |  |
| Board appointments and the viability of, often depend on perceived value and reputation. So, excellent endorsements and good marketing collateral (LinkedIn/resume) are critical. Can you provide a few endorsements from high-level or high-visibility colleagues and partners who have benefited from your expertise? |  |
| Where would you be able to add value to a specific type or size of a company? |  |
| What are the challenges or governance topics that interest you or that you feel qualified to do? |  |
| What do you hope to get out of a board assignment and what do you have to offer in return? |  |
| Do you have formal board director training? If so, from what program or certifying body did you acquire your training? |  |
| Do you chair and/or participate in any task forces, committees, Boards of Directors, or any other leadership forum? |  |
| What specific experience do you have with regulatory bodies? |  |
| Have you had any experience managing crises in an organization? What were the circumstances, what role did you have, and was the outcome? |  |
| Do you have public relations, media relations, or analyst relations experience? In what capacity? |  |
| What unique strategic triumphs, market knowledge, operating experience, and leadership competencies do you have? |  |
| What specific experience do you bring to the table that is typically lacking in other organizations in this digital age? Do you have any expertise with digital security?https://ssl.gstatic.com/ui/v1/icons/mail/images/cleardot.gif |  |
| Do you have experience addressing CEO succession? |  |
| Do you have experience setting compensation for top management? |  |
| Do you have experience with CEO performance management? |  |
| What has prepared you for these demanding roles? What qualities of temperament do you bring to them? |  |