

THE YOU IN VALUE



We turn successful executives into great candidates

Simply put, what you've accomplished and who you are comprises your marketplace "biometric;" it's something you and you alone own as a differentiator. ExecuNet has mastered the art of garnering marketplace attention with your unique brand story that is formed by melding your impressive results with a human element. We'll collaborate with you to formulate a marketing strategy that maximizes appeal to all of the influencers and decision makers you are about to face. In a highly competitive market, you don't want to do this alone. We are here for you, with just the right amount of help.

You may be about to conduct your first search or maybe you've been "tapped on the shoulder" for an opportunity. Could be you're up for a challenge or looking to leverage what you do in a new environment. Perhaps you're peering in from the sidelines not yet ready to formally make a move. Maybe you've ventured into the deep end alone and came up with lackluster results. Or too much time has passed since you launched your search and you need rebranding.

Setting aside myths and misconceptions, let us help make sense of the space between where you are now and where you would rather be. With straight talk, a reliable relationship, and the best talent in the market, let's address your needs for real.

We put a complete team of experienced coaches and strategists on your side:

- Through our proven *You in Value™* approach, we help you identify and articulate your unique value and tell the story of who you are in a way that helps *position you as memorable and indispensable*.
- Our contemporary value branding and personal marketing and packaging communicates your story, so you *stand out immediately to hiring companies*.
- Our highly personalized *Market-ready Coaching™* designed exclusively for senior-level executives helps ensure you're seen as *the BEST possible choice for the job*.
- Our coaches and strategists are experienced executive recruiters, C-level business leaders, and business coaches who have been in your shoes, understand your challenges, and know what sets great candidates apart from the competition.

Initial Step: Branding and Marketing Programs

**Building
your Story.**

PRE-LAUNCH

CONVERSATION READY

[\$1,995 ► THE YOU IN VALUE COACHING + VALUE CONVERSATION COACHING + EXECUTIVE PROFILE]

A personal marketing program with two coaching modules to develop your unique market value and then communicate this advantage fluently. This is the cornerstone of informal conversations taking place in a variety of settings and having a succinct one-page profile is preferred by top officials. It's your passport to effectively entertaining the sometimes unsolicited and informal conversations that frequently lead to new starts.

LAUNCH OPTIONS

VALUFOUNDATION PROGRAM

[\$2,495 ► THE YOU IN VALUE COACHING + VALUCENTRIC RESUME + LINKEDIN PROFILE DELUXE]

Initial up-front coaching to have your unique professional value identified, solidified, and incorporated into your resume, along with an optimized LinkedIn Profile Deluxe to ensure brand consistency and highlight market differentiation.

VALUGRAPHIC® COMBO

[\$2,995 ► THE YOU IN VALUE COACHING + VALUCENTRIC RESUME + VALUGRAPHIC® or NETWORKING VALUGRAPHIC® + LINKEDIN PROFILE DELUXE]

Building on the basic ValuFoundation Program, this program takes you beyond the reviewer audience to engage other key stakeholders with either a ValuGraphic or Networking ValuGraphic showcasing key elements of your expertise with infographics. With a second graphic document for a total of **\$3,645**.

Initial Step: Branding and Marketing Programs

The Strategy
in your Search.

THE PERFECT LANDING PROGRAM

[\$4,395 ► THE YOU IN VALUE + VALUE CONVERSATION COACHING + VALUCENTRIC RESUME + VALUGRAPHIC® + NETWORKING VALUGRAPHIC® + ONE COVER LETTER + LINKEDIN PROFILE DELUXE]

This program includes everything in the ValuGraphic Combo Program, along with more in-depth coaching sessions tailored to increase fluency with your ExecuNet-style elevator speech reinforcing your core value proposition to leverage interviews, network, and establish relationships with gatekeepers.

THE TOP CANDIDATE PROGRAM

[\$5,095 ► THE YOU IN VALUE + VALUE CONVERSATION COACHING + VALUCENTRIC RESUME + VALUGRAPHIC® + NETWORKING VALUGRAPHIC® + ONE \$450 COACHING SESSION + ONE COVER LETTER + ONE LINKEDIN OUTREACH EMAIL + LINKEDIN PROFILE DELUXE + EXECUNET PROFILE]

Multi-piece program targeting top executive-level roles, where fewer opportunities exist. Includes all elements of the Perfect Landing Program plus an additional coaching session, a targeted cover letter and outreach email template, and an ExecuNet profile.

PRIVATE LAUNCH

QUIET SEARCH PROGRAM

[\$5,350 ► THE YOU IN VALUE + VALUE CONVERSATION COACHING + VALUCENTRIC RESUME + EXECUTIVE PROFILE + LINKEDIN PROFILE DELUXE + TWO LAUNCH PLANNING AND EXECUTION COACHING SESSIONS]

Multi-part program for top executives wanting greater confidentiality and more subtle marketing while building marketplace traction. When there is perceived risk to an employer with an executive departure, the need to have a successor in place in advance, or simply a preference for minimalism – members select the Quiet Search Program. The two coaching sessions guide you in establishing discrete and effective launch practices with an initial roadmap and instruction designed to advance your specific career transition objectives.

“I have accepted an RVP position with a large retail chain. I had a number of opportunities and I decided this was the best fit. Thank you so much for your guidance and coaching. I used the Value Conversation in every one of my interviews. I received many compliments from top recruiters and the like on the quality of my resume and the ValuGraphic. All of the services and tools that ExecuNet provided were invaluable. In fact, three of the opportunities where I received offers I got through ExecuNet postings, including the position I accepted.”

Mike W.
RVP, NH

Next Step: Search Launch and Execution

“I’ve accepted a position as Global Partner Program Manager, just a few months after I began my search. Thank you for the valuable coaching and your expertise as I embarked on my career transition. I appreciate all of the work that went into my resume, LinkedIn profile, and ValuGraphics (this piece of collateral blew them away!).

My conversations and exercises with you helped me articulate my value to prospective employers. I was blessed and lucky enough to choose between multiple offers. My confidence allowed me to negotiate an overall package to my satisfaction which includes a competitive salary, signing bonus, and stock options.

The investment was well worth it and I have recommended ExecuNet to many of my colleagues.”

Rahul J.
Global Partner Program Manager, FL

CAREER TRANSITION ADVISORY... a Concierge-Level Search Experience

[\$4,295 as an add-on to supplement other services and programs including the Quiet Search, Perfect Landing, Top Candidate and custom services]

Multi-part program combining coaching and research delivered with approximately 20 targets during sessions with your assigned Coach.

This service was designed in response to our top-level executive members who prefer a fully guided search launch. We provide you with dedicated, collaborative resources working with you to develop the criteria, input, and weighting factors for your personalized plan. A customized search strategy roadmap is created to capture your personal career transition objectives and targets. The process continues with research-supported, customized coaching sessions leveraging our combined connections. Networking using these relationships is to get you in front of targets (including companies, recruiters, and others who can broaden your connections for more introductions).

Your Coach will be by your side for 60 days as you are prepared in advance to take each step effectively, and then iteratively fine tune as your experience grows.

If demands for your time preclude you from executing a search worthy of your personal brand, or you have not had to search for executive or advisory roles in the past and want to execute effectively and efficiently... this service was built with you in mind.

Additional coaching sessions may be added.

Collateral Customizations

Add-ons for your Executive Presence.

LEVERAGE POINTS

Select add-ons for further customization to your executive program.

EXECUTIVE BIO

[\$895/\$795 with resume purchase] A one-page introduction reflecting your value, brand, career history and accomplishments. Ideal for introductions to new colleagues, at presentations, or on company websites. Written in third-person narrative, paragraph format (with a photo).

EXECUTIVE PROFILE

[\$895/\$795 with resume purchase] Single-page document describing your core value, career history, and accomplishments – written in a structured and abbreviated resume format. Often used for Board and Investor discussions.

OUTREACH COMBO

[\$300 ► SINGLE COVER LETTER + SINGLE LINKEDIN OUTREACH EMAIL] One cover letter template for use with either: recruiters, company hiring managers/ job postings, private equity firms, or network contacts. Plus one targeted email template to help you network online with a connection, ask for an introduction, or connect with someone unfamiliar on LinkedIn.

Programs for addressing either Board or Independent Consulting roles are also available and may be combined with a company or organization search when parallel paths are desired.

“My job search had stalled; nothing for months. Then I connected with ExecuNet, and my world changed. Within 48 hours after posting my new resume, it was being noticed. I started receiving LinkedIn notifications that my resume was being reviewed! Every step of the interview and hiring process was exactly as planned out for me by ExecuNet. In the first week of the third month I received three offers. I began my new job in the fourth month, and with an excellent package.”

Blair S.
SVP, CA

Market-ready Coaching™ Customizations

Discovering, Translating, and Articulating Your Value.

“I got the job. Your advice and coaching preparing for the CEO meeting was greatly appreciated and I couldn’t have done it without you. Thank You!”

Juli K.
VP Ops, PA

CAREER AT A CROSSROADS COACHING [\$450]

If you’d like to explore your career options and would benefit from expert coaching, we will guide you through a review, translating your strengths and experience into options to determine your best career choices moving forward. You’ve been successful in a variety of roles and/or industries and want to try something new:

- Go from the for-profit to non-profit sectors
- Transition from employee to entrepreneur

Depending on your unique set of needs, this coaching may only require a one-module commitment, or it might take additional coaching – you can choose to add additional sessions as needed.

THE YOU IN VALUE COACHING [\$500]

Are you clear about your competitive differentiators? How will you position your career experience, knowledge, and “who you are” in your search process, interviews, and beyond? This coaching helps you to uncover and define your unique value themes, which are then:

- Integrated into your resume and other personal marketing collateral
- Additionally, it builds fluency with your ExecuNet-style elevator speech and value themes to leverage your market differentiation communication strategy (Your Value Conversation Coaching Module, if purchased)

NOTE: This coaching module is only sold in conjunction with the purchase of personal marketing materials (and precedes the creation of your resume or executive profile) and/or with the Your Value Conversation Coaching Module.

YOUR VALUE CONVERSATION [\$650]

Having impactful written Value Themes are critical for exploratory conversations, networking, and interviews. In this three-session coaching module, you will:

- Work with your coach by listening to and critiquing a draft version of your ExecuNet-style elevator speech, including your unique value themes
- Refine this draft and present it back to your coach (in both a long and short version)
- Practice by flexibly using parts of your value themes in simulated networking and interviewing sessions



Coaching Customizations

Getting in the Door.

“Through expert coaching, weekly Master Class sessions, and an exceptional catalog of reference tools produced by the top career, leadership and business experts, ExecuNet helps executives at my level hop off the professional treadmill long enough to reflect and make major decisions with complete knowledge and confidence.”

John S.
VP of Technology

JOB SEARCH STRATEGY AND PLANNING [\$450]

Landing the ideal position requires careful planning, thoughtful strategy and flawless execution. You will:

- Explore the “ins and outs” of search strategy creation and planning
- Receive guidance, structure, tips, and tactics
- Create a search strategy and plan that is efficient and effective

ONLINE NAVIGATION AND IMPLEMENTATION [\$450]

Discover the best practices for using ExecuNet, LinkedIn, and other social media to maximize your overall visibility and identify opportunities quickly and efficiently.

- Be found by recruiters, hiring managers, and organizations
- Uncover advertised and unadvertised jobs, as well as get introduced into target companies

ATTRACT AND ENGAGE RECRUITERS [\$450]

Recruiters hold the key to many unposted senior-level positions. Knowing how to get and keep their attention is essential. In this coaching module, your coach (who’s also an experienced recruiter) will:

- Give you an insider’s view of how the search process works
- Help you understand how to attract and engage a recruiter from initially getting noticed to eventually getting hired

NETWORK TO NEW EMPLOYMENT [\$450]

Whether you network in person or virtually, one-on-one or with a group, with people you know, or with strangers, networking is a critical component of a successful job search strategy and planning. Learn how to:

- Target and plan for networking opportunities
- Network like a pro—even if you’re an introvert at heart
- Follow-up/sustain new networking connections

***We are not tied to companies, recruiters,
your friends, or anyone else.
We are committed only to you.***



Coaching Customizations

Staying in the Running.

“The ExecuNet team has well exceeded my expectations. I have already begun making recommendations to some of my network contacts. In addition, I was able to submit my resume with an application and had a call this morning with the internal HR Executive Recruiter. All went extremely well, and I must thank my coach for the work he did with me, which I put to good use on the call. I want to thank you all for bolstering my confidence and lifting my spirits.”

Michael T.
President/CEO, MA

PLAN BEFORE YOU INTERVIEW [\$450]

Your coach helps you create an Interview Strategy, including:

- Guiding your research and due diligence of the interviewing company
- Helping you decide what questions to ask and not to ask
- Advising your communications with recruiters and/or your internal point-of-contact

TURN INTERVIEWS INTO OFFERS [\$450]

During this session, you'll learn how to use your new personal marketing materials to effectively:

- Open the interview and present your elevator speech
- Balance listening vs. speaking
- Answer questions concisely using a behavioral interviewing technique
- Decide what open-ended questions to ask
- Close the interview and express your interest in the opportunity

MAXIMIZE YOUR DEAL [\$450]

This module is focused on negotiating and closing a specific offer. You will develop options, strategies, and tactics for handling counteroffers including:

- Identifying and negotiating additional benefits
- Determining compensation flexibility
- Capturing non-compensation factors
- Using third parties to help close the deal

ONBOARD TO SUCCESS [\$450]

Work with your coach to create an Onboarding Plan that ensures early success in your new role. Follow-up mini-coaching sessions at approximately 15, 30, and 45 days after assuming your new role are also available. You'll map out an action plan to:

- Make the right impressions on your new colleagues
- Conduct an internal assessment of your new company and team
- Identify key players and form alliances
- Create a change strategy for areas that will require your immediate attention
- Negotiate your initial performance goals (90-days; one-year; etc.)

PERSONALIZED EXECUTIVE CAREER COACHING [ASSIGNMENT SPECIFIC PRICING]

Continue to work with your coach as you advance through your search process and/or career. The specific coaching to be delivered will be determined by you and your coach based on your current and ongoing needs.



[Our Story]



Dave Opton
Founder & CEO | ExecuNet

I started **ExecuNet** in 1988 because the company I was working for was sold, and for the first time I found myself, at age 48, looking for a job when I didn't have one.

As a senior executive in the marketplace trying to get the attention of recruiters and hiring managers, the feeling was “me against them.” I was not truly prepared for the search, and the results made me, well, very frustrated. Okay, very angry.

One day it occurred to me: There is no good reason why looking for a job has to feel like a dead-end experience for anyone. I decided then and there that I wanted to share the skills I had developed so that others might learn from my personal odyssey.

ExecuNet was created so that senior executives could get the very best career advice possible to help them understand and take on whatever they're up against.

Fast forward to today, and our mission has not changed: **ExecuNet** is relentlessly focused on providing senior executives advice and counsel they can trust to create transformative results they want, whatever challenge they might be facing.

I get it, because, like I said, I've been there. Life as a senior executive is hard, harder than most people think. Long hours, crushing workloads, multiple and constant pressures, unpopularity, and loneliness often come along with the job. Whether your circumstances comprise your ability to change and succeed, however, is entirely up to you.

Even the best of the best senior leaders have blind spots. We can all use a trusted, outside perspective, weighing in. The trusted advisors you'll meet as an **ExecuNet** member will help you get the results you're after — whether it's a better job, a career reset, the recognition you deserve at your current company, or taking charge of your own well-being.

Isn't it time you took the limits off and pursued success with people in your corner who will offer you truth, honesty and empowerment to be the best?

All of us here at **ExecuNet** hope you'll let us be a part of your journey, as a member. I welcome your feedback anytime, which you can give by emailing us at member.services@execunet.com or calling us at (203) 750-1030.

Dave Opton