



CAREER COACHING FOR TECH LEADERS - CIO CANDIDATE WORKSHOP

crimson[®]
Senior Appointments

Established

2001

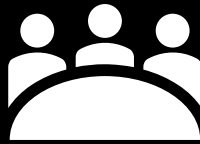
Revenues

£21M

crimson[®]
part of the Harvey Nash Group



Specialist IT Recruitment



190+ Clients UK Wide



Part of £1B Global Group



IT Leadership Workshops

IT Solution Provider
Microsoft Gold Partner

World-Beating Net Promotor Score
+65 NPS

Recruitment Software Investment
£1M



INTRODUCTIONS

crimson®
Senior Appointments

WHAT WE WILL COVER TODAY



- Career goals and planning.
- Writing a CV that gets you noticed.
- Where and how to apply for roles.
- Interview tips and questions.
- Creating a strong personal brand as a Technology Leader that creates more opportunities.
- A LinkedIn profile that generates more views.

WHAT DO YOU WANT IN YOUR NEXT ROLE & WHAT'S YOUR PLAN?



Before writing your CV, it is important to understand what you actually want in your next role.

- Type of role – permanent, contract, interim, fractional, non – exec.
- Organisation – size, industry.
- Culture.
- Challenge / Remit.
- Location – is it important, if so, where?
- Day Rate / Package.

CV PROFILE

- **Your CV should be in a simple, easy to read format.**
- **Who you are, your skills, what you can bring** to the table and your career aim.
- **Profile** (brief summary on you, in first person. What is your expertise, what industries have you worked in, what role are you looking for).
- **Core competencies and skills.**
- **Key achievements** (Be specific in what impact you made. Talk size, scale, scope, budgets, savings, profits etc).
- **Career summary** – write your career in chronological order and make it easy to read. Include a brief summary on what the organisation does. Include achievements in each role.
- **Education and courses.**
- **Include contact details.**



What are your thoughts on this CV?

KEY ACHIEVEMENTS

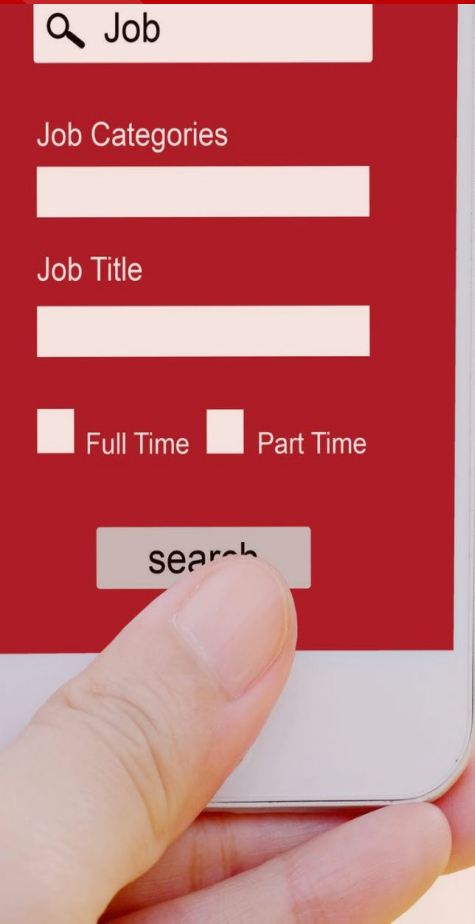
FOR EXAMPLE

7 board level roles, 3 large and complex Business Change programmes, 1 large and complex Target Operating Model, 5 IT transformation programmes, 3 major ERP implementations, £12m in sales, £50m in savings, average investment payback 18 months, integrated 16 acquisitions, 3 divestments, 3 shared service centres and 2 Interim assignments 6 years.

What do you currently do when you are applying for roles?

What frustrations do you have?

METHODS OF FINDING A NEW ROLE



- **LinkedIn Jobs** – LinkedIn is becoming a popular tool to find a new role. Search on the Jobs tab and apply.
- **Job boards** – Search for a role on a job board where employees and agencies post new roles. Indeed, CWJobs, Totaljobs, Jobsite, Monster, Jobserve.
- **Network** – Connect with people who you have previously worked with / have built a relationship with and tell them you are now available for a new position.
- **Recruitment agencies** – Reach out to recruitment agencies via LinkedIn, email and phone and introduce yourself. Build a network of recruiters who specialise in IT Leadership.
- **Events** – Attend thought leadership and networking events where you can meet industry peers.

INTERVIEW – HINTS AND TIPS



A VIDEO INTERVIEW



- Pick a suitable comfortable space.
- Dress for success.
- Test your setup.
- Be aware of your body language.
- What if the preverbal hits the fan?

A FACE TO FACE INTERVIEW

- **Do your homework** - Research the company and its background. Search for information online. Find out who will be interviewing you, and review the job description in detail so you understand it inside out. It's also worth researching news or activities relating to the specific industry, as this shows interest.
- **Prepare your questions** - When asked by the interviewer if you have any questions, have a few ideas up your sleeve. E.g. Is this a new role, if not, how was it evolved? Can you tell me a bit about my predecessor of the role? Team dynamics? Challenges and opportunities for business? Employee retention? What is the next step?
- **Practice your interview technique** - Think beforehand about how you can best demonstrate your skills and experiences in an interview. This can make you feel more confident on the day.
- **Plan your journey** - Plan how long the journey will take. Do a practice run, if necessary. Aim to arrive about 15 minutes early.
- **Stay focussed** - Try not to have plans right after your interview or be thinking you have to get somewhere else!
- **Don't forget print outs** - Make sure you've got printouts of your CV with you, as well as any other supporting information, like references or a portfolio.
- **Bring a notepad** - This can be useful for any prompts for you and if you want to write notes.

THE INTERVIEW DAY

- **Show standard politeness and confidence** - when you're greeted, smile warmly, shake hands firmly, and make eye contact. During the interview, show standard politeness such as using first names.
- **Let the interviewer lead the session but ask questions when appropriate** - after you're greeted, anticipate that an employer will explain the position, discuss the company, or initiate conversation, followed by questions to gauge how well you might fit the position. Watch for social cues that suggest you should elaborate or shorten responses.
- **Be warm and allow your personality to get across** - It is just as much about cultural fit as it is skillset.
- **Be concise and organised with your answers** - quite often I get feedback that a candidate "waffled" for too long or didn't actually answer the question. If the answer doesn't come to the top of your head, pause, think and then answer or ask them to repeat the question.
- **Keep the position in mind** - when providing examples, consider how relevant your details are to the job you are interviewing for.
- **Be nimble** - there is no single interview format – there are various elements that could be in your interview, presentation, several one to one interviews/panel, testing etc.
- **Don't initiate discussion about salary or benefits at first interview.**
- **Set yourself up for follow-up** - before leaving, be sure to thank the interviewer. You should also make sure you're clear on any next steps.

INTERVIEW – SOME COMMON QUESTIONS

- If you were to be appointed for the role, talk us through your first 90 days?
- Provide an example of when you identified an opportunity to be innovative. How did you find the opportunity and what was the outcome?
- Provide an example of when you drove top-line growth or delivered competitive advantage to the enterprise. How did you do it?
- Tell us about a time that you have failed at something, what did you learn from it?
- Tell me about a time you have dealt with a difficult stakeholder and turned them around?
- Provide an example of how you led, motivated and organised a team to achieve during a difficult situation.
- If you had to say your top 3 strengths and 1 weakness, what would they be?

Weakness examples – trouble delegating, taking on too much responsibility, too critical, limited experience in X industry. (state weakness, give example story of weakness, what have you done to solve this problem).

Strengths examples - thorough and tenacious, organised, relationship building, never miss a deadline, innovative, creative.

COMPETENCY BASED INTERVIEW – STAR METHOD

S

T

A

R

Situation

Task

Action

Result

Set the
scene

Describe the
purpose

Explain what you
did

Share the
outcome

Do you do anything at the moment to develop your skills as an Tech Leader?

TECHNOLOGY LEADERSHIP DEVELOPMENT

- Attend relevant thought leadership events and networking forums. This is a good way to stay up to date with technology trends, and make contacts.
- Keep up to date on courses via platforms like LinkedIn Learning & YouTube.
- Finding new articles to read to keep yourself fresh and try writing your own!
- Get a mentor/be a mentor.
- Read and take part in relevant surveys to keep up to date with what your competitors and the market are doing.
- Volunteer to speak at relevant events/webinars.

THOUGHT-LEADERSHIP AND SPEAKING ENGAGEMENTS



- Speaking is a great way to develop as a Technology Leader and build your network.
- Offer to speak at thought leadership events, events that a recruiter you know is running, suppliers events etc.
- Start small – forums, round tables, dinners.
- Talk on a topic you have experience in and passionate about.
- Use story telling to get your message across.

CIO PERSONAL BRANDING

The background is a solid red color. In the lower half, there are several overlapping, wavy, horizontal lines in a lighter shade of red, creating a sense of motion and depth.

WHAT IS A PERSONAL BRAND?



Your **personal brand** is how you **promote yourself**. It is the combination of **skills, experience,** and **personality** and the way in which you want the market to perceive you. It **defines your story,** and tells people what you **stand for / believe in,** what makes you **unique** and how you can **add value** into an organisation.

HAVING A STRONG PERSONAL BRAND HELPS TO...



- Build influence.
- Gain more opportunities.
- Build instant credibility.
- Be recommended for roles based on your profile.

DEFINING YOUR PERSONAL BRAND – WHERE TO START?


Firstly:

- Write down your last 4 roles on the left hand side of the page.
- On the right, write down your top 3 achievements for each role.
- Do you see a pattern of your achievements? What are you good at?

Secondly:

- Write down your last 4 roles, create two columns for like/dislike.
- Write out everything you liked in your last role and everything you didn't like.
- What are the trends? What is important to you?

STEPS TO IMPROVE YOUR PERSONAL BRAND

- 
- A hand is shown placing a wooden block with the letter 'B' on top of a stack of four wooden blocks that spell out 'RAND'. The blocks are light-colored wood with black letters. The background is a plain, light gray surface.
- Decide what you want to be known for, what is your USP?
 - Identify a target audience.
 - Share your expertise and advice by writing.
 - Make sure to deliver new viewpoints.
 - Stay connected to your network/community.
 - Build and develop your network and help others.
 - Understand your market and keep track of technology / industry trends
 - Help people understand why you are the best person for the role.
 - Seek feedback from others – how do they perceive you?
 - Ensure your message on your CV and LinkedIn profile reflect your brand.

SOCIAL MEDIA: LINKEDIN IS BEST

HOW TO STAND OUT ON LINKEDIN



- Be active.
- Be genuine.
- Have an opinion.
- Write comments and articles.
- Reflect your brand.
- Be active even if you're not looking to move.

STEPS TO LINKEDIN SUPREMACY - HAVE YOU OPTIMISED YOUR LINKEDIN?

Recruiters find your details using current or past job titles, location, industry, key words, current or past companies and skills.

- Have an up to date photo – Bring yourself to life
- Have detailed descriptions of all of your roles! Ensure they are achievement led
- Be active, share, like and comment on relevant articles
- Ask for recommendations from past bosses, present colleagues and trusted contacts
- Follow companies that are of interest to you and keep you on top of market trends
- Join groups where you can meet and connect with like minded people
- Follow relevant hashtags to maximise opportunities and reflect your brand

20 ways to get noticed on in 2020

LinkedIn now has over 500 million members, around 40% are active daily. Therefore, it's no surprise why so many of us use it to stay connected and build our own personal brand. Every quarter LinkedIn announce new features. This document highlights what's new and makes recommendations for those already familiar with the basics of LinkedIn.

HOW WE FIND YOU...

<div><div>Job titles</div><div>+ Job titles or boolean</div></div> <div><div>Locations</div><div>+ Candidate geographic locations</div></div> <div><div>Skills</div><div>+ Skills and expertise or boolean</div></div> <div><div>Companies</div><div>+ Companies or boolean</div></div> <div><div>Year of Graduation</div><div>+ Add graduation year range</div></div> <div><div>Schools</div><div>+ Schools attended</div></div> <div><div>Industries</div><div>+ Candidate industries</div></div> <div><div>Keywords</div><div>+ Profile keywords or boolean</div></div> <div><div>Current companies</div><div>+ Current employers</div></div> <div><div>First names</div><div>+ Filter by first names</div></div>	<div><div>^ Candidate details</div><div><div>+ Postal code / Zip code</div><div>+ Profile languages</div><div>+ Recently joined LinkedIn</div></div></div> <div><div>^ Education & experience</div><div><div>+ Years of experience</div><div>+ Military veterans</div></div></div> <div><div>^ Company</div><div><div>Current companies is in the left column</div><div>+ Past companies</div></div><div><div>+ Company sizes</div><div>+ Job functions</div></div></div> <div><div>^ Recruiting & candidate activity</div><div><div>+ My groups</div></div></div> <div><div>First names is in the left column</div><div><div>+ Last names</div><div>+ Network relationships</div></div></div>
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...BE ACTIVE!

Start a new search

Advanced • Saved / History

🕒 Search history and alerts

Showing results for

☰ Custom filters ▼

Job titles
+ Job titles or boolean

Locations
+ Candidate geographic locations

Skills
+ Skills and expertise or boolean

Companies

Current or Past ▼

Crimson +

+ Enago (Crimson Interactive),

Chris Butler ^{1st}

Specialising in Senior IT Hires - Executive Search/IT Director/CIO/CTO/H...
Birmingham, England, United Kingdom • Information Technology and ...

Current

Senior Appointments Practice Lead (Executive Search) at **Crimson** 2020 – Present

Past

Head of Permanent Recruitment at **Crimson** 2017 – 2020
Head of Recruitment Fulfilment at **Crimson Limited** 2014 – 2017
[More](#)

Education

Coventry University 2004 – 2008
[324 Shared connections](#)

Vicki Smith ^{YOU}

Specialising in Senior IT Hires - Executive Search/IT Director/CIO/CTO/H...
Hopwas, England, United Kingdom • Information Technology and Servi...

Current

Senior Appointments Practice Researcher at **Crimson** 2020 – Present

Past

Associate Consultant - Contract Recruitment New and Exisiting Clients at **Crimson** 2017 – 2020
Fulfilment Lead Consultant at **Crimson** 2016 – 2017
[More](#)

Save to a project

...

Save to a project

...



THANK YOU FOR ATTENDING

crimson[®]
Senior Appointments