

**WHARTON & HARVARD BUSINESS SCHOOL CLUBS OF CHICAGO**  
**Clubs Breakfast – May 10, 2018**

**HOW ATTRACTIVE IS YOUR EXECUTIVE PROFILE?**

**Understanding and Assessing Your Executive Profile**

Several of the questions I'm often asked by business professionals are, "What are your clients/employers looking for?"; "How attractive a candidate am I?" and; "How can I improve my attractiveness in the employment market?"

In my experience, there are 10 primary components that determine the attractiveness of your executive profile to potential employers. Your "executive profile" is your personal and unique combination of skills, knowledge, experience, impact and interpersonal traits. When assessing candidates for a variety of search assignments during my years at Spencer Stuart, I found that client companies focused on understanding the strength of these 10 primary components to determine the attractiveness and legitimacy of an individual's candidacy. The following exercise is designed to:

- 1.) Share with you what these key components are and put some definition and meaning behind them.
- 2.) Provide you with a simple, self-assessment tool to identify the strengths and shortcomings of your executive profile.
- 3.) Determine just how attractive your "executive profile" is in today's job market.

Let's start by conducting an assessment of your current profile which you will find on the following page. This straight forward diagnostic, the Executive Profile Attractiveness Measure (EPAM), will enable you to quickly assess the attractiveness of your professional profile. At the breakfast session on May 10th I will share the scoring grid with you and we will discuss actions and strategies you can take to improve your EPAM score. Please be sure to bring a copy of your completed EPAM to the breakfast session.

**Executive Profile Attractiveness Measure (EPAM)**

**Step 1.)** Below, I have defined for you what I believe are the 10 most important components of your executive profile. Rate your profile *objectively* across the 10 following dimensions on a scale from “1-low to 10-high”. Be really honest with yourself! Otherwise, the results will have less value to you going forward.

**Career progression/track record/potential:** *My profile shows clearly that I have taken on new or larger responsibilities as a result of prior performance. I have sought out challenges that provide new learning. I have adapted well to new situations and come up to speed quickly.* \_\_\_\_\_

**Accountability/Contributions/Results:** *My profile exhibits positions of meaningful responsibility and contributions that have materially impacted the performance of the organizations I’ve worked with. The positive impact of these contributions would not have occurred without my involvement.* \_\_\_\_\_

**Stability of employment:** *My profile shows that I have not job hopped and that I have been able to receive promotions within the same company, not by jumping for my promotions. My average tenure with an employer is 4-5 years or more.* \_\_\_\_\_

**Exhibited skills, knowledge, and experience:** *I possess recognized skill sets, knowledge and experience that are valued by my company and in demand in the broader market.* \_\_\_\_\_

**Quality of companies:** *I have worked with recognized and respected companies that have valued products or services, effective management, favorable performance records, and positive cultures.* \_\_\_\_\_

**Presence/communication skills (oral and written):** *I make a positive and credible first impression and exhibit an optimistic and confident attitude. I possess well-developed listening skills and am able to communicate in a highly effective manner through written documentation, as well as one on one, orally in small groups, and as a compelling presenter to larger audiences.* \_\_\_\_\_

**Energy/passion:** *While operating day to day I outwardly exhibit energy and observable passion for what I am doing and my business. I am able to get others to share in my enthusiasm.* \_\_\_\_\_

**Interpersonal/teaming/organizational skills:** *I have built effective internal relationships in my company with peers, subordinates, and managers above me. I am able to bring people together, be an effective team leader, as well as productive team member. I effectively listen to and consider other points of view, but am also able to influence the thinking of others. I actively seek to understand the motives and goals of others across the organization.* \_\_\_\_\_

**Education/Intelligence/Learning Agility:** *I have exhibited an uncommon level of intelligence through academic achievement, intelligence testing, and complex problem solving. I am someone who others describe as being a “quick study”.* \_\_\_\_\_

**Reputation/references:** *I have a broad and very positive reputation for doing great work, having high integrity, consistently achieving results, and being someone others want to work with. If asked at this minute, I am able to provide at least six references from my current and former employer who will enthusiastically attest to my work, integrity, results, and ability to work with others.* \_\_\_\_\_

**Total Score:** \_\_\_\_\_

**Step 2.)** Once you have objectively and honestly rated your profile across these ten dimensions on the 1-low to 10-high point scale, add the numbers to arrive at a sum. As mentioned above, I will then share the scoring grid with you during our breakfast session at Max and Benny’s. Again, please remember to bring your completed EPAM to the event.