



Keith D. Kulper, President  
[kdk@kulpercompany.com](mailto:kdk@kulpercompany.com)

v: 973.285.3850  
f: 973.285.3851

PO Box 1445  
Morristown, NJ 07960

## Career Development Corner

Use your **NETWORK**

the right way to leverage your career development aspirations!

*I recently received a call from a good business friend who wanted to see if I could offer any suggestions to him about finding a new senior level position.*

*Here is how I replied to his email---hope it helps you, too.....KDK.*

My pleasure to try to help, Steve -- as you know, we are a retained recruiter -- our job is to help our clients attract "Mission Critical" leaders and inasmuch as I like to help people, I am not a career counselor. But I get this question all the time--and I do have some thoughts to share that might be useful. I have done some research around the topic of just how does a person advance his or her career in a way that satisfies many different needs at the same time? Much of what I am going to try to relate to you is explained in great detail in **What Color is Your Parachute?** the authentic "Bible" on career development and transition. As its author, **Richard Bolles**, might say: "Your goal should be to match yourself to an opportunity that is right for you and will make you happy and satisfied during the various phases of your life. Generally, people don't have one career--they often have many, because their interests and drivers change over time". **Joseph Campbell**, the eminent contemporary philosopher and author of **The Power of Myth**, would call this idea, "Following your Bliss", as opposed to just making money or grinning and bearing it. Life is short....we are better educated, more confident and more enabled than ever to engage in many different challenges--and do a great job. It sounds pretty basic, doesn't it? Here is a possible way to implement an approach that could work for you:

1. Come up with a list of your “Top 10 companies.” These should be companies where you would really like to make an impact. Try to articulate for yourself why these organizations are interesting and exciting for you. For example, is it because you believe in the value of their products or services, the job location helps balance work-life issues, there is an immediate equity opportunity or, is it because there is a real turn-around need that you can fulfill?
  
2. Now match yourself to the company in a position that you think you could do well. List actual accomplishments and specific attributes that you possess and why you would likely be successful at the organization... Here you need to be very precise -- you are prepping yourself, not making a pitch. What benefits are you going to generate? The most important ones always revolve around speed, money and satisfaction of the various constituency “stake holders”.
  
3. Take your final “Top 10” company list and send it to people inside your network who you think would be glad to make a “warm” introduction to key people at your target companies. Make it clear that you want to hold an informational discussion to learn more about your target company. Ask your friend to ask his or her contact to meet with you face to face”. What is so great about this approach is that it creates an opportunity for an open-ended discussion about the company and your interests. During this informational discussion come prepared with a series of “open ended” questions designed to uncover valuable information about the company strategy, competition, culture....because you are looking for a way to add value by way of the experience, attributes and style that you possess. Often, “informational interviews” morph into job interviews because, during the course of the discussion the person you are meeting with begins to visualize you as a solution to his or her own hiring needs or those of a colleague..

So, good luck, Steve---hope this approach helps, you. Remember to call **KULPER & COMPANY** in, once you are ensconced in your new job; that is when **we** can really help you be successful since we will help **you** attract “Mission Critical” people for your new team.