

# CareerGrowth Group



May 12, 2010

## Dear Successful Career Professionals

A few weeks ago, I participated, along with several executive recruiters, on a breakfast panel for the alumni of the Thunderbird Graduate School of Business. All of the people who came out to hear this panel were well-dressed and gainfully employed in terrific positions (almost exclusively) at the leading financial institutions in New York. What impressed me the most about all of these Thunderbird grads was how well prepared they were to give the impression they are successful in their current jobs and available for a better opportunity if one should arise.

When I left this breakfast panel, I thought that **we could all learn** from the terrific example of the T-bird alumni and some of my own values and beliefs that were reinforced by the panel that morning: **every successful career professional needs to assemble a Career Advancement Readiness Toolkit** complete with the following:

1. **A business card** (especially if you are in transition) with up-to-date contact information on it. If you are in a career transition, you **MUST** have a well designed one that reflects your brand and **DON'T LEAVE HOME** without a plentiful supply. When attending networking events, hand out your card and not your resume, unless asked.
2. **An updated version of your resume** with a profile paragraph on top explaining the essence of your career brand. If you have less than 10 years of experience, keep your resume to one page. If you have more experience, two pages in length is acceptable, no more.
3. **A LinkedIn profile** that is up-to-date. Make sure that your branding lets you stand out for your major accomplishments. Have you connected to everyone in your network? This is easy to do. Be sure to join a number of groups where you can participate in discussions and connect to others, especially in the firm where you are employed.
4. **A list of 5-10 recruiters** who know you by name, know what you have accomplished and what positions would appeal to you if they have openings. Keep in touch with these individuals. As the job market expands, they will have more to offer.
5. **A database of your contacts** to include current and ex-bosses and colleagues, networking contacts and anyone that is in the same field as you that you need to know. Add the new people you meet every week.

**Is your Career Advancement Readiness Toolkit complete** with the necessary inventory of tools? This is a good time to check on your inventory. Need help with making sure your Toolkit is current? **If you believe that you can benefit** from this kind of career advancement readiness evaluation, please give me a call to discuss. I look forward to hearing from you.

Best Regards,

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**About Beverly R. Daniel:** Beverly Daniel is a career counselor / coach, who helps career professionals move successfully from one level of their careers to another. This can include assessments and evaluations about career choices, strategic planning for career moves, navigating in corporate structures, or moving from corporate to self-employment, or entrepreneurship. She works with lawyers, banking executives, marketing professionals, among others in all functions and industries. Beverly has been in the executive search and career-counseling field for 30 years. She holds a BS and MS in Psychological Counseling from Boston University. She holds an MBA in Management from New York University. Beverly studied for a Ph.D. in Clinical Psychology at Case Western Reserve University.