

## Personal Contacts Are Essential for Senior Executive Outplacement

The one thing that makes the most difference in getting you, as an executive, an interview is having a personal contact within the organization. If your company is providing senior [executive outplacement services](#), the [executive outplacement](#) firm can work with you to come up with ways to expand and use your network to locate contacts who can help you in your job search.

Insider contact is extremely important because it allows that employee to hand deliver your resume to the hiring manager. Most of the time, this is the most successful method of [finding a job](#). The sad (and unfair) thing is that if you choose to apply for a job without a contact, your chances of getting an interview go down nearly 95%. Your resume won't stand out from the crowd, and you'll just be another name in a pile.

However, when an insider with significant rapport within the company delivers your resume, your credibility soars. Hopefully, that person will also put in a good word for you, and you'll have an interview in no time. You might be wondering what you can do if you don't have any contacts. In my [outplacement program](#) for senior executives, I recommend the following steps:

### 1. Decide which company you want to work for.

Find and target the industry you'd like to be working for. Then choose 4-5 companies that fit your criteria for a suitable job. If you can expand your horizons to more than one type of job, you will be giving yourself more chances to locate a good company to work for.

### 2. Tell your network about what you want to do.

Everyone you know, even slightly, qualifies as part of your network. Spread the word to your family, friends, neighbors, former coworkers, and even your dentist and barber. You never know who might know someone who can help you make your desired [career transition](#).

### 3. Find your invisible network.

If you put some time and consideration into the task, you'll soon realize that your network is much larger than you originally thought. Think deeply about all of your relationships for a couple of days, even those that seem insignificant, such as your hairdresser or insurance agent. Don't forget about former classmates either. An interesting way to approach this is to use yearbooks to help you pin names to faces. Even businesses that you frequent will be useful, as long as you are a good and faithful customer.

# WWW.OUTPLACEMENT-FIRM.COM

---

ONE OF THE TOP 50 COACHES IN AMERICA  
FEATURED ON ABC NEWS, WALL STREET JOURNAL, FORBES AND NPR  
PROVEN NINE-STEP OUTPLACEMENT PROGRAM

---

OVER 17 YEARS OF FIRST-HAND EXPERTISE IN THE JOB SEARCH AND CAREER TRANSITION FIELD

---

#### 4. Network your network's network.

Try saying that three times fast! If people in your network are in the same industry as you, consider asking for contacts. This is a very useful tactic in gaining job opportunities. The rapport your friends have built up with these people is very useful when [looking for the right job for you](#), the one that will best utilize your skills and talents.

#### 5. Ask your network to introduce you.

There is a pretty good chance that someone in your extended network will know at least one person who works at the company where you want to work. Simply ask them to introduce you to senior executives and managers in the company, especially those in the position to hire you.

Once this step is completed, it's imperative that you address the hiring manager in your cover letter. This shows that you took the time to find out who is doing the hiring, and [makes your resume stand out](#) by a mile. Also mention the contact who introduced you and clearly state your qualifications for the position.

It's important to remember that the most crucial aspect of landing a position as a senior executive is making personal connections. First impressions are very important, and [building positive business relationships](#) will help your future in the company. When you have your application hand-delivered to the hiring manager, your application will stand out because of your personal relationships with your contacts within the company.

Copyright 2011, Joel Garfinkle, All Rights Reserved.

Joel Garfinkle provides outplacement services to displaced workers. His proven and structured 9-step program helps you find a new job quickly. Joel has over 15 years of first-hand expertise in the job search and career transition field. Visit Joel online at [Garfinkle Outplacement Services](#).

All articles may be reprinted or forwarded to colleagues and friends as long as the above copyright notice and contact information is attached in its entirety.

If you reprint this article, please let us know that you have done so and forward a copy of the article source or a link where the article may be viewed to [Joel Garfinkle](#).