8 Tips to Land an Executive or Leadership Position

**APPLY**

**CREATE YOUR ONLINE BRAND**
Use your LinkedIn profile, internal employee directory, and other platforms to reflect your executive potential to hiring managers.

**CRAFT AN EXECUTIVE LEADERSHIP RESUME**
Your resume should speak to the transferable skills and highlight relevant achievements needed for excelling in the executive suite.

**DO YOUR COMPANY RESEARCH**
Delve into your target employer’s financials, current news, and culture.

Conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis from the target role’s point of view.

Be aware of the industry’s competitive landscape. Look up similar openings to gain more insight on the role.

**LOOK UP YOUR INTERVIEWERS**
Review their education, career history, and accomplishments.

Think about how you could use this info to connect personally if the opportunity presents itself.

**PRACTICE ESSENTIAL INTERVIEW SKILLS**
Be ready to summarize your experience and who you are as a person in a succinct, confident opening statement.

Use the CAR (Challenge-Action-Result) method to prepare accomplishment stories that depict how you are primed for the executive opportunity.

**INTERVIEW**

**TAKE THE RIGHT STANCE**
Approach the interview as if you are equal business partners meeting to evaluate mutual fit. This mindset shift distinguishes you from the competition.

**CONNECT THE DOTS**
Draw connections between your achievements and the necessary expertise for the executive role. Demonstrate your experience’s relevance.

**ASK DIAGNOSTIC QUESTIONS**
Ask about the business you will lead based on what you learn from the interviewer(s) and your research. Seek answers and not approval.

More on executive potential on page 2!
What is ‘Executive Potential?’

How can you show a hiring manager/recruiter/interviewer that you will excel in an executive role? There are specific skills you should highlight in your resume, LinkedIn profile, and during interviews.

TO SHOW EXECUTIVE POTENTIAL, YOU SHOULD...

- formulate and convey a **vision that inspires** others
- have a reputation and track record as a great manager who attracts and retains top talent (**great people want to work for you**) 🌟
- show **exceptional business judgment** under complex conditions
- have a demonstrated **ability to drive change** both proactively and reactively
- anticipate **big picture business needs** via economic patterns
- understand financials and **how decisions impact the business’s bottom line** 💸
- stay on top of **market trends** and **economic landscapes**
- maintain your **humble curiosity** by continuing to learn and ask questions