

# 8 Tips to Land an Executive or Leadership Position



brought to you by  
Cornell Alumni  
Career Programs

Written by  
Lisa Rangel '92  
CEO, [ChameleonResumes.com](http://ChameleonResumes.com)

## 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.

\* More on executive potential on page 2!

### 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.**

# What is 'Executive Potential?'

Written by  
Lisa Rangel '92  
CEO, [ChameleonResumes.com](http://ChameleonResumes.com)

brought to you by  
Cornell Alumni Career Programs

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 