

The Forum of Executive Women
Present Yourself! Reskilling in the age of COVID
Hosted by Women in Leadership Committee
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KEY POINTS

1. Perspective: Some things stay the same

Portfolio is still resume, bio, LinkedIn, and professional headshot

2. Key Principles: Alignment

Candidates must stay aligned with the customer - the market, employer, and position

Recruiter specs and job postings are one of the best sources of market intelligence – what does your next employer care about?

3. Who do they get?

You are more than your jobs and accomplishments

Be clear about who you are, what you know, and what you do

BE SHARP 2nd edition, Paula Asinof & Mina Brown, p. 11 – 27 (paperback) – available on Amazon, also in Kindle format

4. Covid: It's an alignment issue

Spec/postings do not seem to be reflecting the needs clearly

Big consulting firm white papers are dated (most early 2021)

Everyone is experimenting and best practices have not yet emerged

There are bigger issues and broader impact: Economic infrastructure and industrial structure

5. Proposed Framework: Crisis Management

Life cycle of a crisis: Strategy --> **Tactical (this is where we are)** --> Operational (this is where best practices are identified)

Relevant and transferable experience, skills, characteristics – show don't tell

6. Food for Thought

Find information on and case studies about crisis management – there's lots of it

Identify best practices for the general case and relate to your experience, skills, and characteristics

Consider the "suddenly" valuable: Contingent workforce, on-line education, military leadership

7. Final Take Away: It's an alignment issue

Market intelligence

Life cycle stage of the issue