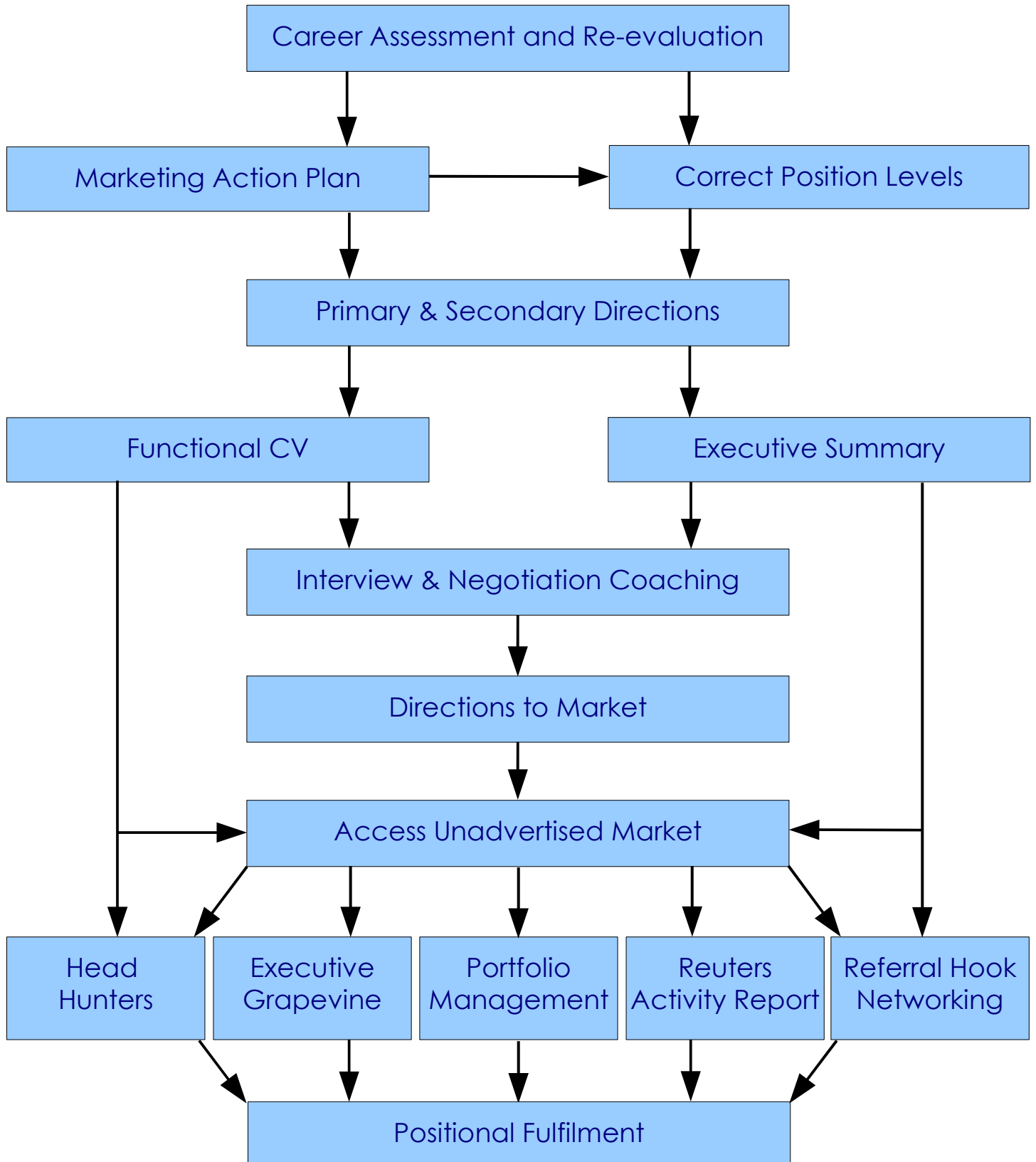




Executive Coaching Pathway to achieving a new job



Definitions of the pathway to achieving a New Job

1. Career Assessment & Re-evaluation:

The key starting point - a hugely valuable exercise to ascertain all the marketable assets contained in your career history, providing a massive morale boost and vastly improved confidence.

2/3. Marketing Action Plan & Correct Position Levels:

The Assessment & Re-evaluation will identify the actual position level you should be looking for. The marketing action plan is then constructed to plan how we are going to achieve the position and correct remuneration.

4. Primary & Secondary Directions:

We need to look at two career directions because this will broaden the search criteria, transferable skills achieved from **Career Assessment & Re-evaluation** will provide the right strategy to succeed in looking at new industry sectors.

5. Functional CV:

From an in-depth carefully executed survey Mayfair discovered what decision makers really want in a CV. Mayfair's functional hybrid CV guarantees an interview every time.

6. Executive Summary:

This is a very important part of the marketing campaign, used exclusively for the non-advertised market. CVs do not work for an initial approach.

7. Interview & Negotiating Coaching:

Mayfair has a unique way of developing interview strategies maximising Talent Management to the full. Our coaches have worked successfully with thousands of people internationally.

8. Directions to Market:

Based on 10 years of research, Mayfair proposes a multi-directional approach to the job market. We don't ignore the advertised market, but we concentrate maximum effort on positions which can be discovered without waiting for an advertisement to appear.

9. The Unadvertised Market:

There are many ways of tapping into this market and we use them all. Referral hook networking is currently the most successful method of creating new and unique employment opportunities, with Mayfair's innovative Portfolio Management providing options not previously considered by most candidates.

10. Head Hunters:

Specialists who work for Companies seeking specific individual skills and key area of experience. The Mayfair CV provides exactly the detail these people seek.

11. Executive Grapevine:

A communication channel between many specialist recruitment groups, who often seek to fill appointments from within their own contacts rather than through advertising.

12. Portfolio Management:

Mayfair's latest innovation. Many growing companies cannot afford executive salaries but need the experience and key skills of a mature director. Through building a portfolio of Non-Executive directorships, offering commitment, but part-time status at a fraction of the cost of a full time director, you can build a varied and fascinating Career Portfolio to replace the one job you used to have.

13. Reuters Activity Report:

We have first hand knowledge of market movement. We can see what companies are doing and when would be an appropriate time to approach them to strengthen their management.

11. Referral Hook Networking:

The referral hook networking system currently is the most successful way of achieving a new position directly with a company. This was developed in the USA and was adopted by Mayfair some 10 years ago. Currently this is proving to be the most popular approach with companies who avoid recruitment, head-hunting and search & selection organisations.