April 23, 2020

Public Affairs Council

Webinar: Career Development and Leveraging Your Network During COVID-19

Your Hosts

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Heidrick and Struggles

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How to Standout

Your CV

- **KIS – Keep It Simple**
- **Chronological**
- **“Me” document not a “We” document**
- **No Typos; Gaps**

The Interview

- **Prep 101 – the basics**
- **Prep 102 – next level**
- **References**

How to get Noticed

- **Social Media – dos and don’ts**
- **LinkedIn**
- **Recruiters**

Networking in the time of Covid

Unique Challenges

- **Unprecedented disruption – personal and professional**
- **Virtual networking – how does that work?**
- **How do you “sell” yourself without “selling” yourself?**
- **Time to build long-term karma**

Unique Opportunities

- **Don’t let a crisis go to waste**
- **Thought leadership**
- **Project leadership**
- **Unique opportunity to learn/ master something**

Characteristics We/ Clients Look For

Keen Business Acumen

- Highly commercial
- Works closely with Business Units.
- Operates globally and brings together global perspectives.
- Agile at navigating internal and external channels
- High EQ

Business Partner

- Acts as a trusted advisor and sounding board to the CEO, the executive team, business unit heads and functional leaders – including Legal, Human Resources, Marketing and Finance.
- Demonstrates “ROI.”
- Is able to say to leadership: “Here is what is happening and what it means to us.”

Leadership

- Leads by example.
- Develops his or her team.
- Able to operate under ambiguous conditions.

Communicator

- Articulates the business case for every communications recommendation.
- Aligns public and government affairs with strategic goals and objectives.
- Uses communications as a lever for growth and profitability.

Characteristics We/ Clients Look For

Protector of Reputation and Brand

- Keeps a keen eye out over the horizon for evolving issues and opportunities.
- Continuously monitors the overall risk landscape to manage reputational risk.

Point of View + Credibility to be Heard

- Faces up to difficult situations.
- Questions organizational decisions and presents alternative views.
- Points out the potential for unintended consequences.

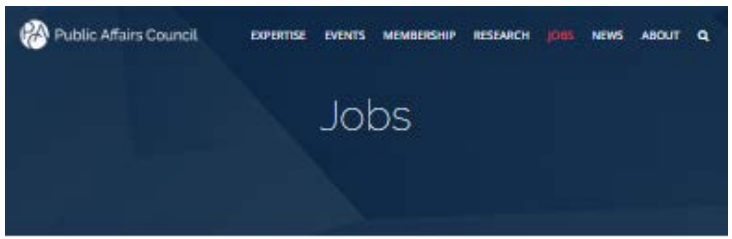
Strong Fundamentals

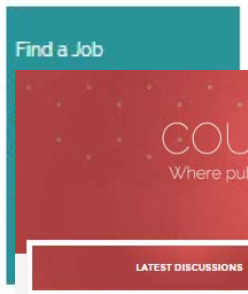
- Inspires a team by creating a sense of purpose.
- Excels as a thinker, writer and speaker.
- Responsive.
- Creative.
- Upholds highest ethical standards.
- Asks the right questions.
- Listens.

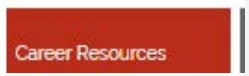
Q & A

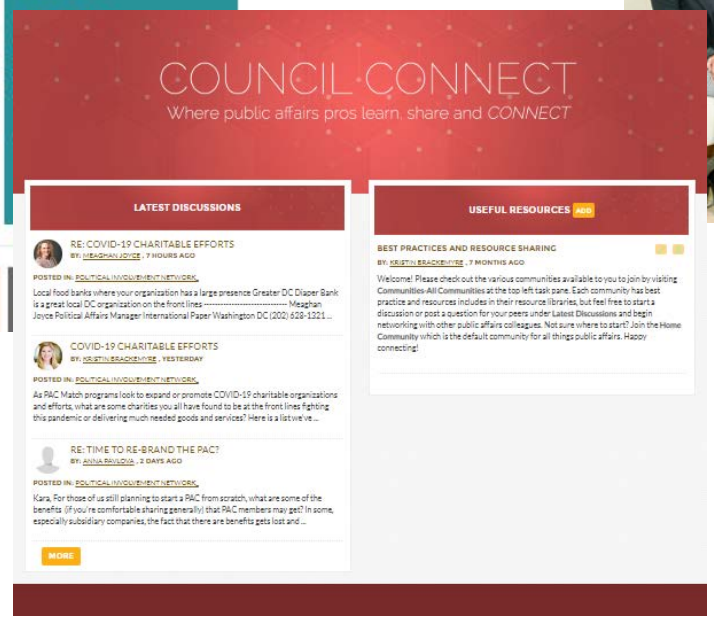
Please use the chat box to submit questions to the panelists.

Council Resources









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MANAGE YOUR WORLD