



TAILORED CAREER SOLUTIONS

HOW TO PREPARE FOR THE MY EXECUTIVE CAREER COACH NETWORKING MEETINGS

The owner and Certified Executive Career Coach of **My Executive Career Coach, LLC**, Linda M. Van Valkenburgh, MS, CCMC, CJSS, facilitates structured senior executive networking meetings each month.

Group	Date	Time	Place
Senior Executive Round Table (SERT)	4 th Wednesday ea. month (usually 3 rd Wednesday in Nov. & Dec. depending how the holidays fall) SEE WEBSITE FOR EXCEPTIONS No JULY Meetings	6:00 to 9:00pm Can join the Zoom link by 5:45pm	Via Zoom The Zoom link is sent several days before the SERT meeting along with a "Countdown Clock"

The purpose of the meeting is to give executives a forum to share information such as leads – contacts - opportunities, discuss market challenges and intelligence, suggest solutions, and discuss career development strategies and plans.

Monthly Networking Meetings are held 11 months during the year. (No July Meetings)

The **SERT meeting** begins with informal networking – so the group begins to meet and greet

Structured networking follows the opening activity. All attendees leave with new leads, contacts or opportunities. Each attendee should complete a one page *Overview Sheet* (see sample on last page) containing: personal contact information, Value Proposition, selected achievements, list of targeted companies, and what you are offering the group. **This is sent to Linda at least 24 hours before the meeting so she can prepare the documents for screen sharing.**

Meeting Logistics:

My Executive Career Coach, LLC sends out invitations two weeks before scheduled meetings and a reminder e-mail one week before the event.

The meeting starts promptly at 6:00 (but please log on by 5:45 to work out any technical difficulties) for the unstructured networking portion of the meeting.

Structured Networking:

Structured Networking includes an opportunity for each participant to use two minutes to present themselves—industry, function/title, years of experience etc. and to describe what they are currently

looking for—size of company, industry, function, etc. They then ask the group for help or feedback on topic(s) of their choice-- their resume, an industry or specific companies, how to make a transition to a new field, recruiters who might be helpful, contacts they need, etc.

The floor will open up for 3 minutes to have time to concentrate on **you** -- your concerns, your questions and assistance from the group. They may also give additional feedback and suggestions that occur to them.

What You Will Need:

1. Overview Sheet for screen share. (Send to Linda at least 24 hours in advance).
2. A prepared 1 minute succinct summary (VALUE PROPOSITION) which includes your role, skill set, and results (remember your colleagues will have your overview sheet).
3. An ability to articulate in 1 minute what help you want, business solutions you seek, contacts you need, etc.
4. **An openness to consider the feedback given.**
5. A willingness to share information you have that might help others during your participation in the feedback to others in the room.

See a Sample of an OVERVIEW Sheet on the next page....

J O H N D O E

marketing creative director

11 Main Street
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LINKEDIN PROFILE VANITY URL

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PROFILE

I'm an experienced and highly organized creative director for print or web marketing who can take an organization's design, copywriting, and production processes to the next level of innovation, efficiency, and profitability. A creative process manager with experience in publishing, marketing and branding, I have the skills that enable me to create or revitalize a company's corporate brand aligning its image with its mission and values. My techniques improve customer perceptions, employee loyalty, and shareholder value. In addition, I'm able to re-engineer the creative workflow within a company publishing on paper or the web, dramatically improving its editorial, design, and production processes. I bring entrepreneurial enthusiasm to managing each job, creating flexible, responsive teams that get measurable results for marketing dollars

EXPERT LEVEL SKILLS

- | | |
|--------------------------------------------|----------------------------------------------|
| ▪ Art direction for print or web marketing | ▪ Creative project management |
| ▪ Book and editorial design | ▪ Creative workflow analysis and improvement |
| ▪ Brand management | ▪ Digital asset management |
| ▪ Corporate image management | ▪ Graphic design and typography |

- Information design
- Interaction and interface design
- Marketing program design
- On-press printing supervision
- Production supervision
- Trade show booth design

CAREER HIGHLIGHTS

- Art directed eighty new illustrated art, architecture, and photography books each year since 2005 leading to four 2007 New York Book Show awards, one AIGA 50 Books | 50 Covers award and one New York Times bestseller
- Supervised the successful re-branding of \$100m Mercator Software, Inc.
- Founded a marketing communications and graphic design firm
- Organized and directed in-house creative services agency for all Random House Trade division imprints

TARGETS :: MUSEUMS | PUBLISHING | BRANDING | MARKETING DESIGN

American Museum of Natural History	Penguin Group (USA)	The Hearst Corporation
Barnes & Noble, Inc.	Random House	The Thomson Corporation
Frog Design	Rodale Press	W.W. Norton & Company
G2 Direct & Digital	Scholastic, Inc.	Wenner Media
Interbrand	Simon & Schuster	Workman Publishing
John Wiley & Sons, Inc.	Sterling Publishing	Ziff-Davis Media
Museum of Modern Art	Oxford University Press	

WHAT I AM OFFERING THE GROUP

Sharing my network contacts Consultation for Web Design Microsoft Word Expert



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