

Career Blueprint: Digital and eCommerce Leader

Author’s note: I like this blueprint because it is so thorough and detail-oriented. It is printed word-for-word as the author created it. “Want BMW dealership within 1/2-hour” is one of the best lines I’ve seen.

In our first campaign together, the candidate achieved three offers in the \$300K range. He accepted an offer and began work, but the incoming CEO downgraded the digital and eCommerce role, so my client left the company with severance. We repeated the marketing process a second time, and the candidate received four offers in the \$300K-\$500K range.

This blueprint (and friend letter and resume) produced seven job offers. I’ve seen it repeatedly: a better career blueprint produces a better job offer. Give yours some time and effort.

	WANT	DON'T WANT	MUST HAVE	FUN/FRIVOLOUS
The Company	Sized where I'll be able to know and/or work with most major players; Healthy balance of men/women and different backgrounds; known by majority of my acquaintances; has long range plans; in/going into a growth mode; professional but casual...not a suit every day; considered "best in class"	Predominantly people who have only been there; unproductive politics where people trade favors vs. debate merit of ideas; feel like everything should be done internally	Vision and growth trajectory; Desire to be best in industry; consumer focus; global presence/outlook; understanding and respect for technology; good reputation for its values; high-achieving, public recognition. Brand-name company.	Books are written about them; can laugh at themselves
The Industry	Design focused (thoughtful in implementation); digital	Dying/stagnant; bad reputation	Provides needed/desired goods or services that benefit great society	
The Culture	Logic based; willing to take risks; values debate but is nurturing; fast paced; can bring your individuality to work	Not being able to constantly assess what's happening around them; purely bottom line driven; "loudest voice" is rewarded; style valued over substance	Development focused; values collaboration; capacity for change and evolution; values both specialists and generalists; thoughtful + curious	Ability to commute; ability to have flexible schedules
The People	Current on digital; there are things I can learn from them	Protective; ego driven; overly competitive; "gray-hair thinking."	Fair and trustworthy; at or above my caliber of talent; value team and what's best for	Similar personal value system; younger/young at heart

			company/stakeholders before themselves. Challenging.	
Work Tasks and Functions	Ability to create/reinvent something; large team; global team; multi-discipline team; some routines/discipline; strategic thinking will be valuable; conceptual but there is a way to measure performance; Speak publically; mentor people, participate in recruitment	No creativity; all operational/just "running something."	Leadership role with ability to propose and implement change; team of 20+; Autonomy within a structure; need to change/evolution; room for creativity; lead cross-functional teams; train/instruct; develop teams and people; creativity is needed	
The Boss	Connected in the organization (in good standing), innovative, values team, direct, mentoring, provides feedback, confident, "on the rise." Resonate well with each other naturally.	Puts themselves before team, too directive, poor communicator	Fair, visionary, well respected	Similar background, people oriented.
Geography	Friends/past colleagues already live there; close to familiar amenities (stores/restaurants) as well as local ones, a "downtown area", more than 2 first-run movie theaters, BMW dealership within ½ hour , Restaurants options outside of office (not just a cafeteria), healthy population of young professionals. Supports "Open Table."		No more than 1 layover away from most major cities, no more than 45 minutes away from airport, access to some culture (art, theater, music, dining), good chances I'll find a church, physically active community , high-speed cable internet access available, some ethnic diversity	Depending on location, the ability to commute/work from home some days
Values	Volunteering is built into company practices; funds/supports		Believes in bettering the community/society, actions match words,	

	non-profits beyond United Way		self-accountable, ethical	
Travel	Min 2x/year international travel	More than 50% travel	At least 25% travel	Always fly first/business class
Intangible	Enjoy the people I work for + with...want to spend time with them outside of work	Amount of hours worked is "monitored" vs. work achieved, guilt in not reading/responding to emails "off hours"	High degree of freedom	
The Office	Ability to have flexible schedules			
Politics	Competitive to achieve results...not beat each other	A lot of "back room" negotiations	Good ideas stand on their own and can be heard	
Fun Stuff	An assistant, choice of company phones and iPad, keep frequent flyer miles, business casual/casual dress code, office with a door.			Can bring pets to work
Emotional	Systems for order, "best practices" to create fairness, success comes through doing a good job	"rubbing someone the wrong way" turns into baggage you live with, fear based leadership/motivations	Supportive, nurturing, assume good intent, autonomy, entrepreneurial, aspirational	
Compensation	Equiv of TX \$325K base/bonus + bonus + stock		Equiv of TX \$225K base/bonus + Stock + LTI (20% decrease)	
Benefits	LTD, 7 wks time off, Executive Preventative Care package		401(k) match, EDCP, Comprehensive health, Life @ 2x salary, 5 wks time off	Travel budget/car service if commuting, Financial planning services, executive coach, Exec MBA covered, sabbatical every 7 years

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