

Career Blueprint: Senior Media Sales Management Executive

| Job Characteristics | Want | Don't Want | Must Have | Fun/Frivolous |
|----------------------------|---|--|---|---|
| The Company | Small enough to know most employees, large enough to afford support, semi-formal, good intellectual base for products/services, in growth mode | So large employees are a number; over abundance of paper pushing; multi layered management with no access to top leadership, | Equity; opportunity for growth, respect within it's industry; management of strong character and values | PGA of America, Golf Channel, |
| The Industry | Growth Industry; media and technology; Golf; Development; | Low growth; low tech; socially and environmentally irresponsible. | Growth potential; focus on the use of digital marketing for growth, opportunity for increase in market share | Golf Course Architecture/Management, Internet Ratings; Internet Startup w Equity, Web |
| The Culture | Positive; winning atmosphere; teamwork a priority; good work ethic; emphasis on "life balance"; respectful of individualism; customer focused; inventive; conservatively risk taking; intelligent yet not "collegiate discriminatory" | Focus on catching "wrong doings"; fraternity; cliquish; silos of management; Us vs. Them management; | Fun; teamwork; commitment to cause; success sharing; low turnover | Free form thinking with simple systems and protocol, They own a golf course, they have sports teams, First Class, |
| The People | Intelligent; accepting; strong work ethic; varied in background; helpful; team oriented; customer focused; varied in age; | Angry "axe to grind" people; vindictive; back stabbing; ruling with fear; cliquish; gossipy; lazy; low customer focus; low teamwork; credit hogs | Accepting; Respectful; Intelligent; multi-aged; varied in backgrounds; competitive; supportive; | Mutual personal/professional respect |
| Work Task Functions | Interaction with clients; selling; creative problem solving; leadership role; recruitment of talent; involvement in marketing; use of technology | Mundane; routine in tasks; low people interaction; minutia in detail; bean counting; | varied daily; people interaction; force learning; applicable to my strengths | Presenting to peers, Evangelizing the Company, recruitment of Top Talent, Playing Golf with clients, attend major events with clients, world traveling, Strategy Design, Marketing, |
| The Boss | Sincere; forthright; has done the job he is asking me to do; respectful; encouraging; sees people as individuals; strategic; competitive; fair; direct; action oriented; rewarding; great coach; Myself | No Douchebag Mgrs., Rules with fear; likes to "F" with people; self-centered; self motivated; obnoxious; socially and environmentally irresponsible; unhealthy; unkempt; ego driven; boring; untraveled; uncultured; low sophistication. | Partner; mutual respect; candid and forthright; strong communication skills; | Well known and respected in his industry; a mentor, a friend. |
| Geography | Texas; Boston Mass, Halifax; Major Market - Hip City; affordable for income & good for rearing children | Cold; grey; not next to outdoor extracurricular activities; too small; , deep south, L.A.; unaffordable | Temperate; affordable; hip/fun; golf friendly | Sydney, Montreal, Dallas, Boston, Halifax |
| Values | Honesty, Integrity, Team culture, profit and people oriented, success sharing, risk taking; forward thinking; socially conscious; environmentally conscious; | None whatsoever; greed; success at all costs; people as tool; "f" the customer; | Honesty, Integrity, Customer Focus, Growth, Teamwork, Success Sharing | Employee wealth; Paying their people so much they retire early, but , also ensures they recruit other like minded people, |
| Travel | Medium; 1-2 weeks per month; less driving more flying | 3+ weeks per month; driving constantly; cheap motels; bare minimum expense coverage; small towns; during holidays | Travel with appropriate budget. Ability to plan 90% of my Travel Schedule | Couple of trips around the world, first class with stops in my top 5 (London, Paris, Sydney, Hong Kong, Tokyo; conversely the encourage working from home periodically |
| Intangible | Work/Life flexible, Enjoyable, Somewhat thought provoking, learning, entrepreneurial in nature, self governing position, | Air of mistrust, people are not proud of their peers or work | Fun, friendly competition, good people camaraderie vibe, must have time and ability to continue 'side-hustle' & must have time to assist in Family role & aging parents | No offices but work stations that are random, apple computer environment, |