

Targeted Role Summary Your Most Important Networking Tool [Created by Mark Richards](#)

COMMON QUESTIONS

What is a Targeted Role Summary?	Simple summary of your desired job transition goal and the help you need to achieve it <ul style="list-style-type: none"> • See below for outline of what is included • Its sole intent is to define what you want from your networking contact – make it easy for them to retain
What does a Targeted Role Summary do for your networking contact?	Helps Them Help You <ul style="list-style-type: none"> • More valuable than your resume in providing your networking contact all the relevant information to help you. • Each of your networking contacts has a unique network that can give you access to people, job opportunities, etc. – your Targeted Role Summary tells your contact exactly which doors to open • <i>It's the difference between having a meeting and getting valuable search assistance</i>
Where do you use a Targeted Role Summary?	Networking, LinkedIn, Recruiter outreach and Network Updates <ul style="list-style-type: none"> • Networking: <ul style="list-style-type: none"> ○ Meeting Invite – Include in body of e-mail ○ Confirmation e-mail: In advance of your meeting so your contact can prepare ○ Follow-up e-mail: Include below signature • LinkedIn: Use in your “About” section when in full-time search • Recruiter outreach: Use in your e-mail to help define yourself (Note: E-mails sent are retained in recruiter’s system) • Network Updates: If you send progress reports to your network/connections, drop in at the bottom of the e-mail
What other documents are used with Targeted Role Summary?	Resume, Targeted Company List, LinkedIn Profile <ul style="list-style-type: none"> • Resume: Provides the “Proof” of why you can hold the role • Targeted Company List: Gives specific companies, industries and contacts that you want to meet • LinkedIn Profile: Most commonly accessed information to show companies and roles held
How long is the Targeted Role Summary?	One page of content (or less) <ul style="list-style-type: none"> • You want your contact to be able to remember what you want • Read on e-mail or phone – so needs to be short • Your networking contact will ask for more detail if they are interested
Do I tailor my Targeted Role Summary for each contact?	Tailor to person based upon where the person can reasonably help you <ul style="list-style-type: none"> • Your contact (Trusted Advisor, Company Insider, In-transition, etc.) will offer connections typically inside their day-to-day work (e.g. industry, common contact at company, etc.) • Given you will likely e-mail, it is easy to adjust • Your advance research will help determine the types of connections they can offer

COMPONENTS OF TARGETED ROLE SUMMARY

Desired Position	<ul style="list-style-type: none"> • Short 1-2 sentence of the role you desire • Provides a clear picture of where you want to land
Target Position Specifics	<ul style="list-style-type: none"> • Position Sought – Title(s) • Industry/Type – retail, manufacturing, non-profit, etc. • Geography – define the map you want to work within • Organization size – use revenues, employees, etc. • Ownership – Public, private, family-owned
Networking Contacts Desired	<ul style="list-style-type: none"> • Specific people (names, companies) – OR – • Types of people (e.g. CEO, CMO, etc.)
Example Target Companies	<ul style="list-style-type: none"> • 5 – 10 companies • May be specific firms you want connections or types of companies (common when seeking in small-mid size firms) • This will help ‘spark’ ideas of possible connections
Hiring Triggers – Why would someone be in market (OPTIONAL)	<ul style="list-style-type: none"> • List of possible reasons for needing to bring on your role (besides someone leaving firm) • Gives your contact another possible ‘spark’ for where you might fit • People ask for referrals to solve their problem (e.g. “We need someone who worked with Sales to launch new products in medical device industry”) • Example for CMO: <ul style="list-style-type: none"> ○ European Expansion: Company requires a CMO who has experience in launching products in Europe. ○ Social Media based Lead Generation: Company needs to increase inbound leads beyond what current sales team can generate

Supporting Document: Target Company List

- **What is it?** A list of 20-50 companies you want to learning more about to see if it is a fit for you or connect for currently open or future role
- **What does it accomplish?** Enables your contact to think of people in their network or ideas on where to connect you.
- See [“Networking & Search Tools”](#) on CandidatesChair for latest version of how to build a Targeted Company List