

Executive Career Management Case Study – **Ishtiyaq Shaikh**

Ishtiyaq became a Gold Member of Career Intelligence in August 2013, and immediately took advantage of the Executive Career Management service after the realisation that he had no professional online presence and wasn't visible to Headhunters in the Middle East.

After the initial consultation with dedicated Relationship Manager, Jocelyn, Ishtiyaq was assigned a CI Executive Coach based on the career objectives he wanted to achieve.

Following coaching sessions with his Executive Coach and activation of his LinkedIn Profile and Twitter account, Ishtiyaq was offered a role via a referral on LinkedIn – within one month. Here's exactly how he received this swift job offer.



CV COACHING

One-to-one CV coaching sessions were an essential part of Ishtiyaq's career strategy as numerous improvements were found that could be implemented for quick wins and tangible results. With prescriptive advice and recommendations, Ishtiyaq was able to redevelop his CV and make it more relevant to his new job hunt.

"Beata worked on my CV and covering letter and fully understood my concerns. She is so kind and knowledgeable and really guides you thoroughly so you are compelled to rework your CV as recommended."

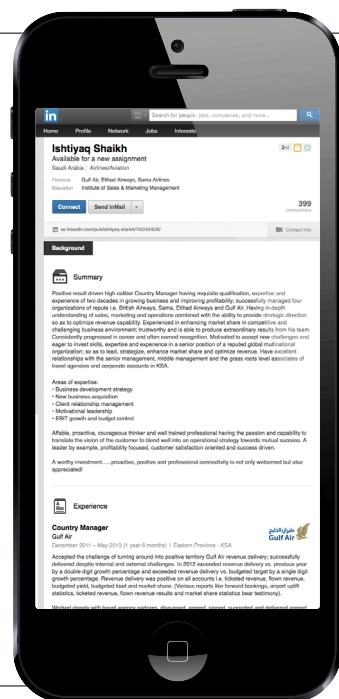


ONLINE PRESENCE DEVELOPMENT AND MANAGEMENT

Following extremely low ratings from a bespoke social media assessment by Career Intelligence, Ishtiyaq was able to understand why and how he could improve upon his online presence, and the importance of doing so. This was the key element of his career plan that led to a job offer:

"The social media management element of Executive Career Management was very good. Had it not been for this, I would not have a presence on LinkedIn and would not have received the job offer."

As part of CI's social media management, Ishtiyaq's professional profile was also developed on five other social media platforms. A Twitter profile was also set up for him and Tweets were developed and posted daily on behalf of Ishtiyaq, to position him as a thought-leader in his industry.



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STRATEGIES AND RESEARCH

The CI research team also helped Ishtiyaq to uncover the organisations and individuals behind the vacancies that were already being advertised. Through indepth industry and location research, CI's research team uncovered the contact details of the influencers that Ishtiyaq should've been connecting with.

"The vacancy research was really helpful and very precise; it enabled me to find out more about the organization and the person that was recruiting for the position."



THE RESULT

Ishtiyaq received a job offer with one month of using the Executive Career Management Service. Key improvements made to his CV based on recommendations from his Executive Coach ensured Ishtiyaq's skills and core competencies were highlighted and that his CV fully represented his vast experience. The core driver of the job offer came from the Social Media recommendations and online visibility enhancements made – in particular, LinkedIn profile creation which ultimately led to his job offer..

"The team at CI were very helpful and understood my concerns fully. I am really obliged to both my relationship Manager and Executive Coach; they acted very swiftly and everything went nice and smoothly. I am so happy to be associated with Career Intelligence."