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by Sunandan Bhanja Chaudhury

The Executive Search business is about getting CEO's who will be highly successful in the new environment.

But can anyone ensure that!

I come across CEOs all the time and many of them are friends I have known for quite a few years now.

In my mind, what makes CEOs tremendously successful are the following -

A-Being Yourself

Very often we try and behave and put across our strengths based on what we think would be more acceptable and what will be appreciated.

CEOs are tremendously successful in their assignments because of they do not behave differently than what they are all about. They have a huge comfort in being themselves.

Candidates have a tendency to put on a mask. However, they do not realise that trained search consultants with years of experience in the corporate world can actually see through their mask. So can clients with years of experience behind them.

Nothing is more accepted and appreciated in this world as an honest and candid person. Because sooner or later truth and reality will prevail over what is ostensibly being projected. How long will someone do a cover-up act? Surely some unguarded moment will reveal the true nature of the person. It also puts huge pressure on the person to behave differently from what they would normally.

So "Being Yourself" is fundamental, as truth will be out sooner or later.

B-Being Passionate about what you do.

Highly successful CEOs are hugely passionate about what they do. You cannot fake passion -it has to come from within otherwise it will not be sustainable. Passionate executives have a purpose in life and in work!

Therefore it's absolutely important to choose what you want to do and be clear about it!

C- Like and respect the person you would be reporting to.

Top executives are successful when they relate well to the person they report to. Respect is fundamental but we always want to work with people we like! I remember a CEO of a very large corporate telling me about bringing in more objectivity by not having his likes and dislikes coming in the way of selection. So would depend on assessment tests to select candidates. I then asked him one simple question-would you be so objective to work with someone you may not relate to or like? It's just not practical and sustainable!

Top executives put more than the 100% when they are aligned to the vision of the leaders/ promoters/ Board that they report to.

D -Choose the Company you admire

We must choose companies to work for which we admire and would love to highlight in our CVs.

Many candidates try to brush over some companies they have worked for as they themselves do not think highly of them!

Isn't it often that we find LinkedIn profiles that do not list his/her academic record and the companies they have worked-in, completely! And will highlight some short course they have done from well-known institutions! It's important to take pride in what you have done! After all, I am sure you have done your best at that point of time!

So choose well and think about the end in the beginning! You cannot change the past and hide it, makes it only worse.

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