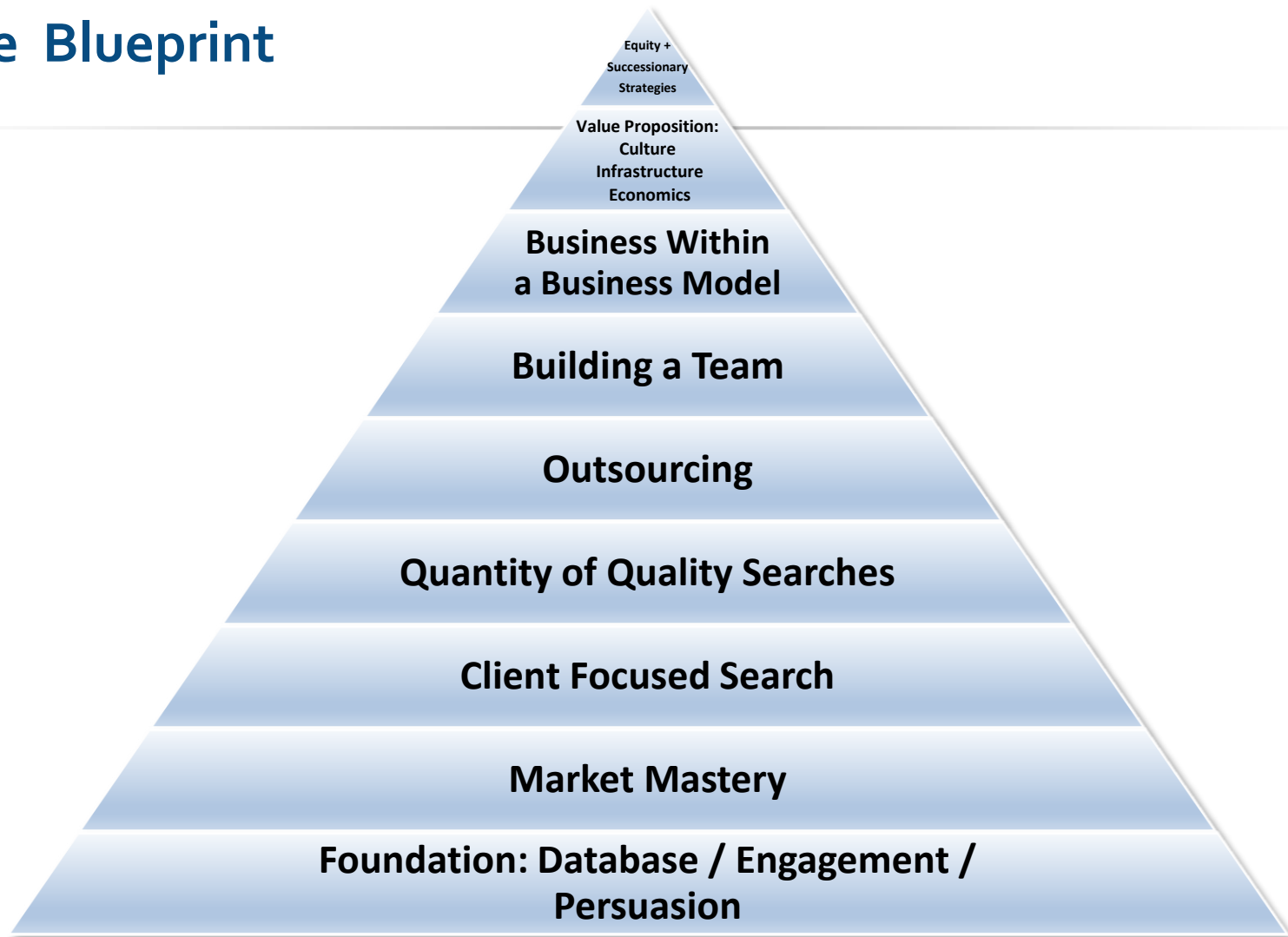




The Blueprint for the Blueprint
Presented by
Jeff Kaye

WELCOME

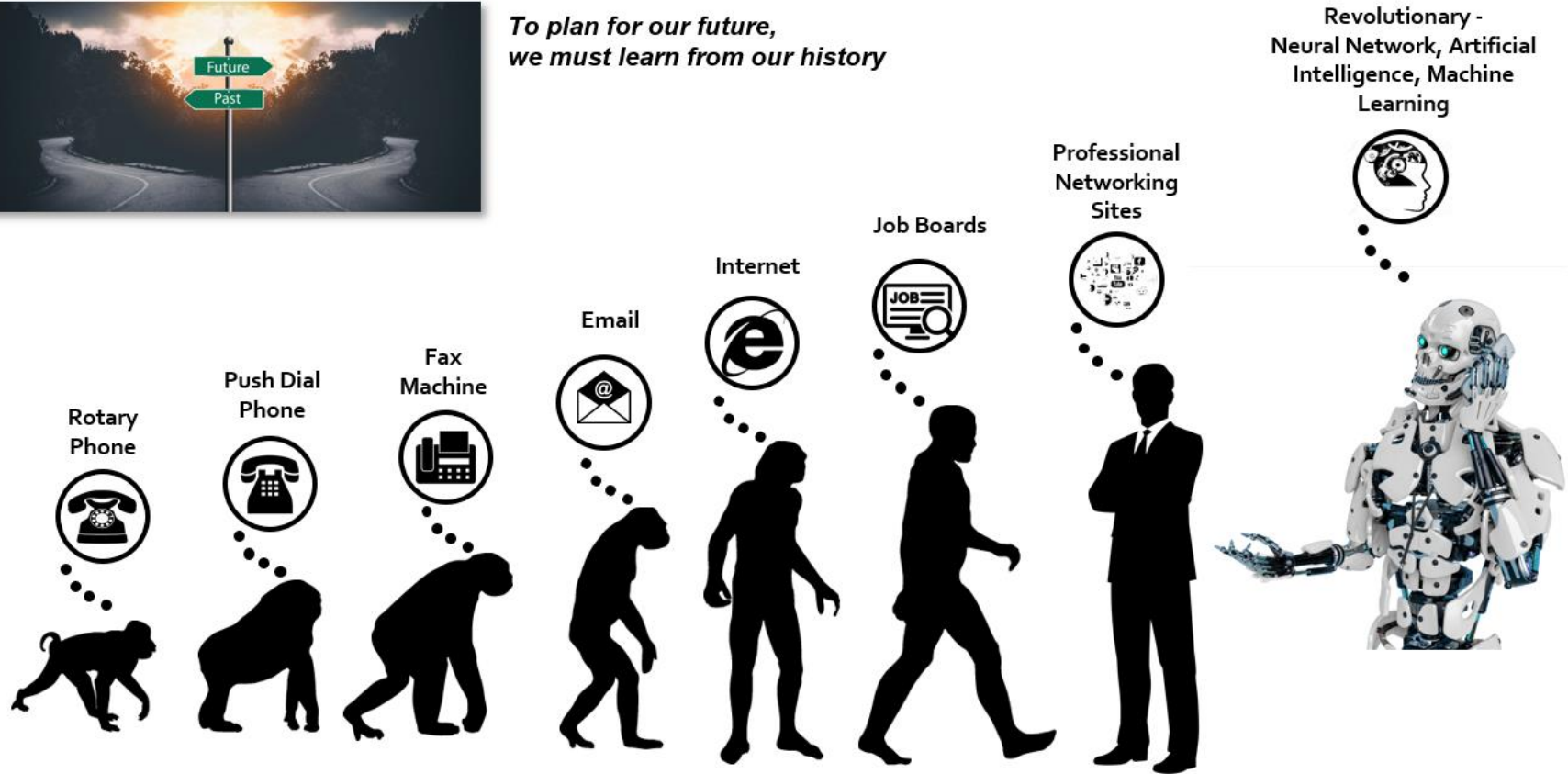
The Blueprint



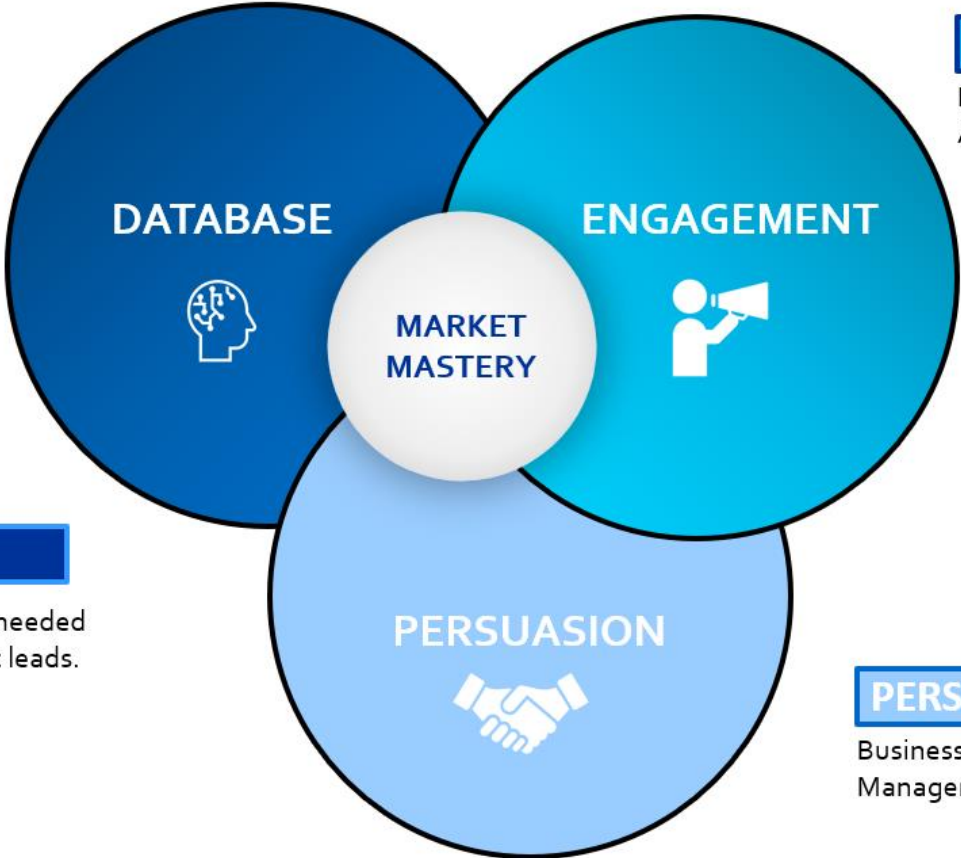
The History | The Future



*To plan for our future,
we must learn from our history*



Database | Engagement | Persuasion



DATABASE

Tools, Techniques and Talent needed to create candidate and client leads.

ENGAGEMENT

Medium, Tools, Content, People, Activity and Expectations

PERSUASION

Business Development, Account Management and Recruiting

Database

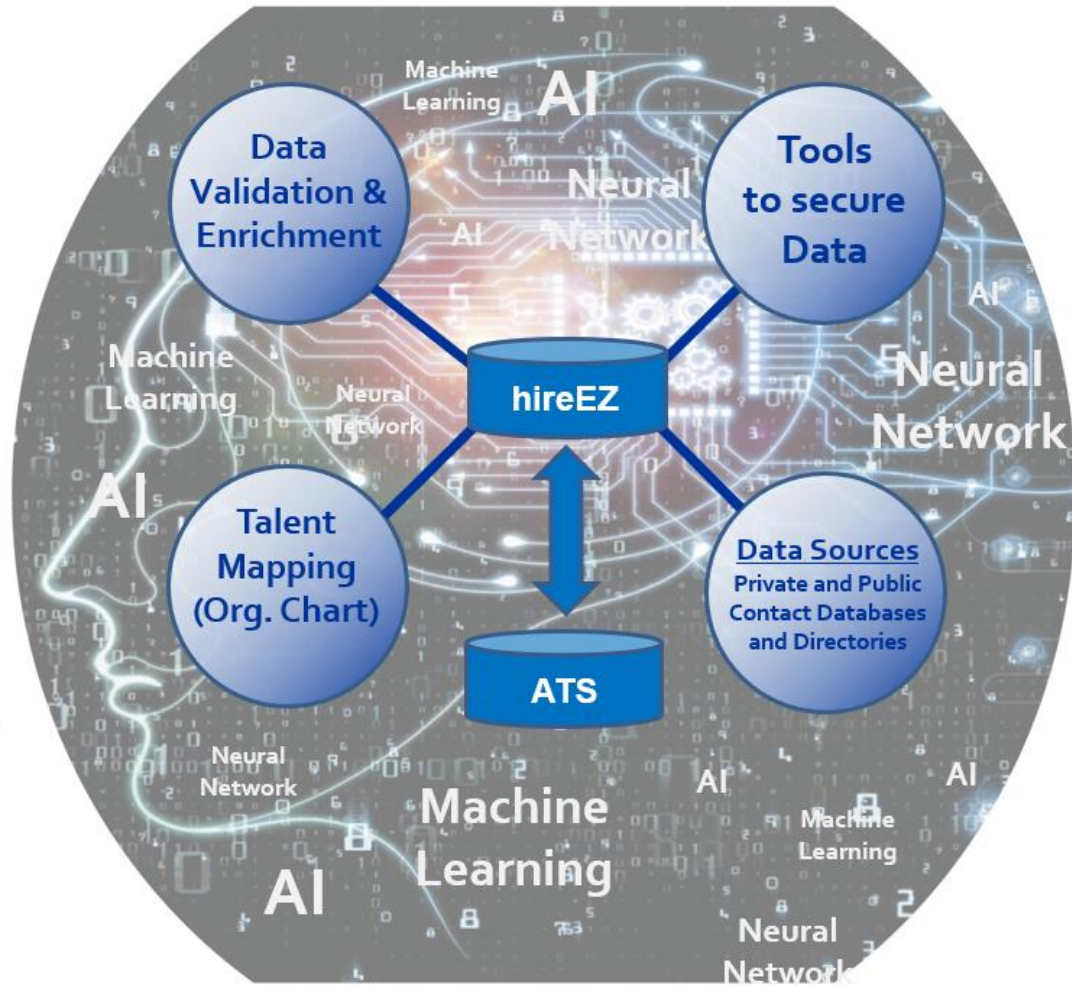


Initial:

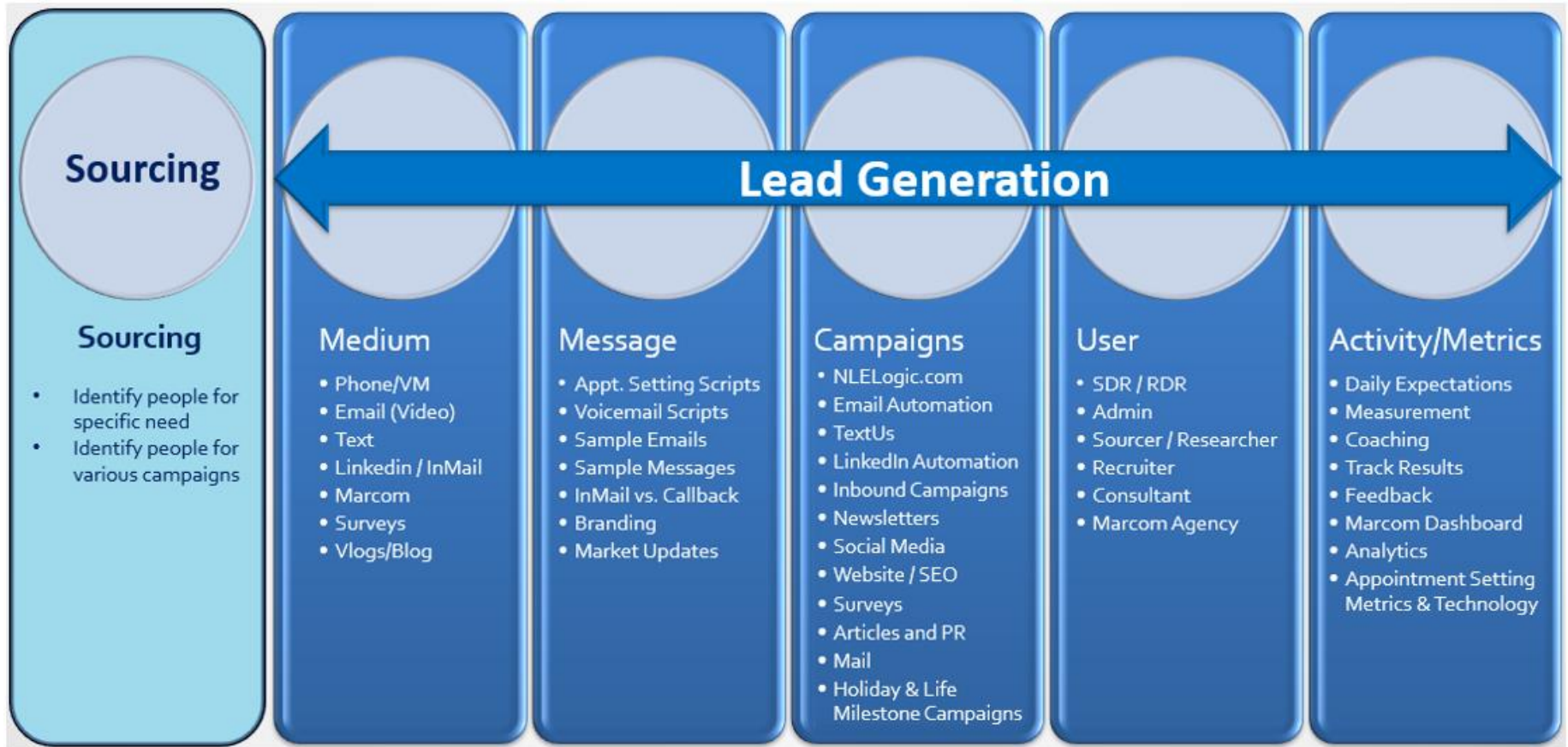
- Name
- Phone
- Email
- Mobile
- Company
- Title
- LinkedIn

Advanced:

Complete Profile to include codes for comp, relo, degree level, responsibilities, skills, most recent employment date, ideal opportunity, etc...



Engagement



Persuasion



- Best Practices for Recruiting, Account Management and Business Development
- Negotiation
- Communication & Interpersonal Skills
- EQ
- Vocabulary, Cadence, Tone
- Listening, Qualifying, Clarifying
- Prospecting, Closing, Prepping
- Logic & Reasoning
- Cognitive Biases, Business Propinquity, Game Theory

* In person, on video, on phone, in writing for ALL

- **Market Mastery is greatest differentiator in persuasion**



Formula for Today's Most Successful:

Market Mastery + Client Focused Search =

Quantity of Quality Searches =

Need to outsource and grow high performance teams and structures yields life off the hamster wheel and on the quest for the Next Level.

Market Mastery

Become a Market Master:

1. Know every potential company prospect in your niche
2. Know every potential candidate prospect in your niche
3. Know everything about every company and person in your niche including:
 - Names, titles, info on people
 - Compensation, benefits, etc
 - Product or service offerings
4. Which candidates are open to change and which companies are open to hiring?
 - Niche categorization utilizing F.I.L.L. approach
 - Function: (HR, Acct., IT, sales, R&D, etc.)
 - Industry: (Healthcare, banking, consumer products, etc.)
 - Location: (By region, state, or even city)
 - Level: (Decide what level you work up to and where will not work below)
 - Simple description to define (Examples: Physical Therapists in California, Group Life & Health Underwriters, Consumer Product Brand Managers, Data Scientists in Dallas)
5. Be the MLS / Kayak of your industry

Market Mastery

The Mathematics of Market Mastery

- **Market:** 20 widget makers at 50 companies = 1,000 widget makers
- **Annual Job Changes:** 10% turnover + 5% growth = 150
- **Your clients:** 10 companies of the 50 (20%)
- **Your sources:** The other 40 (80%)
- **Your market potential:** 20% of 150 = 30 annually of which 20 are given to you
- **Your average fee:** \$25k; Your annual production: \$500k

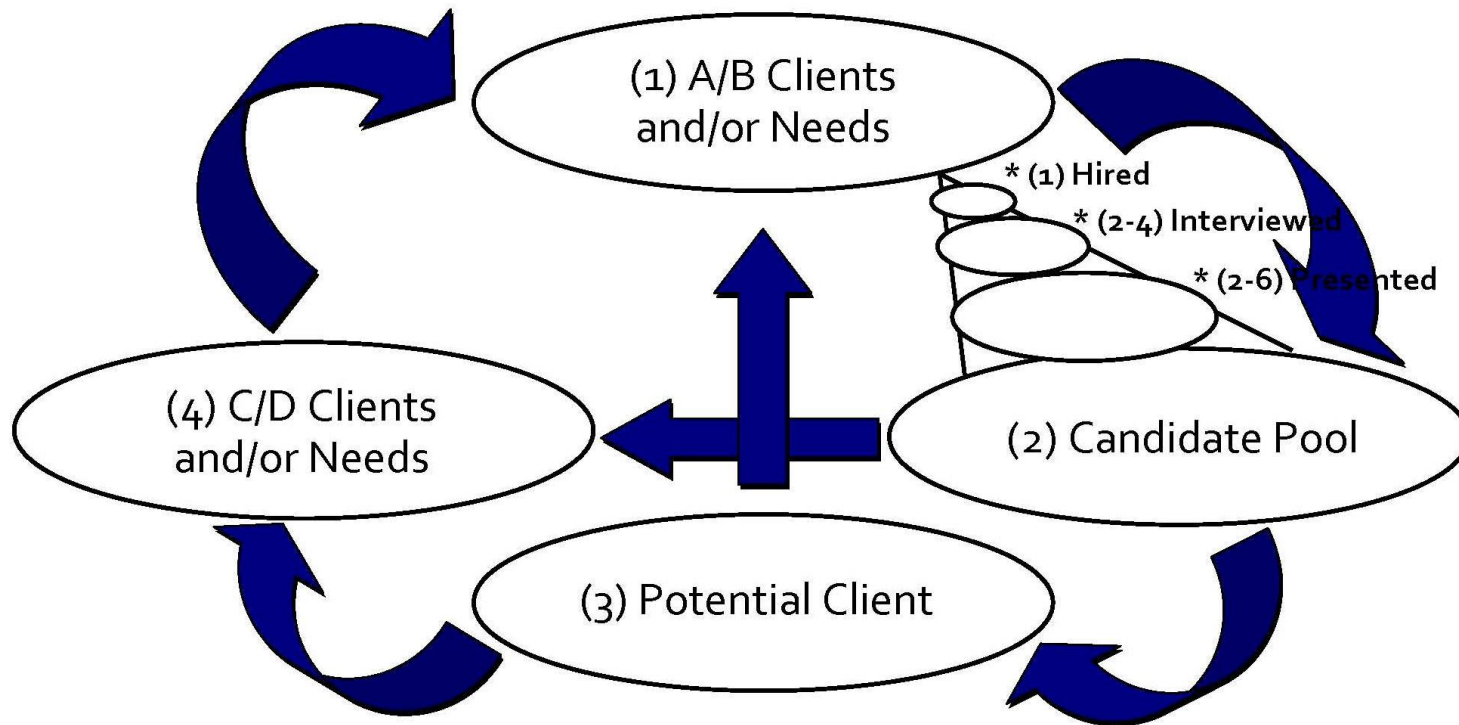
Market Mastery

- How long to talk with all 50 company hiring managers and all 1,000 people?
- Now double the market and you produce \$1,000,000.
 - \$50k fees = \$2 million
 - Even \$20k fees still \$800k
- Start small and work way out (opposite of funnel theory)
 - Broaden your market as needed
- This is not only good for client and candidate who benefit from this expertise but also you by allowing recyclability.

** How many candidates in your database would change jobs in the next 12 months, but not through you?*

*** This is a marathon not a sprint and gradual migration is critical.*

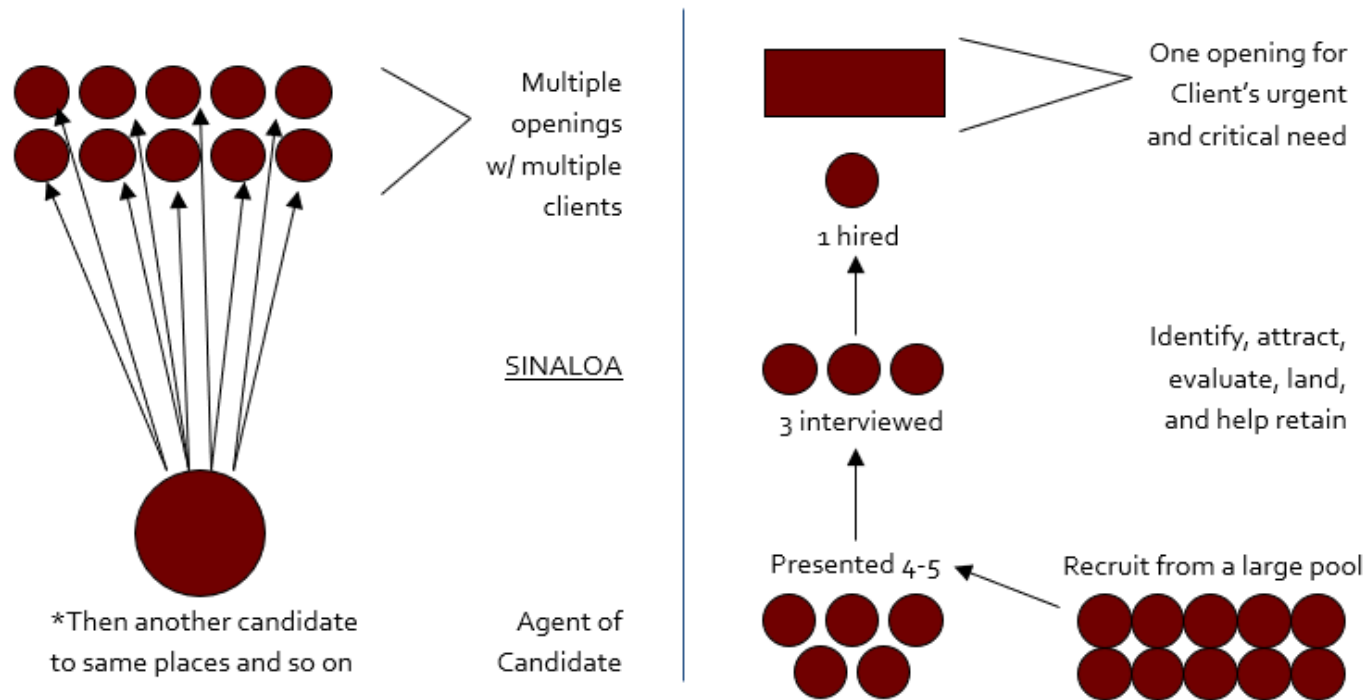
Market Mastery



- A/B Client for whom you will search
- C/D Client for whom you will present only when you encounter candidates while searching for other clients

Market Mastery

VISUAL OVERVIEW OF THE DIFFERENCES BETWEEN DEDICATED SEARCH & CONTINGENT RECRUITING



Which would you choose without any reference to agreement terms?
Risk and fear? (solve through education)

Market Mastery

Market Mastery Process Questions:

- How many companies have this role?
- How many, on average, at each?
- How many in your compensation range willing to relocate to, or currently in, your city?
- If search has been open _____ business days, and only _____ people, and a recruiter can talk with _____ a day, why hasn't everyone been contacted?
- Have you ever experienced the Start/Stop phenomenon? (A flood of resumes at the beginning and then it tapers off...the horserace vs. truly searching and getting you the best.) Why do you think that is?
- Do you know how many candidates were contacted about the opportunity? Do you know what their response was?
- How do you know that you will have hired the best possible qualified candidate vs. a possible qualified candidate? (MJ)
- How much of the market do you think has been penetrated at this point and time?

Market Mastery + Client Focused Search =

Quantity of Quality Searches =

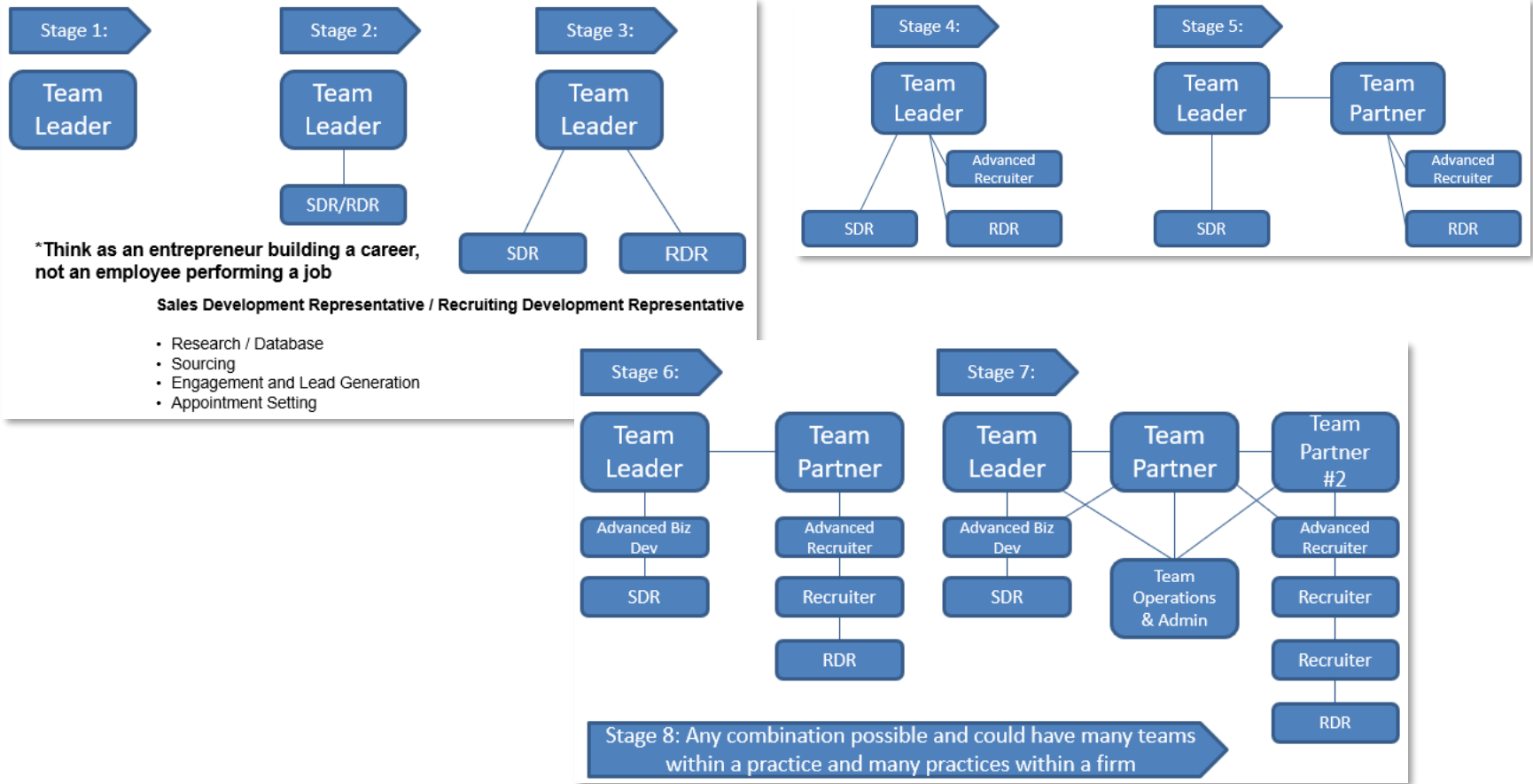
Need to outsource and grow high performance teams and structures yields life off the hamster wheel and on the quest for the Next Level.

Outsource and Leverage

*unless love and enjoy

Home	Team	Firm
Lawn Care	Research/Sourcing	Legal
Home Repairs/Cleaning	Recruiting	Hiring
Commercials	MAPPING	Training/Learning
Traffic	Prepping	MarCom
Car Maintenance & Care	Scheduling & Admin	Tech
Etc.	Initial business development/lead gen	Operations Etc.
Last to Outsource		
Home	Team	Firm
Bills	Securing Search/Fee Agreement	Coaching
Kids	Making Matches	Performance Management
Activity Planning	Closing on Complex Deals	Culture

Example Team Structure Evolution



Challenges: Value Proposition

What do WE say as to why people get/give up 40-60% of their production?

1. Amazing culture and nice office
2. Great team synergy and we do a lot of splits
3. Excellent benefits, 401k, contests, trips, etc.
4. We do all the operation back office of running a business
5. We have great training, coaching, marketing communications, tech support, etc.
6. Our leadership and coaching (arguably the # 1 factor)

**It is uncomfortable to talk openly about the idea of having recruiters in your office talk openly how they are giving up their % rather than the % you give. This is scary for some and unheard of for most, yet it is how the vast majority of successful producers think (and justifiably so). The lack of this transparency and openness is also why many of you are no longer at the firms you joined before you quit to start your own.*

***Lack of ownership equals increased flight risk, and thus decreased valuation. Conversely, producer ownership enhances stability, and thus, increased valuation.*

**** We hire and manage employees who become profitable entrepreneurs but then rarely offer equity.*

Equity Plans

EQUITY - DEFINE PLAN SPECIFIC OBJECTIVES: Why? What Program? How to structure and roll out? When to do? Who to include?

WHY? REASONS TO CONSIDER:

- Help retain key producers (Solos, Teams, and Practices)
- Encourage the sustained growth of the corporation
- Align key individuals with business ownership
- Provide an attractive wealth-building opportunity
- Reward key producers for the results of their ongoing success
- Incentivize personal/team/practice growth and overall support of current and new hires of firm
- Enhance connection to the profitability of spending decisions
- Create a long-term perspective to balance short-term “eat what I kill” mindset
- Attract those with an entrepreneurial spirit
- Retain those who may quit too early
- Increase the stability and value of the firm through diversified ownership
- Provide potential succession program/mechanism
- Receive the benefit of “cashing out” on some ownership (future sale to strategic/investor/remaining owners all remain viable)
- Smaller percent worth more because of firm growth (bigger pie)

The Blueprint

