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Connecting Leaders Since 1988℠

BE THE ROCKSTAR!

HOW TO CONDUCT A WINNING JOB SEARCH IN 2018

ne *True Costs* of a Bad H

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4-5
THERE'S NO HYPHEN IN "MICROMANAGER."

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JEFF HYMAN

CHIEF TALENT OFFICER
STRONG SUIT EXECUTIVE SEARCH
JEFF@STRONGSUIT.COM

KELLOGG MBA/WHARTON BS
25 YEARS OF EXECUTIVE SEARCH
3,000 HIRES
4 STARTUPS
$55M IN FUNDING
HEIDRICK & STRUGGLES/SPENCER STUART
KELLOGG SCHOOL ADJUNCT PROFESSOR
BESTSELLING AUTHOR RECRUIT ROCKSTARS

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FACT

IT'S NEVER BEEN HARDER TO RECRUIT ROCKSTARS

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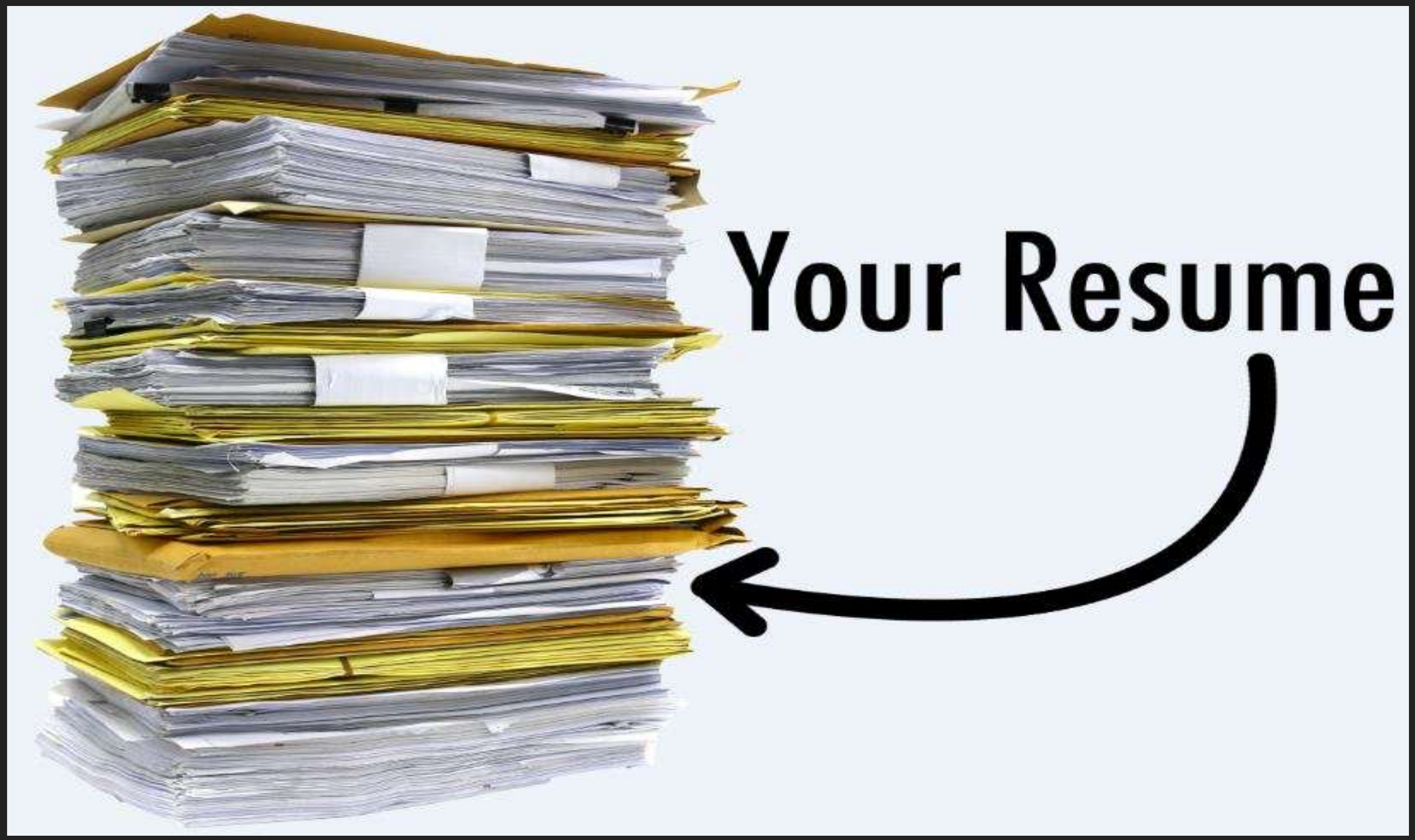
THE REALITY



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THE REALITY

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THE REALITY

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KEY PRINCIPLES (1Q + 4B)

QUANTIFY.
BE INFORMED.
BE BRIEF.
BE YOU.
BE UNSAFE.

DON’T SEND A RESUME.

DON’T SEND A COPY/PASTE COVER LETTER.

DON’T ANSWER “HOW MUCH DO YOU EARN?”

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UNTIL YOU FIRST DETERMINE PRECISELY WHAT THEY'RE SEEKING:

1. THEIR PROBLEMS
2. WHY YOU'RE THE PERFECT PERSON TO SOLVE THEM

FOCUS ON THEIR NEEDS.

NOT

YOUR OBJECTIVES, LIKES, DISLIKES, COMP NEEDS.

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FOCUS

1. CHOOSE THE CITY
2. VISIT (OFTEN)
3. TARGET LIST OF 30 COMPANIES
4. CONDUCT MASSIVE RESEARCH
5. GET PERSONAL INTROS
6. SHARE YOUR EMOTIONAL CONNECTION
7. BE RELENTLESS

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RESUME

1. BASE RESUME & LINKEDIN (PRO PHOTO)
2. IMPACT, NOT ACTIVITY
3. WHEN IN DOUBT, LEAVE IT OUT
4. “MIRROR” VERSION FOR EACH INTERVIEW
5. PASS 6-SECOND-SKIM TEST

DIFFERENTIATION > PERFECTION

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“ALL ELSE BEING EQUAL,
PEOPLE HIRE PEOPLE THEY LIKE.”

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NEW EPISODES 2X WEEKLY
IN THE ITUNES STORE

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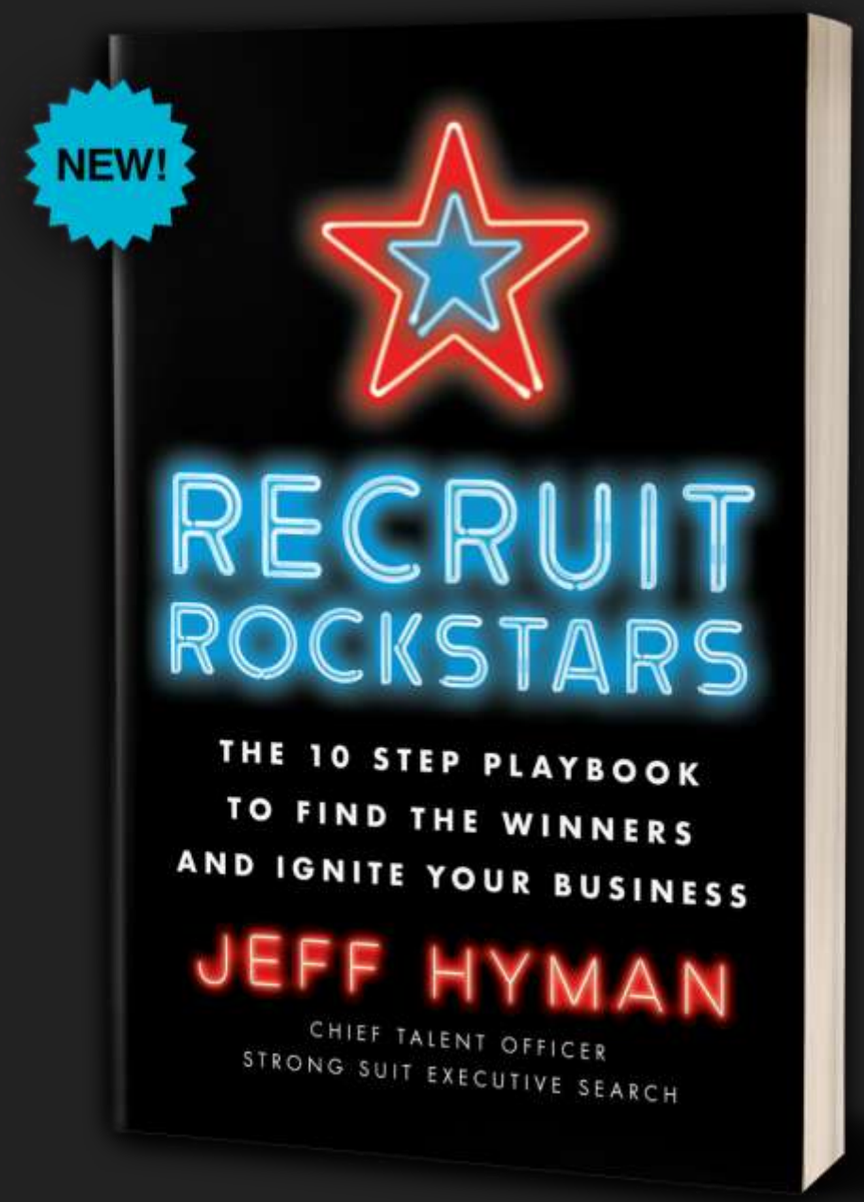
"I READ THIS BOOK IN ONE WEEKEND, AND I LOVED IT. JEFF HELPS YOU UNDERSTAND WHY B-PLAYERS ARE MORE DAMAGING TO YOUR COMPANY THAN YOU'D EXPECT. IGNORE HIS ADVICE AT YOUR OWN PERIL."

DICK COSTOLO
FORMER CEO
TWITTER



GET THE INSIDE SCOOP
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QUESTIONS?