

# Foundations—a Pedestal Group Publication

VOLUME 1, ISSUE 1

FOUNDATIONS

## The Pedestal Group

### Goals to Messages—How They Relate in Marketing

#### Special points of interest:

- *Free Website Content*
- *Legal Update*
- *Great Reference Sites*
- *What I'm Hearing*
- *AND MORE!*

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Everyone who talks about marketing plans says they must have goals to evaluate their success—new customers, new sales, etc. That's obviously extremely important, but what gets you to those numbers and metrics is messaging. Your marketing plan must have a solid, consistent message to be able to tie it back to you and your business. "Moving at the speed of business" is one of my favorite slogans. It conveys that when I'm doing business, I'm moving faster than the woman shipping cookies to her daughter at college so I need a store and delivery service that gets my business. Perfect! It was a differentiator in a market with several other choices.

So how do you figure out your message and how to convey it? The last page of this newsletter has an example of the first paragraph on the main information page of each website for the following companies:

A.T. Kearney  
CTPartners  
Egon Zehnder  
Heidrick and Struggles  
Korn Ferry  
MRI  
Russell Reynolds  
Spencer Stuart

Can you tell who is who? Amazing how difficult it is, isn't it? Most of them are all about the company. Who they are, what they do, where they came from. But in reality, if I'm a client, I want to know



what YOU can do for ME. That is what hits home with people. So how do you get to that message?

Think about what your existing clients have said about you. (Continued on page 3)

### Why YOU Don't Need to Be On Twitter.....

The challenge with social media is, well, it's social. And it is social in a whole new way. Say for example you are walking down a corridor of offices and in each one is a person working at their desk. As you walk by, each one says something—a statement about what they are doing, thinking

or feeling. You ignore it, acknowledge it, or comment on it. Welcome to Twitter!

Twitter is an off-shoot of blogging but is shorter in length and hopefully more to the point. Some people twitter all day informing those that follow them what they are doing and why. Others

promote their products, engage in discussions, or otherwise communicate with people.

The good news is you choose who you follow—who is in your hallway. So if you want to follow your favorite actor, read cooking information and see updates on a sports team,

## Twitter.... Con't

that will make up your “follow” list.

If you choose to post “tweets”, then people can choose to follow you and you can choose to allow it or block them.

Gary Kawasaki,



**According to Gary Kawasaki, Twitter success is a numbers game.**

author and small business consultant, was recently quoted in the Wall Street Journal saying Twitter is as important to marketing as the TV. But, in his own descriptions of Twitter he explains it is a numbers game. If you are posting tweets, you want as many people to see them as possible. The reality of our business is this is not a model that matches. In niche-based recruiting, you don't have a huge audience to appeal on a mass-market basis.

But, that doesn't mean you shouldn't check it out. Joining Twitter is easy

and you can follow anyone you like. In my list I have Shally Steckerl so I can keep up with any search tips he may post, but I could also follow Brent Spiner who played Data on Star Trek the Next Generation (I don't—but my husband does).

Twitter is a fun tool and has a place in the new social media, but as far as recruiting goes, it would take a long time to get your followers built, engaged and around when you needed them. But, if you need a new way to find information, it can be fun!

## Behavioral Interviewing—not just for candidates anymore

### THE UNIT OF INTELLIGIBILITY IS THE STORY

Behavioral interviewing is a method of interviewing asking candidates for real situations they were in to help get a feel for how well they could handle

required tasks and fit into your organization. It is really capitalizing on our ability to take a story and pull out

meaning. Asking a candidate, “Can you do X?” results in a yes/no response but asking them to describe a time they did X results in a story. According to Dr. Stuart Brown of the National Institute of Play said, “The unit of intelligibility is the story”.

So, with all that in mind, have you ever used behavioral interviewing to determine if you should work with a given vendor or service provider? How about in your reference calls? Asking a question like, “Please de-

scribe a time when you....” will yield far different results than a more typical, “Have you done X?”

Service providers want to say they can do anything you need but how can you be sure? Ask them to describe a time they went above and beyond for a client or what was their most challenging problem to solve and how did they solve it.

The last stage of references is of course is to provide them to the client. Instead of just giving them dry, similar

## Smart emails—All about THEM!

Seth Godin, prolific author and blogger on all things marketing said “I don't want email—I want ME-MAIL”. Isn't that the truth? You open your Inbox and get annoyed by those emails that are about spammers, or vendors or not relevant to what you are doing NOW. So I ask you—how long is your current introduction email to a new client? And what does it say about THEM?

It is easy to get caught up in the day-to-day and create emails that are more about what we need than what the receiver needs, but today more than ever it has to be about them.

So why don't more people do it? Being about someone else that you don't know well, is hard. Talking about you, you know you are right. But them? Well let's face it—if you say some-

thing you could be WRONG. Scary. But which is worse? Being wrong or not getting read at all? So take the risk—start that email with an assumption about their pain, something your clients are telling you or a reason they should pay attention. Because ME-MAIL gets read. Period.

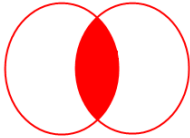
ME-Mail gets read, email gets deleted



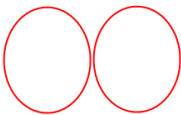
## Boolean Searching—Are you using NEAR?

We have all heard of Boolean searches. At some point in school you saw the fun diagrams with

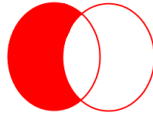
AND



OR



and NOT



But are you using NEAR? My favorite use of NEAR is when doing Google searching. When doing a search string, you can do the usual:

site:www.linkedin.com “keyword”

Now, I add “director NEAR currently” to the end. The reason this is a good idea is because I need someone

who’s current position is a director so using the NEAR command weeds out those who are currently VPs and up, and Managers and down. Couple this with good keywords and a location, and you can easily get your searches to the 250 target!



**NEAR is a great Boolean tool—use it in Google strings!**

## Behavioral Interviewing... (con’t)

responses, because you asked behavioral interviewing style questions, you now have something unique that can truly provide insight into the candidate.

For example, if I did a reference on a former co-worker of mine, I would say he was hard working, diligent, knowledgeable and accommodating. Great. But if you ask for a story, I would tell you:

“The President called me in and asked for a new piece of software. We were

overloaded with work, everyone was stressed and I dreaded having to ask him to work on it. When I got back to the office, before I even said anything, he looked at my face and said, “we can do whatever it is—we’re all in this together.” We then worked together on the project spec, I was able to reassign some of his other projects to someone else because he had them documented so well and he completed the new project ahead of schedule.”

WOW! Don’t you want that guy

working for you? And if you can then tell about how the manager told the story—she was clearly still grateful for his attitude five years later—it solidifies an already impressive reference.

**HARD WORKING,  
DILIGENT,  
KNOWLEDGEABLE  
AND  
ACCOMMODATING  
COMES THROUGH  
STRONGER IN A  
STORY**

## Marketing Messages... (con’t)



**What numbers can you use to back it up?**

Are you fast and efficient? Are you more knowledgeable? Are you easier to work with than most companies? Do you understand clients better? Are you more thorough than the rest? Next, see how you can quantify that. What numbers can you provide to back up your

claim in our very cynical society? Or, do you have a testimonial or other third-party validation you could use?

Now, how to make sure that message is communicated? Blaise Pascal, a 17th-century philosopher wrote to a friend, “I have made this letter longer than usual, only because I have not had time to make it shorter.” The point? Shorter is better or in today’s world,

white space speaks volumes. Your message should stand on it’s own two feet. If that’s what emails, your website, and print material say, you are covered.

Your message needs to differentiate your company from all the others out there. In a list like the attached, your office should be clearly about you—even without the name.

## The Pedestal Group

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**The Pedestal Group**

Putting our clients where they belong.

The Pedestal Group was founded to answer a need we saw in small businesses to have a source for help. That could be how to find and integrate the right technology, how to better hire and manage people, how to set goals and create a strategic plan, or really attack and own your marketplace.

Our team has worked in a variety of industries including staffing, recruiting and executive search, retail, technology, healthcare software / IT, higher education and franchising and the consistent theme they have found it is very hard to see the forest for the trees. In small business, that is compounded by the number of resources available.

Our approach is unique in that we don't just say it is all about the customer, it really is. The Pedestal Group puts our customers on a pedestal – right where they belong. That isn't to say the customer is always right because that is an adversarial relationship – in our case, we always come to agreement. We are always in a partnership with our clients but also remember who's the most important – YOU.

The Pedestal Group - Putting our clients where they belong.

## Who's On the Pedestal—A Pedestal Group Case Study

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Recently, TPG worked with a recruiting office to help with a variety of challenges. This particular office has several staff and has been in existence over two years. The first challenge we needed to face was business had been good for the majority of the time the business had been open but suddenly, there were no more new searches. The team had gotten caught up in searches and while they had strong relation-

ships with existing clients, there was no new business.

First, we restructured the schedule for the office. At the end of every

day each person will create their call list for the next day. Then the next morning the first task is to make the marketing phone calls .

Next, we increased their visibility on the internet. There is a large move to have customers find you vs. you find them so we made sure the office had a strong presence on every major social networking and database site.

We then developed a marketing plan that will include one unique article a month. Two of these are branded titles while the third is an interview with the business owner and the fourth is an industry-specific publication. Each mailing will be followed up

with a phone call and result in ten contacts to prospects. On-going every prospect will continue to receive two of the publications. We will also create a blog and post information interesting to clients.

We looked at the marketing program for this office from three places—customers find the company, finding new people to contact, and presenting the office as the expert. Boosting the web presence, creating on-going content and creating new target lists should accomplish all three goals. The office expressed confidence in the process and morale was up at the end! More to come on this company's progress.



## Can You Identify The Company?

“Since its founding in 19XX, COMPANY NAME has been the executive recruitment industry’s leader and innovator, and today, has evolved as the world’s premier provider of executive talent management solutions. Understanding that the business community is now facing many more challenges in attracting, retaining and developing senior managers, COMPANY NAME’s services range from executive recruitment to corporate governance and CEO recruitment, outsourced recruiting, management assessment, and executive coaching and development.”

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“As leaders in the executive search industry, COMPANY NAME solves business problems for our clients every day. As innovators we are actively redefining top-level search to encompass complementary services that help build strong companies and the leaders of tomorrow. Our comprehensive approach to leadership acquisition, assessment and development enables us to help our clients build high-performance, diverse leadership teams.”

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“COMPANY NAME was founded in 19XX with a distinctive vision and structure aimed at achieving two basic goals—to place our clients’ interests first and to lead our profession in creating value for our clients through the assessment and recruitment of top-level management resources.”

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“Founded in 19XX and privately owned, COMPANY NAME is one of the world’s leading executive search consulting firms. We are the advisor of choice among top companies seeking guidance and counsel on senior leadership needs. We have unrivalled access to leading executives around the world. Our clients range across industries, from the world’s largest companies to medium-sized businesses and entrepreneurial start-ups. We operate out of 51 offices in 27 countries. Last year alone we conducted 4,800 assignments around the world.”

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“Whether large or small, public or private, global or local, every company or organization requires an effective leadership team at the top. Finding the right leader for the right position at the right time is a complex challenge best met with the assistance of a firm that has a proven track record of success. Through our worldwide network of 39 offices and more than 275 executive search professionals, COMPANY NAME is committed to earning our client’s trust every day, on every assignment. Our clients benefit from our unmatched expertise in executive search and assessment and our unique, collaborative, “one firm” approach designed to quickly identify the highest quality candidates worldwide.”

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“At COMPANY NAME our mission is clear and unequivocal: to help the world’s leading corporations gain and sustain competitive advantage, and achieve profound, tangible results for our clients. Whether the focus is on strategy or operations, on organizational change or strategic business technology, our people are committed to helping clients improve their products and services, their business relationships, and their bottom line economics. We accomplish these goals through an approach that combines a broad knowledge of business issues with a deep understanding of specific industries. Our consultants are known for their highly collaborative, team-oriented approach to working with our clients and with each other. When COMPANY NAME’s consultants come to work each day, it is to develop and implement ideas with impact—innovative ideas that will enable business leaders to envision fundamental change and realize extraordinary results.”

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“At COMPANY NAME, there’s only one mission: To place the right executive in the chair. As the performance-driven executive search firm, we are the first in the industry to measure and audit results. Our path-breaking quality programs ensure that we deliver exceptional service to our clients. COMPANY NAME is a global leader in C-Suite, top executive, and board searches, as well as private equity and venture capital services. Our worldwide organization of more than 300 expert professionals offers a proven record of success in Technology, Media and Telecom. Financial Services. Life Sciences. And more.”

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“Founded in 19XX, COMPANY NAME has grown into one of the largest and most successful recruitment organizations in the world. With full range of Permanent Placement options ranging from Retained or Contingency Search to Contract Staffing and Large-scale Project Search solutions, COMPANY NAME gives you the flexibility you want at the pace you demand.”

“The COMPANY NAME, founded in 19XX, is a full-service executive search organization. We conduct retained searches through a network of more than 60 offices. Rather than being generalists in a local market, each COMPANY NAME office conducts search assignments in a particular industry or profession and conducts its searches on a national basis. Using our process, COMPANY NAME consultants guide each assignment from initial development of client needs through the identification, presentation and hiring of the right individual.”

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