

WANT TO ATTRACT QUALITY TALENT FASTER IN 2023?

Problem #1:

The Talent You Want is Being Spammed By New Opportunities Daily. Your Role Gets Lost in the “White Noise”

GOAL #1:

Attract Better Candidates by Standing Out From The Pack

Problem #2:

Your Company Pitch is Boring and Hurting Your Recruiting Results More than You Realize

GOAL #2:

Refresh Your Employment Brand and Candidate First Impression to Help Fill ALL Your Roles Faster

WANT TO BE A RECRUITING HERO THIS YEAR?

TIME TO HIRE:

✓ **50+% FASTER**

INTERVIEWS PER HIRE:

✓ **50+% LESS**



HOW THE “EMPLOYMENT BRAND BOOST” WORKS



ASSESS

- Job Description & Careers Page
- LinkedIn & Recruiting Video
- 1:1 Team Intake Calls (5)



BENCHMARK

- Top 3 Talent Competitors
- Dashboard Detail & Scoring
- Secret Shop Candidate Process



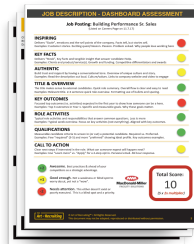
CUSTOMIZE

- Top 5 Plan (Impact vs. Effort)
- Competitive Insight Strategy
- Detailed 30+ Page Report



DRAFT

- Updated Company Pitch & JD
- Careers/LinkedIn/Video Ideas
- Ultimate E-mail Reply template



Quick results: >4 weeks

From kickoff to final report

Get practical insight & examples to use right away

PROVEN TRACK RECORD



Paul Freed's background highlights:

- 23+ years of executive search track record filling a mix of roles across Technology, Manufacturing, Consumer & Non-Profit
- Co-Founder of [Herd Freed Hartz](#) in Seattle since 2001
- Named 2019, 2018, and 2017 Top Northwest Executive Search Firm by Forbes Magazine
- National top-rated speaker and author on "[The Art of Recruiting](#)"
- Invited for *Top Recruiter - Season 4* & *Art of Recruiting* docufilms
- Past President of Northwest Recruiters Association
- ERE National Recruiting Conference speaker & MC (2019 & 2018)
- Loves watching Shark Tank, travel (80+ countries) and family adventures; Enjoys thrill of skiing, mountain biking and hiking
- Brings a unique front row seat on hiring to see what works (and doesn't) giving you and edge in today's hot job market



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THIS REALLY WORKS & CAN FOR YOU TOO



"Paul's assessment and strategy recommendations for our Employment Brand project was amazing. We are excited to put these ideas to work right away."

- Tasha Anderson/TA Partner, MacDonald-Miller



"We spent 6 months struggling to fill a key leadership role. But after Paul's employment brand assessment and updated recruiting approach, we filled it only 4 weeks!"

- Brian Heather/CEO, Solterra Systems



"Recruiting is now much FASTER. A developer hire that used to take 95 days to fill, was now filled in 37 days. We were able to 3x our hiring last year!"

- Tim Turner/CEO, Subsplash



INTRIGUED TO LEARN MORE?

Paul@HerdFreedHartz.com
206.890.8410 cell
www.TheArtofRecruiting.com

