



## Case Study 1

Client requests hundreds of resumes for one position - only receives 5...and hires 3.

A well established company with a powerful brand was in need of an individual to shepherd their crown jewel brand into its next life cycle. The client understandably felt this would be their most important hire and wanted a large pool of candidates to choose from. As the President gave me my marching orders, he said to me, "*David, when you send me resumes please only send me 10 at a time...no more.*" While surprised I responded back that not only would I not send him 10 resumes at a time; I wouldn't send him 10 resumes in TOTAL. Quite obviously the President was now very surprised as he was used to hundreds of resumes thrown at him during a search.

In total, I sent him 5 resumes all of which were ideally suited for his corporate culture and his needs. While he only needed one person he ended up hiring two of the five immediately and later created a position for the third. I told the client I would only submit 5 candidates and that all would be worthy of the position. His group hiring validated my beliefs.