

**PEOPLE,
PROCESS,
PERFORMANCE.**

PDCA SERVICES

- ***TALENT RECRUITING FOR CORPORATIONS and AGENCIES.***
- ***PERFORMANCE ASSESSMENT and TEAM-BUILDING CONSULTING.***
- ***SKILLS IMPROVEMENT TRAINING and CAREER COACHING.***

LEO PARENTE - PDCA

PDCA offers to its clients Executive Search capabilities and Human Resource Management consulting with a specialized focus on Sales, Marketing, and Operations Management.

I apply Deming PDCA quality practices to Executive Search and HR. PDCA deliverables reflect the culmination of our years of experience, insight, and networked relationships.

PDCA services go far beyond 'collecting and presenting resumes'.

Consultative guidance is provided in the processes and techniques of candidate sourcing, interviewing, candidate assessment / selection, employment negotiation, hiring, and the matriculation of new hires into an organization.



Leo Parente
PDCA Inc.

WHY COMPANIES USE EXECUTIVE SEARCH

- Access to specialized knowledge in an industry, business niche, or skill set.
- Outreach to passive talent currently employed and not actively job hunting.
- 3rd party confidentiality and access in the hiring marketplace.
- Candidate assessment expertise.
- Workload relief when the quantity of hiring assignments outstrip internal resources.
- Experiential advice on HR issues- eg; Compensation, Organization structure, etc..

WHY CLIENTS USE PDCA

PDCA knows the keys to search success- ***People, Process, and Performance.***

We know how and where to find and attract talent. We understand how to get searches done.

We know how to assess capabilities. We bring over 28 years of corporate professionalism, entrepreneurial accomplishment, and agency perspective to our work.

We understand the business world- its pace, priorities, and personality. As such, we know how to make our 'People, Process, and Performance' deliverables fit each client's business style and work needs.

Simply stated, PDCA knows how to deliver executive search and HR solutions.

CRITERIA FOR SUCCESS - PDCA APPROACH AND PROFESSIONALISM

Client Knowledge.

Understanding the client is key to success. I start with my own research and background experiences. Client meetings add important facts about business priorities and performance benchmarks. I like to meet with each hiring decision-maker to discern and adapt to their style.

Needs-Solutions Perspective.

I create and work from a clear definition of the desired needs and success factors relevant to the job position to ensure the delivery of the best hiring solution. A detailed 'Position Description, Candidate Qualifications' [PDCQ] document is crafted to ensure that hiring criteria are clearly communicated, understood, and embraced by all involved in the search.

The 'Client Fit' Priority.

Great importance is placed on the qualitative factors that ultimately influence successful hiring decisions and work relationships. I look at each candidate's business personality and their process / approach to work as much as I do the achievements themselves. Balanced with identification of the right quantitative skills and accomplishments, the best client fit is achieved.

CRITERIA FOR SUCCESS *[continued]*

Years of Personal, Professional Connections.

Relationships drive success. Our network of industry contacts is a strong candidate referral asset and knowledge base.

An Extensive Resume Database.

In addition to our own large resume database, PDCA has networked alliances across the search industry to quickly, effectively bring candidates forward.

Fewer 'Off-limits' Restrictions.

PDCA has very few limitations to its ability to source candidates from corporations and agencies.

A Process that Works.

The 'PDCA' approach creates a measured methodology of research, assessment, action, and accountability to assure each search is on-strategy and on-schedule. Our proprietary evaluation benchmarks allow for consistent candidate assessment, review, and comparison.

CRITERIA FOR SUCCESS *[continued]*

Search Creativity.

I look beyond 'usual suspects' to deliver the best hiring solutions. Intuitive networking, trusted referrals, and insightful assessments are the "artistic" elements brought to each search.

Tenacity.

PDCA's work ethic- 'Whatever It Takes' to get the job done. On-target, On-time, On-budget.

Professionalism.

No one will represent your company / brand with more quality and integrity than PDCA.

No Surprises.

I maintain an active, open, and engaged account management and communications process. I keep all parties personally informed and current as to information, activities, status, and planned next steps. Simply stated- PDCA believes in 'consensus interaction'.

CRITERIA FOR SUCCESS *[continued]*

A Diversity of Skills and Experiences.

My background includes Business / Brand / Budget Mgt. and Strategy, Advertising, Marketing, Sales, Partnership Mgt., Finance, Leadership, and Operations Management.

My industry experiences include Auto, Advertising, Media, CPG, B2B, Technology, Services, Financial, Retail, Sports, and more.

A Track Record of Success.

References from clients and candidates speak to our executive search and HR performance.

Recent searches-

BOARD DIRECTOR

CHIEF FINANCIAL OFFICER

COMMERCIAL DIRECTOR

CREATIVE DIRECTOR

DIRECTOR OF MARKETING

DIRECTOR OF PUBLIC RELATIONS

DIRECTOR OF SALES

VICE PRESIDENT OF ADVERTISING

VICE PRESIDENT OF NEW BUSINESS

VICE PRESIDENT OF INTERACTIVE SALES

VICE PRESIDENT OF MARKETING

VICE PRESIDENT OF RELATIONSHIP MGT.

EXECUTIVE SEARCH DELIVERABLES

Crafted Hiring Objectives.

PDCA will work with you to define the objectives, strategy, and success criteria for the search.

Job Description Creation.

We will write the PDCQ- Position Description, Candidate Qualifications, a clear comprehensive document that reflects our mutual understanding of the search assignment.

You will review the PDCQ and make final comments, additions, or deletions so that it accurately reflects, to your satisfaction, job responsibilities and hiring requirements. Once approved, this document acts as the defining cornerstone to the search. It will be shared with candidates to help them assess the opportunity.

Candidate Development.

PDCA will then research, identify, screen, and personally interview potential candidates to assess their fit with the PDCQ. Face-to face interviews will be conducted when possible, telephonic and or video interviews as secondary options.

EXECUTIVE SEARCH DELIVERABLES *[continued]*

Candidate Presentation.

Once qualified candidates are found, we will introduce them to you for your interview and evaluation. Our process delivers 1-3 initial 'Benchmark Candidates' within 10 work days of the start of the search. Benchmarks help us quickly gauge if any adjustment actions are needed.

PDCA will write an Executive Summary of each candidate's qualifications and submit this to you with his / her resume. We review each candidate with you to help you decide who to interview. We will also assist in post-interview evaluations. We can also provide interviewing techniques.

Progress Reports.

PDCA will update you, on an agreed upon schedule, with Status Reports. Normally, these updates are bi-weekly. The reports list candidates screened, interviewed, in consideration, etc..

Candidate Reference Checks.

As candidates become finalists, PDCA will check References [academic and professional]. PDCA utilizes Association of Executive Search Consultants [AESC] guidelines.

EXECUTIVE SEARCH DELIVERABLES *[continued]*

Candidate Negotiation and Closing.

We will work closely with you to extend an offer, negotiate, and help finalize an agreement with the candidate you select.

Consultative Insight.

In our capacity as consultants to you, we can provide you with relevant information about the jobs marketplace, compensation trends, new hire orientation and adaptation techniques, and other HR insights that will contribute to a successful conclusion to the search assignment.

Follow-up.

After a search is completed we will check back with you to make sure the candidate is working out. With your consent, we will also reach out to the candidate and do the same. If there are any issues, we will mediate a solution, as needed.

FOR EXECUTIVE SEARCH CANDIDATES

PDCA offers candidates the same professionalism it extends to its clients. PDCA prides itself in offering candidates and clients a productive and beneficial customer treatment experience.

Submitting your resume to PDCA avails you to services maybe not found with every recruiter-

- **ORIENTATION INTERVIEW.** [Live or telephonic, even if you don't fit current searches]
- **INSIGHTS INTO CURRENT MARKET CONDITIONS AND OPPORTUNITIES.**
- **ASSESSMENT OF CAREER ACHIEVEMENTS AND FUTURE DIRECTION.**
- **ADVICE AS TO CAREER PROGRESSING TACTICS AND COMMUNICATIONS.**
- **RESUME EVALUATION AND RECOMMENDATIONS.**

Our approach is very 'hands-on', open, and communicative to assure all parties involved in a PDCA search are current as to status, relevant decision-making information, and next steps.

The Bottom-line.....We take your calls. We call back.

FOR EXECUTIVE SEARCH CANDIDATES *[continued]*

Our Philosophy.....We embrace facts. We tell the truth. It's all anyone really wants.

As needed, we will also help candidates with interview techniques, interview preparation, company research advice, and post-interview debrief interpretations.

So, while we are helping our clients take the correct steps to assure the best hire for them, we are also helping our candidates show their true talents. To PDCA, a key responsibility of our role is to help assure that each participant in the search [the hiring company and the candidate] has the necessary facts and information to make an informed employment decision.

It All Starts By Submitting Your Resume to PDCA.

Just click the 'Submit YOUR Resume' button at the bottom of the Home Page and attach your resume as a WordFile or PDF to the inquiry@pdcamarketing.com e-mail.