



CONNECTING TOP TALENT WITH RESPECTED BRANDS

# THE ROAD MAP to TOP TALENT METHOD

TALENT DELIVERY SYSTEM



*RECRUIT, HIRE, ONBOARD AND RETAIN YOUR DREAM TEAM*



*CLM Careers Start to Finish*

## THE ROAD MAP TO TOP TALENT METHOD

to assist business leaders and talent acquisition to consistently  
Recruit, Hire, Onboard and Retain the TOP 10% of CPG talent nationwide

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# Here's the facts:



Almost 50% of all hires ever made have been mis-hires. Within the first 12-18 months, if they last, they will be an average performer on their best days, and on their worst, will be a problem employee to eventually manage out. It's happened to us all.

This means a huge impact to your company, and your career. It's what keeps leaders from rising above others and securing the BEST positions for their long term career goals and leaves teams wallowing in the mundane. Day after day, numbers just BARELY met, projects in just before the deadline... and those are the good times.

No matter how good your product is, no matter how gorgeous your packaging, no matter how exceptional your marketing, you simply cannot push past the mediocrity to rise above other brands without consistently hiring top talent.

## Here's the problem:

When your team is not consistently rising to the challenge and busting goals, it will always come back to bite you.

If you find you are ever reporting less than acceptable numbers to investors, it's time to think about a long term strategy. If you can't get your team to surpass goals and consistently meet deadlines in product development, marketing and sales, even during a pandemic, you know you are in trouble.

Exceptional leaders who can identify, hire and retain top talent are the ones who are promoted to C-Suite. And even if you are already there, the bigger the leader, the harder they fall if they cannot consistently meet deliverables set by investors, partners and owners, leaving you vulnerable to being replaced.

No matter how good you think you are, if you want to stay competitive, you need a defining factor. You need to prove you can hire the best and keep top performers in every seat to rise above the competition, for your brand and for your career.

***Traditional Recruitment Methods are outdated and ineffective only allowing reach into almost 20% of the entire Talent Market.***

# Drive Your Career Further, Faster.



**You are in charge of your career, no one else.**



You are in the driver's seat and you can go anywhere from here.

But most leaders are stuck on a conveyor belt of mediocrity, bit by bit, losing track of the dreams they once had and often times settle for less when they could be doing, having and being MORE.

And this should HAUNT YOU as new talent rises to the occasion every day. Everyone is vying for a role like yours.

If leaders can't prove that they can consistently hire top performers for their team, they have little hope of remaining in their current role for long.

**It's not your fault...**

**No one would have thought it would come to this.**

Leading, much less hiring during a global pandemic has got to be the #1 thing we weren't prepared for in business.

Fortunately, **Recruitment Marketing** is fairly new, and just like the days of door to door sales, Digital Marketing has dominated traditional recruitment and made it nearly obsolete.

There is no going back to the old way and expecting it to work even in good times.

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# Are You Feeling Lucky?



According to a study by LeadershipIQ, 46% of all hires across every industry, will fail within 18 months, while only 19% of those hires would be considered a 'good' hire in that same time period.

The 3-year study was compiled across 5,247 hiring managers from 312 organizations, collectively hiring over 20,000 employees.

According to Bradford Smart, author of *Topgrading*, the estimated cost of a bad hire ranges from 5 to 27 times the amount of the person's actual salary.

With 46% of hires failing within 18 months, is your career worth the risk?

Do you consider yourself to be a 'top performer'? Most will heartily say 'Yes', but as a leader, if you can't field a team of top performers, like yourself, maybe you should reconsider your answer.

*"Simply put, topgrading is the practice of packing the team with A players and clearing out the C players. A players is defined as the top 10 percent of talent available at all salary levels- best of class. With this radical definition, you are not a topgrader until your team consists of all A players. Period."* -**Bradford Smart, Topgrading**

*"Topgrading an entire team can seem like a huge feat for any company, especially when you already feel stretched thin..."*

If that last statement hits home for you, then you absolutely need to topgrade your team. Without top performers, you will continue on this flat career trajectory, if you are lucky.

As the CPG industry expands, new talent will enter the industry by storm and knock anyone off of the pedestal who is playing the balancing act.





# If you're **WORRIED** about...

- Getting your product out on time
- Sales **MISSING** quota for the 2nd quarter in a row
- A **DELAY** in your launch date (because of any number of things piling up)
- Marketing having to **RE-WORK** your entire packaging, **AGAIN**
- **OR** have that one employee who seems to **STIR** the **POT** and gets the team riled up and off track...

CPG leaders- You have **HUGE** goals ahead of you. Any empty/ ill-fitting seat on your team is a wrong turn to meet those goals.

Most companies are concerned with a **LACK OF SALES** right now. It's up to you to ensure you can meet those goals Q after Q.

Dealing with outside recruiters can cause even **MORE** stress when they send you the same resume you already have in your database, **GHOST** candidates while representing **YOUR** company and worse...

- They offer the same 'perfect fit' candidate to your competitors...
- They seem to work for the candidate's best interests, but you are the one paying the bill...
- Or- the same resumes you've seen over and over again.

Having a solid candidate pipeline in place for key roles is vital to your success as a leader. Waiting until someone hands in their resignation to begin your search puts **YOU** in the desperate seat. Why would you do this to yourself, and to your career?



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## **THE ROAD MAP TO TOP TALENT METHOD**

**TO ASSIST BUSINESS LEADERS AND TALENT ACQUISITION TO CONSISTENTLY RECRUIT, HIRE, ONBOARD AND RETAIN THE TOP 10% OF CPG TALENT NATIONWIDE**

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# My Name Is Cassandra Murray, Digital Headhunter and Executive Recruiter of CLM Careers



We're a Recruitment Consultancy Firm specializing in Consumer Packaged Goods in CBD/Hemp CPG.

We help small and mid-sized business owners win the **War for Talent, even over larger companies.**

With just over a decade in Recruitment in Corporate Consumer Packaged Goods, I've interviewed thousands of candidates from Warehouse to C-Suite level, worked side by side with hiring staff, and understand what a consumer goods company needs to not only survive but THRIVE.

We identify TOP talent through a unique process I created using the same techniques as large firm's top headhunters and recruiters in the industry without the same blacklist of clients.

## WHAT DOES TOP TALENT LOOK LIKE?

Top Talent are the top 10% of your workforce. They set the tone for your company culture. They are the first to collaborate, go above and beyond expectations consistently and are successful, invaluable employees. They rise to the occasion and are the first to step up for new projects.

Smaller Companies are much more attractive to TOP Talent as they want the flexibility to be creative and use their skills in new and exciting opportunities, bringing their expertise with them. They want the opportunity to GROW with your business.

They WANT to Stand Out and they Stand Behind their work 100%.

**HIRE THE TOP 10% TO DRIVE YOUR  
CAREER FURTHER AND FARTHER**

It's easier than you think, and HIGHLY effective.

[clmcareers.com](http://clmcareers.com)



We don't just post your opportunity on  
job boards to the 18% looking for a  
**J.O.B.**

We **MARKET** to your Competitors Top  
Performing Employees and **SELL** your  
Employer Brand

## **Anticipate Your Destination** *Accelerate Your Career*

Our signature **Road Map to Top Talent** introduces you to 98% of the Talent Market, not just the 18% who may be browsing job boards TODAY.

We have proactively mapped out the entire market and consistently identify the Top 10% that are not only meeting, but exceeding company goals. We aren't posting to those who NEED a job now, we're working to secure relationships with successful TOP performers who are looking for the RIGHT fit before making their next move.

We help you create your Brand Story in a way that entices Top Performers to want to get to know you better, then deliver a 24/7/365 message campaign and get it in front of the people who break barriers, step up, and consistently contribute above and beyond than the rest.

We then create a bullet-proof interview process that eliminates mis-hires to de-risk your hiring decision.

Our complete Recruitment Marketing ROAD MAP to TOP TALENT builds your talent pipeline, educates your preferred audience to your brand, vision and opportunity, and we back the entire process with our One Year Guarantee.





There's only one sure way to FAST TRACK your career.

# Here's The Road Map

## Partnership Session

A simple job description will turn up HUNDREDS of candidates. This happens every time you post a job. The floodgates open and you drown in a sea of resumes. We work with you in our **Partnership Session** to save you countless hours screening candidates. Speed up time to fill as your pipeline grows and you only meet with top performers who can perform as well as your best employee.

## Market Reveal

Have you ever wondered where all of the great talent is hiding? I'll tell you, they are working. Right now. For your competitors. They are doing amazing things and helping your competitors business to grow. Our database is a living, breathing network built on relationships with exceptional talent and our reputation gets us on the phone with passive talent not necessarily looking for a move. We share our entire **Market Map** based on location, qualifications and the skills you are looking for, just like a true partner.

## EVP Optimized Positioning

Relying only on Job Board or LinkedIn postings does not attract passive top talent as they are happily working at your competitors companies busting out goals for other companies. Passive candidates who are not looking for work now but would be open to new opportunities are not applying to jobs or accepting calls from recruiters, but they ARE on social media. Your **Employer Value Proposition** builds a large talent pool across social media and gains maximum traction with hidden talent who do not often browse job boards and do not answer 'unknown caller' numbers.

## Top Talent Validation

Almost half of all hires are MIS-HIRES, according to a study by LeadershipIQ. Wasted time searching for the right fit, spent resources to get them on board, only to find at about 18 months or so, you are doing it all over again. Same position, same recruitment process, same failed results. We screen for the most exceptional talent to fit your needs using our signature process and **deliver pre-vetted summaries and references** so you can feel confident there are no surprises during the offer stage.





# GET BEHIND THE WHEEL OF A PERFORMANCE DRIVEN HIRING PLAN

## **Fool-Proof Interview**

You've finally got an interview scheduled with who you think has the right credentials for the job based on their impressive resume. Unfortunately, a list of accomplishments that looked great on paper, aren't as impressive when you are face to face in the interview and the depth of experience required is lacking as the candidate cannot speak to most of his accomplishments. Our scorecard and interview questions created specifically for your unique workplace environment and open role reveal the candidates true self: dreams, needs and desires, as you plan to meet them all in your efforts to retain this new talent.

## **Pre-Commitment Validation**

Top talent is often snatched away by competing offers or counter offers as your competitor cannot lose their star performer. This puts you back on the hunt, starting from square one. With a complete Pre-Commitment Validation vetting process in place, our work history reference checks leave no stone unturned in confirming your TOP selections who are engaged and ready to accept an offer.

## **Retention Strategy- Our One Year Guarantee**

Traditional recruitment methods cannot support a one year guarantee when almost half of hires are mis-hires and many fall out within the first 90 days due to a lack of thorough screening. Regular 'Touch Base' meetings solidifies the commitment made between you and your new hire resulting in exceptional employee results and your complete satisfaction, the strongest guarantee in the industry.

# Next Steps

*Let's Get Started*



## Book A 15-Minute Strategy Call

This confidential call is for C-Suite, Senior Leadership and Talent Acquisition professionals who are frustrated with their lack of access to the top 10% of CPG talent. During this call we will answer any questions you may have and share how you can access the Top Performers hiding just under the surface of traditional recruitment strategies. Actionable strategies you can start using immediately.

## Book A 30-Minute Intake Call

This call is for C-Suite, Senior Leadership and Talent Acquisition professionals who are frustrated with their rate of mis-hires, or are faced with massive business-critical hiring needs and need a partner with a proven system that delivers results. During this call we will audit your current opening and interview process, troubleshoot and fix any glaring holes, and determine if the ROAD MAP to Top Talent system makes sense for you and your team.

# It's Time To Re-Think Your Talent Strategy

## Book A Strategy Call

## Book A 15-Minute Leadership Call

This confidential call is for Senior Level Executives who understand that hiring and developing top talent is the #1 determinant of career success, and want to discuss strategies on how they can position themselves for their next step. If you want to hit the next level in your career, this is the call you want to book.

## Book A 30-Minute Partnership Call

This call is for Business Professionals who are interested in partnering to offer solutions to CPG Companies in need of resources to grow. CLM Careers values your experience in helping CPG Companies reach new heights in the market.



# THE ROAD MAP to TOP TALENT METHOD



## OUR SIGNATURE RECRUITMENT MARKETING TALENT DELIVERY SYSTEM

✓ We VET and only work with amazing people.  
Anything less is just a waste of time.

✓ We don't 'compete' with other Recruiters  
because they aren't using this method.

✓ We stand out due to our high degree of ETHICS:  
We never recruit our Partner's teams away from them.  
Not down the road, not ever.

My friends and business partners call me Cass. We're the ONLY firm focused on the careers of senior leadership IN the CBD/ Hemp infused CPG industry.

Questions? Call anytime.

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