

# 7 Steps To Hire Ground™

I've sent out so many resumes, I've lost count!

I can't seem to make a good impression on the interviewer.

I've finally graduated. Now what?

I've attended countless interviews but no offers so far still!

I love my company. But I've outgrown the job.

Got my MBA at last but nothing has changed....

I've been bypassed for a promotion, AGAIN!!!

I've been out of work and eager to get back into the workforce.

I'm happy in my job, but what happens if there is a restructuring?

The economy doesn't look so rosy these days. Will I be able to keep my job?



- **Designed by two seasoned veterans with over 25 years' collective recruiting experience!**
- **New & unique program with many never shared before strategies & tactics straight from recruitment insiders!!!**
- **Learn about the 7 steps "YOU" need to navigate to get to that offer!**
- **Become aware of the traps, obstacles & hidden pitfalls!**
- **Build a brand that markets "YOU" globally 24/7 even when you sleep!**
- **Learn how to get to the top of a recruiter's list ahead of your competitors!**
- **Learn how to get recruiters knocking on your door regularly!**
- **Learn techniques that you can use over the course of your whole career!**

## DID YOU KNOW?

- ✓ That 83% of recruiters don't even bother to read your cover letter?
- ✓ That 20% of job applicants fail the first phase of the process despite being a good fit for the role?
- ✓ That your resume if deleted in the initial stages.....is done by a machine?
- ✓ That a specific minor tweak on your application sends you to the top of the list?
- ✓ That a specific minor mistake on your application sends it into the trash bin?
- ✓ That anecdotally, 30-40% of available positions are not published?
- ✓ That your new salary increase could go beyond 5%, 10%, 20% even 30%?
- ✓ That partnering the wrong recruitment agency could impact your entire year?
- ✓ That the job you're after, could be managed by a recruiter based in London or Lucerne. Boston or Budapest. From Singapore or Sao Paulo or anywhere else in the world?

## THE PROGRAM

The **7 Steps to Hire Ground™** program was designed from the ground up with a deep understanding of the current employment landscape. Acknowledging that since the advent of the internet and the flattening of the world, the entire job search & attraction strategy has to change to keep up with the times.

The **7 Steps to Hire Ground™** program was co-developed by two recruiting veterans over several years, taking the learnings & experiences from current practices, avoiding the pitfalls, discarding the obsolete methods and implementing the most current real-life, proven & tested tactics to propel your career forward.

## WHAT YOU'LL TAKE AWAY

- ✓ Core principles to unlocking explosive momentum in your job search & attraction.
- ✓ How to establish a strong presence in the job market as a subject matter expert.
- ✓ How to get the attention of recruiters worldwide.
- ✓ Uncover hidden, unpublished or under-publicized career opportunities.
- ✓ How to attract job opportunities without searching for it.
- ✓ Research 101 using LinkedIn techniques & other social media resources.
- ✓ Get recruiters to constantly look at you as a potential candidate.
- ✓ How you are sabotaging your own job search unintentionally.
- ✓ Learn about the 3 minor mistakes that send 20% of applicants to the trash bin.
- ✓ Learn guerrilla tactics to make you get to the top of the list all the time.
- ✓ And much more and then some.....

## WHY TRAIN WITH US?

**INDIGO DREY & ASSOCIATES** was established in 2014 by two recruiting veterans. Each bringing a critical perspective into the entire job search & attraction process.

A 15-year corporate executive with over a decade of recruitment experience in agencies. A partner in a leading agency, his experience spans multiple sectors, from technology to telecommunications, from legal to finance to supply chain. An accomplished trainer, he is also an adjunct lecturer with Strathclyde University for their MBA program. He holds an MBA and is a certified NLP practitioner and a proud father of 2 young children. An avid triathlete, he dreams of cruising the highways on his scooter in his spare time.

A 25-year corporate executive and over 15 years of experience as a leader for in-house corporate recruiting. A regional Staffing Director managing recruiting for household brands like Autodesk, BlackBerry, Levi Strauss, Qlik and eBay; managing Asia Pacific, Europe, Middle East & Africa. Experienced in IT&T, E-commerce, FMCG, Fashion & FSI, amongst others. A hard-core LinkedIn evangelist & trainer, he is a LinkedIn Certified Professional & a Certified LinkedIn Recruiting Expert. He was also ranked top 3 globally in the LinkedIn Q&A forum. A constantly exhausted father of 2 rambunctious kids, he plays a regular game of badminton and dreams of getting more sleep.

## QUOTABLE QUOTES!

A potent mix of plummeting oil prices, a lackluster global economy, the prospect of higher interest rates and domestic restructuring pressures is expected to dampen the economic outlook in 2015.

"There's been a change in the date but the prospects are similar and the risks remain."

Jan 2015 - CIMB economist, Straits Times

"A sluggish global economy is likely to hurt the trade dependent economy."

Nov 2014 – Perm Sec, MTI

"There were 31,000 unemployed PMETs in Q3 of 2014."

MOM – Q3/14 Labour Report

"Of the 3,500 employees who were made redundant in Q3 2014, 65.6% were in the PMET category."

MOM – Q3/14 Labour Report

"After inflation, real wage increases will average 2 per cent in Singapore next year - down from last year's 3.1 per cent rise in real terms."

Nov 2014 - Business Times

"It takes between 3 – 6 months for a PMET to get re-employed."

MOM – Q3/14 Labour Report



## WHAT NEXT?

If you are like many folks, you'll want to wait and see. For now, you don't see a need. You have a job. You're good at it and your boss loves you. You'll address the problem when it comes. We have counselled and consoled many in the very same position as you are now.

To truly grow your career, you need to work at it. As Milton Berle famously said "If opportunity doesn't knock, build a door."

I'm no carpenter but I suspect building a door takes planning, skill, tools, materials and very importantly, time. "Dig a well before you get thirsty" is another favourite of mine.

We have worked with countless folks who suddenly lost or felt compelled to give up their jobs. Their well just dried up. It also takes time to dig a new well. In the meantime, you will find yourself being forced to settle for muddy water. There is no reason to...

## ACT NOW!

We conduct classroom training every month, limiting each class to 20 participants for deeper engagement. The training is held over 2 consecutive weekday evenings from 6.30pm to 10.30pm within the CBD for easy access. Training materials and refreshments provided.

Visit [www.thecandidateschool.com](http://www.thecandidateschool.com) and sign up today!

Email us at [ben@thecandidateschool.com](mailto:ben@thecandidateschool.com) for more information.

