



*DELTA  
DIVERSIFIED, INC.*

*"The Difference is Performance"*



# ARE YOU READY TO ROCK?

WELCOME  
TO DELTA  
DIVERSIFIED.



## FUTURE ROCK STARS,

We speak for our entire team when we say that we appreciate your interest in learning about Delta Diversified, Inc.

When walking in to our office, the first thing most people notice are the Rock-n-Roll icons pictured throughout. These are performers who are arguably the best in the world at their craft. But why? Jimmy Hendrix once said, "Sometimes you want to give up the guitar. You'll hate the guitar... But... If you stick with it, you'll be rewarded." This is a sentiment that any exceptional performer can relate to...

IT'S THE 1000'S OF HOURS OF COMMITTED WORK AND PRACTICE  
(ESPECIALLY WHEN YOU DON'T WANT TO) THAT CREATES THE SKILLS AND  
THE CONFIDENCE NECESSARY TO THROW DOWN A STELLAR PERFORMANCE.

Success at Delta Diversified is defined as the relentless pursuit of Excellence in Effort, Skills and Attitude. Our conceptual approach and supporting training resources are best-in-class in our industry, but these skills will only get you so far... Any new team members will build their careers on a foundation of commitment to outwork their competition. Without true effort, it is difficult to find fulfillment. Throughout our work, we will be guided by the "Delta Mission", which includes the non-negotiable principles that our entire team will live by.

As a Search & Placement professional, you will be providing a service that can dramatically improve the lives of those you consult. The personal satisfaction derived from this type of important work is extremely fulfilling. As your career develops, this is a business that provides for lifestyle flexibility that most people can't even believe. The fact that there is also uncapped earning potential rounds out what many believe to be an ideal service profession. While all of this is true, the challenges encountered while pursuing Excellence in our craft are many. Only the committed will reap the rewards listed above.

Can you **INFLUENCE**? Are you **RESILIENT**? Do you have the drive to **ACHIEVE**? If so... Let's Rock On!

Sincerely,

**JAMES HYDE**  
President and CEO

**BENJAMIN STOCUM**  
Vice President

# THE DELTA MISSION

THE DIFFERENCE IS  
PERFORMANCE



## MISSION

To utilize the search and placement profession as a vehicle, which will create opportunities for our employees, partners and clients to realize true fulfillment in all phases of their lives.

## VISION

An ever expanding collection of complimentary search-related companies which require people with a broad range of skill sets in order to run at peak performance. Each of these companies will foster a culture of integrity, best-in-class performance, achievement and rewards at every level.

## LIFE LAWS

### CONFIDENCE & HUMILITY:

We consistently remind ourselves that any achievements have been made possible by others. At the very least, we owe recognition to our creators.

### KARMA IS REAL:

We hold ourselves to the highest standards of human behavior because doing the right thing vs. doing the easy thing will always serve us well long-term.

### FAMILY BUSINESS:

We are aware that Delta Diversified indirectly affects exponentially more people than the number of those employed here (spouses, children, grandchildren, siblings, etc.). As such, our actions will be a reflection of what our company stands for and will strengthen and preserve the viability of this enterprise.

### ACCOUNTABILITY:

No one is too big, or too small to be held accountable.

### RESPECT:

We owe genuine respect to everyone we work with. No. Matter. What.

### EXCELLENCE:

We strive for excellence in our craft, rather than perfection.

### FOLLOW-THROUGH:

We are hyper-sensitive to following through on commitments in a timely fashion.

### BOUNTY:

We are gifted the opportunities and the skills to achieve and, in turn, we will demonstrate generosity in our lives.

# THE DELTA JOURNEY

## THE 10,000 HOURS RULE EXPLAINED



### THE 10,000 HOURS RULE

We agree that Mastery of the skills required to consistently achieve Excellence in our business requires at least 10,000 hours learning and applying best practice approaches (see *Outliers*, by Malcolm Gladwell).



HOURS WORKED WHILE USING BEST PRACTICE

# THE DELTA TOOL KIT



## TRAINING

### FOUNDATIONAL TRAINING

Structured 6-week online program with facilitation and testing materials to verify retention

Call review and role playing with peers, Producers and Advanced Producers

Formal 15-Day tracking assessment to assure management and trainee expectations are clearly communicated

Semi-weekly practice meetings during which ad hoc training topics are discussed

“Buddy Program” – Trainees are aligned with a guide who has already completed Foundational Training and can help to assimilate into Delta culture

### PRODUCER TRAINING

(1-2 years of experience)

Weekly breakout meetings supported by on-line content library

### ADVANCED PRODUCER TRAINING

(2+ years of experience)

Weekly breakout meetings supported by on-line content library

### INDUSTRY & PRACTICE SPECIFIC TRAINING

Practice Leaders direct regular meetings discussing industry developments and practice specific development needs

### INDIVIDUALIZED DEVELOPMENT PLANNING

We complete formal quarterly reviews during which we focus on individualized development opportunities and recommend customized training programs

### PAID MEMBERSHIP IN OHIO RECRUITERS ASSOCIATION

### NEXT LEVEL EXCHANGE (NLE)

Every team member has access to NLE, which is the best on-line search industry content resource we are aware of

### DELTA DIVERSIFIED TRAINING MANUAL

This manual is constantly updated with best-practice approaches on How to Excel in the Search Business

- Scripts
- Objection Handling
- Influence
- Negotiations
- Closing

### FEATURED SPEAKERS

We are dedicated to the development of our staff. We continually invest in bringing in top speakers for a broader exposure into the industry

# THE DELTA TOOL KIT

CONT.

## LEADERSHIP

Our entire team structure fosters a leadership culture, but we don't train people to be leaders. We believe leadership is taken. There are all kinds of opportunities to take leadership responsibilities while working with Delta Diversified. When you take them, we'll see it and help to develop your approach.

- Mentoring
- Committees
- Opportunity to lead training in peer groups
- Everyone here started as an Associate! Including the President...

## CULTURE

- Open office environment
- Collaborative and team oriented
- Transparent and accountable from the top down
- Focus on excellence rather than perfection
- Regular company outings/parties
- Team has a good combination of wisdom, maturity, youth and energy
- Focus on continuous performance improvement
- Regular contests and bonus opportunities

### MORALE COMMITTEE ("THE MC"):

Peer led committee that focuses on the daily/weekly "vibe" in the office. The MC creates and distributes a quarterly internal newsletter ("The Delta Rhythm") that highlights individual achievements (both personal and professional), recognizes milestones of team members, provides updates on strategic projects, etc...

## RECRUITING & HIRING

Firm covers all costs associated with recruiting and hiring (more valuable for those interested in building and managing teams)

Demonstrated track-record of identifying, assessing and selecting candidates pre-disposed to be successful in the business

## TECHNOLOGY

- Web based CRM available anywhere with Internet access
- Phone system with call record features
- Phone system with full mobility synchronization
- Conference and Training Room with state of the art multi-media technology and connectivity
- Retained IT consulting firm
- Best in class network design with redundancy and failover protection – Office is always ON!

## MARCOMM

- Retained Advertising and Marketing firm
- Next Level Exchange consultation
- Structured email marketing campaigns
- Structured direct mail campaigns
- Website – SEO/SEM, Google AdWords
- LinkedIn
- Case Studies and Whitepapers
- Videos created for posting and distribution
- Print marketing material
- Customized eNewsletters for each practice and search team
- Guidance and a road map for creating individualized marketing strategies

## ACCOUNTING & FINANCE

- Payroll
- Collections

## LEGAL

- Any legal representation required for business purposes is covered
- Strong referral network for personal and family needs

# DELTA EXPECTATIONS



## EFFORT

- Required to develop and execute daily/weekly/monthly work plans
- Goal-oriented
- Motivated to overcome obstacles to success
- High levels of daily activity and networking
- This is not a 9-5 career – Must be willing to work 50-60 hours/week during the early stages of your career

## ATTITUDE

- Positive & Solution Oriented
- Competitive
- Be a good teammate/person
- Be engaged (Read)
- Serious and career minded
- Don't take things personally – It's business
- Determined (Driven to achieve results)
- Resilient

## SKILLS

- Sales acumen
- Strong communication skills
- Influential
- Coachability
- Perseverance
- Organization skills
- Attention to detail
- Follow through