

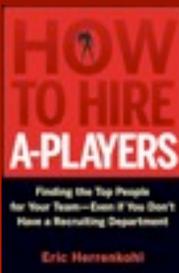
ERIC HERRENKOHL

HOW TO FIND, HIRE, AND LEAD “ROCK STAR” EMPLOYEES



Eric Herrenkohl is president of Herrenkohl Consulting, a firm that helps executives build A-Player teams. He has been featured on Fox News, NBC, NPR and in *BusinessWeek*, *The Philadelphia Inquirer*, Inc.com, and MSBC.com.

He serves as an expert for Monster.com, and he is also the author of the new book *How to Hire A-Players* (John Wiley & Sons).



Better financial results. More productivity. Happier employees. How do successful supply chain management executives achieve these results?

They hire the best people possible. The “rock stars.” The A-Players.

Recruiting expert and author Eric Herrenkohl explains how in his no-nonsense program *Creating a Team of A-Players*. This simple, powerful presentation helps supply chain management executives create the businesses and lives that they want by giving them the skills to build the A-player teams they need.

With more than 20 years of experience in executive coaching and personnel assessment, Eric fills his presentation with real-life examples of firms that have hired and retained great people even without a dominant brand or a big HR department. Leveraging material from his Amazon-bestselling book *How to Hire A-Players*, he explains step-by-step how to use the existing assets of

any business to achieve these results. Eric understands that the best leaders are by definition the best recruiters, and he provides easy ways that every leader can immediately start to upgrade the talent of his or her team.

But it’s not enough to simply hire A-Players – Eric provides sure-fire methods for leading and keeping these rock stars. He also explains how to get better results out of current staff while recruiting the next A-Player. Eric helps businesses stop tolerating poor performers and break through the talent clogs in their organization’s pipes to get results flowing again.

A dynamic and passionate speaker, Eric always tailors his program to fit an organization’s needs. He is a member of the National Speakers Association and has delivered keynotes to firms and professional associations in more than 50 industries.

Please visit herrenkohlconsulting.com for more information and to see video of Eric’s recent presentations.

Partial Client List

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|-------------------------------------|---|--|
| Aramark | The International Interior Design Association | Nestlé Waters North America |
| Bank of America | Lehigh University’s College of Business | New Balance |
| Bath & Kitchen Buying Group | Manufacturers Resource Center | rue21 |
| Bronx/Diba Shoes | MassMutual | The Society for Marketing of Professional Services |
| CEO Think Tank | National Assn. of College Stores | Swiss Farms Stores |
| Edward Jones | The National Kitchen & Bath Association | Vistage International |
| EO, The Entrepreneurs’ Organization | | Washington University’s Olin School of Business |
| Fleet Feet Sports | | |
| Helzberg Diamonds | | |

“Eric, you were ‘spot on’ with your presentation - I think everyone learned something! Staffing, recruiting and assessing talent are all critical skills that we have to develop and practice continuously. You simplified those processes into specific actions we can take to ensure the right performers are in the right positions. You energized us to develop a proactive plan for creating and sustaining a team of A- players.”

–Peter Rittenhouse, Director, Supply Chain East, Nestlé Waters North America

“Eric knows how to get results when it comes to people and organizations.”

–Marilyn Bush, Senior Vice President, Middle Market Banking, Bank of America

“Eric, the members of our Manufacturing CEO Forum found your presentation very helpful – I got great feedback. Knowing how to create a team of A-players is vital for all of our member companies. They also appreciated your ability to give very practical advice on how to find top talent. Several members told me they liked your system for defining the requirements of a role and then coupling that with testing to develop more in depth interview questions. Thanks for presenting!”

–Walt Hoffert, Director, Client Services, Manufacturers Resource Center, mrcpa.org

“Eric Herrenkohl belongs in the top tier of those who have been invited to address the CEO members of my Vistage Groups. His extensive experience, in-depth knowledge and masterful presentation skills create a seminar that is practical, counter-intuitive and fun. Eric will give you a competitive edge in the war for talent. Not to be missed.”

–Allen Hauge, Group Chairman, Vistage Intl



Action Items from *Creating a Team of A-Players*

- Challenge yourself – examine the team you need to achieve your vision versus the team you have
- Understand why the best leaders are always the best recruiters and why it’s worth your time and effort to increase the talent level in your company
- Assess the overall talent of your organization and identify talent choke points that can be the key to better business results
- Create an “A-Player Profile” for key roles and use it to get better results from your current team as well as identify and hire more A-players without making big investments in HR or recruiting
- Make your current marketing and sales activities serve double duty as recruiting strategies
- Learn the biggest mistakes people make while conducting job interviews and simple but effective strategies for weeding out weak performers during interviews
- Empower your management team to be more courageous in dealing with poor performance and poor performers

“Eric’s presentation was fantastic. Many members said it was the best program we have ever done. Eric’s delivery was entertaining and engaging, and the material was right on target.”
– Stacey A. Burns, International Interior Design Association

“Motivating!” – Michael McCormick, President, American Society of Safety Engineers

“Eric’s program was excellent. He gave us practical ideas that our bankers could begin using right away and delivered them in a way that was both motivational and refreshing.”
– Bret Kimes, General Partner, Investment Banking, Edward Jones

“Eric’s presentation was very effective. I had a number of people come up to me right after the presentation and say how much they liked it . . . Most of the people who attended were specifically interested in this topic and got what they were looking for and more.”
– Jim Shertz, VP Programming, NKBA North Jersey Chapter