



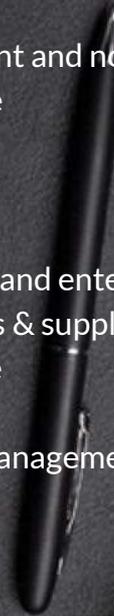
Customer reviews & success cases

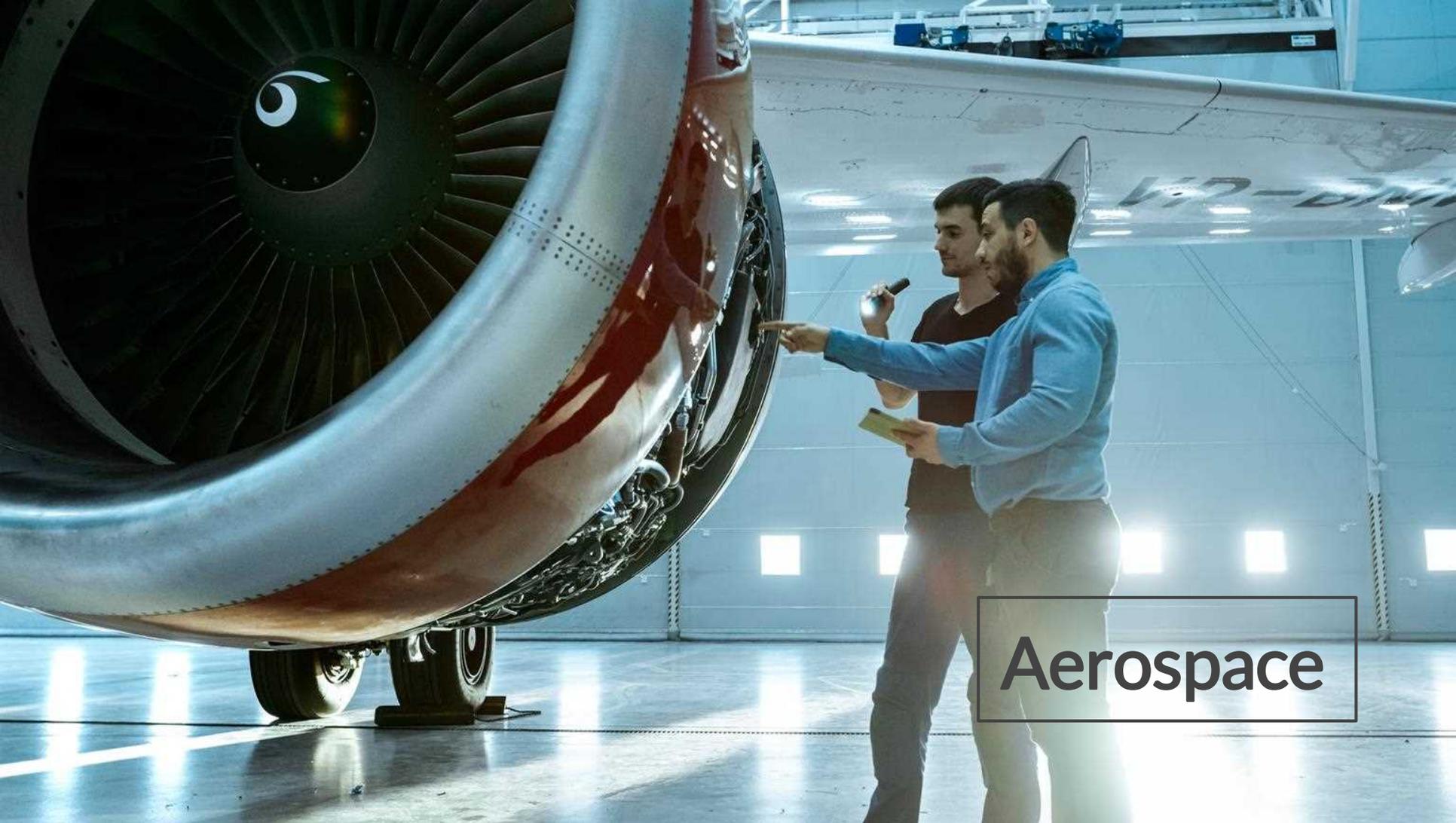
The Barrett Group

Customer reviews & success cases

1. Aerospace
2. Chemicals
3. Commercial and retail
4. Construction and agriculture
5. Consulting
6. Consumer goods
7. Design
8. Education
9. Engineering & oil, gas and energy
10. Finance / financial services
11. General management/CEO

12. Government and non-profit
13. Healthcare
14. HR
15. IT
16. Legal
17. Marketing and entertainment
18. Operations & supply chain
19. Real estate
20. Sales
21. Security management
22. Telecom





Aerospace

Aerospace

I hadn't searched for a job in over 30 years! I hadn't realized how job search and hiring has changed so much!

TBG helped me to better understand the process by which to land a new job. I truly needed and benefitted from their guidance.

CRAIG FORESMAN, CONSTRUCTION MANAGEMENT CONSULTANT, LANDMARK AVIATION

CRAIG FORESMAN

Craig embraced the program and, with help from his Barrett team, explored his entrepreneurial side by starting and running an international consulting firm, which not only provided him valuable career experience and diversified his professional value proposition, but allowed him the opportunity to fully utilize our techniques with his greatly expanded network. He landed at the Vice President level with a compensation package of \$200K.

JEFF DUNN

Jeff had recently retired from the military. During the past year we helped him pull in over \$150,000 in 1099 income. As his search for permanent employment took hold, we helped him to decide between four offers. With our continuing coaching, he has since received a major promotion and is working directly with the owner now.



Chemicals

Chemicals

I decided to change jobs at the beginning of one of the worst recessions in our country's history. It was also the first time I had to actually think about how to market myself and my skills.

The Barrett Group helped me direct my search, and provided me with a terrific resume. They taught me how to accentuate my accomplishments and sell myself, something I had no idea how to do.

The resume was put together so well that I actually got a number of interviews based on my response to online postings. In addition to the resume, my advisors at The Barrett Group provided me with intense interview preparation and training. We went through the interview process, and I learned what questions to expect, how to prepare my responses, what questions I should be prepared to ask myself, and how to make sure that I made a good impression with my interviewers. Their tips were right on. I felt extremely prepared during the interview process.

Finally, once I had an offer in hand, my advisors worked with me to understand how my offer compared with other professionals at my same level in similar industries. All in all, it took about six months for me to land the job I was hoping for. And I am very thankful for all the help I received to get to this point.

DONNA WERN



Commercial and retail

Commercial and retail

PETER WITKE - CHIEF COMMERCIAL OFFICER

As head of international sales for a spinal device medical supply company in Germany, Peter Witke oversaw distribution to 37 countries around the world. He designed local strategies for business partners, managed the corporate sales structure, and set organizational goals. He racked up many impressive achievements, including 39% growth in Europe. Despite his accomplishments, however, a disagreement with company leadership about management structure evolved into an untenable work environment, and Peter left the company.

Peter had always managed his job searches and knew what to do. He contacted recruiters, reached out to his network, and signed up for LinkedIn Premium for premium job access resources. But this time was different – the Coronavirus had just begun sweeping across Europe. “At the start of Covid all the responses I got from recruiters and hiring managers were a variation of ‘We aren’t hiring now because of Covid,’” said Peter. “I also learned that, nowadays, the majority of CVs are run through an algorithm that easily filters you out if you don’t tick a certain box. I hadn’t run into that before.”

As a homeowner and a father of four over age 50, Peter felt a high level of stress about his financial situation. He knew he matched the profile of someone who can expect high hurdles to a successful job search. So, when he learned about The Barrett Group (TBG) and the robust professional support they offer jobseekers to leverage the unpublished market to find their dream jobs, Peter was intrigued. “I found The Barrett Group’s story appealing. When I heard from The Barrett Group that 75% of all jobs are found in the unpublished market and they can help me access it, I became very curious to find out what they do differently from what I have always done,” said Peter.

Commercial and retail

THE CLARITY PROGRAM WAS A REAL EYEOPENER

Peter first talked to Tomasz Lisewski and was impressed by TBG's sales offerings. He remained skeptical, however, until he interviewed TBG CEO, Peter Irish, too. "I became convinced that TBG could open doors to me that were currently closed – even in a completely different industry," said Peter.

Peter signed on with TBG and began the Clarity program, which to his surprise, turned out to be the most valuable aspect of his entire experience. "The Clarity program was a real eyeopener for me, especially the DISC profile exercise," said Peter. "It was the scariest experience in my life to answer 24 questions and have it yield a 20-page analytical report about my skills and personality that was spot on! The report included what other people say about me. It wasn't all positive, but it also made me better understand why my last job failed."

Peter learned a lot about himself, including the kinds of management structure that fit and don't fit his personality and skills. The coaching that followed built on that understanding. "My Clarity coach, Julie Holifield, really helped me process my situation and figure out a reasonable next job. She was very compassionate at a time when I felt vulnerable," said Peter.

Next, Peter was assigned an employment consultant, Paula Nordhoff, who gave him various tasks and guided him on how best to benefit from LinkedIn, leverage his network, get in front of hiring managers, and represent himself on his CV. Peter threw himself into the work, meeting twice per week with Paula.

Commercial and retail

I WASN'T JUST LOOKING FOR A JOB, I WAS SURVIVING LIFE

“It was obvious that Paula was very experienced. She realized that I was in a difficult state of mind. I wasn't just looking for a job, I was surviving life. She kept me very active, which was important to me psychologically,” said Peter.

Peter's ultimate landing stemmed from a contact he'd made months earlier at a medical exhibition. The head of another medical device company desperately needed someone with Peter's skills and experience to commercialize his products. He was thrilled to consider hiring Peter as soon as sales in medical devices recovered from the Covid downturn.

With Paula's help, Peter nursed the relationship for several months, offering the CEO ideas and a proposal for a corporate strategic plan. Peter was finally offered an employment contract as chief commercial officer of this exciting company – and at a compensation level exceeding that of his previous position. He couldn't be happier.

“When I heard from The Barrett Group that 75% of all jobs are found in the unpublished market and they can help me access it, I became very curious to find out what they do differently from what I have always done.”

-- Peter Witke – Chief Commercial Officer

Commercial and retail

The transition process can be very stressful and nerve racking, especially for someone who has not experienced it before. Having my consultant, and the Barrett team in my corner allowed me to focus on the right activity and increased my confidence throughout the entire process. Anyone in a career transition needs professional guidance and coaching. The staff at the Barrett Group played a integral part in my career change. From planning and research to selection, preparation and follow up, each member was an intricate part of the process. A job search can be very stressful. Knowing that you have a team of professionals behind you, guiding your every step, was worth every penny.

JAREK MLODZINSKI, DIRECTOR, SALES, AURORA CASKET

Whether you're an Entrepreneur, Executive or simply looking for a career change, the Barrett Group has a program for you. The Barrett Group created a raving fan and I highly recommend their suite of services.

ARTHUR ADAMS, DIRECTOR, DOMESTIC COMMERCIAL SALES, CSXI

Your coaching and consulting revealed that I had many lucrative options available to me. I am glad that I signed up for your three-year program. I know that should something with my current employment change and require me to again seek executive assistance, Barrett Group will be my partner in finding a solution. I would highly recommend your firm to any executive seeking a loyal partner in their quest for the next big career opportunity.

DAVID HANNAH

Commercial and retail

CHRIS BURGER - HEAD OF REVENUE TECHNOLOGY & OPERATIONS (NETHERLANDS/US)

As a global executive, Chris Burger had enjoyed a long career of managing people from around the world and from different cultures. He was happy in his position until a change in leadership prompted him to wonder whether his company would remain a good fit for him. “The company wasn’t going in the direction I thought it should,” said Chris. “When the initial support I was promised did not materialize for a key project I was leading, I knew it was time for me to move on. I’m not that young anymore and I want to control my own destiny.”

Chris wasn’t ready to retire – he figured he had one more gig left in him, and he wanted the last gig to be a good one. However, he recognized that a lot had changed in the 20 years since he had last looked for a job, especially at the executive level. He decided to work with an advisor.

Chris ultimately hired The Barrett Group because its methodology addressed the exact areas where he needed help. As a global executive he had always customized his management style to the culture and personalities of the individuals he managed, and he appreciated that The Barrett Group, likewise, customizes its services to each client.

“The Barrett Group’s process is very complete. They began by assessing my personality, my communication style, and my goals. Then they tailored their process to my needs,” said Chris. Chris also recognized that The Barrett Group consultants are experts where he is not – job search.

Commercial and retail

ONE MORE GIG

“What you don’t do often, you don’t do well. For me, that was job seeking,” said Chris. “I’d made only three or four career changes in entire life, but The Barrett Group does this for a living. They know all the tricks in the book.” Developing his LinkedIn profile alone turned out to be hugely valuable. It prompted calls from numerous recruiters who wanted to know what he had to offer. TBG helped him field these calls by readying full company reports before every conversation.

TBG coaches fully trained him to effectively respond to recruiter questions, including using results-oriented language and good examples of his experience, and how to handle questions about compensation most effectively. They even followed up on his references to ensure they were good enough. “That in-depth preparation instilled confidence in me during my conversations and interviews,” said Chris. “That is crucial to a successful job search – being confident about who you are and what you can do.”

TBG’s expert coaching didn’t end when Chris was offered a position by his current employer, a San Francisco startup. “The initial offer was a little below what I was expecting, so I told them I’d think about it. Then I called my consultant to discuss. In the end, the company raised the offer to a number I was glad to accept.”

With the help of The Barrett Group, Chris has embarked on the final chapter of his career – and it’s a great gig!

Commercial and retail

Brad came to us after being relieved of his VP position for a major retailer. We launched the processes in October and Brad landed his new position at the EVP level for a highly prestigious luxury retailer the following February.

We had introduced him to a recruiter who knew of a position that was open but there was little chance of him being presented. Under our guidance, Brad mined his reputation within the company and was able to get an interview. With our coaching, he was successful in the interview and negotiation process and he is now heading up a major corporate expansion nationwide.

BRAD WOLFER

Commercial and retail

DIANE - SENIOR VICE PRESIDENT OF OPERATIONS

Long before engaging The Barrett Group, Diane had an exceptionally distinguished career, working with some of the most exclusive brands in the world. She had been a senior vice president for a designer and marketer of luxury tableware and then a luxury goods corporation, serving as a chief information officer for prestigious luxury brands. Eventually, a friend of Diane's convinced her to make a change. "A good friend of mine owned a consulting firm and was preparing for a crucial launch. He was looking for someone to handle the operations side and to actually execute the launch. I thought it would be very interesting and was excited about it." So, Diane made a leap.

And Diane landed. "We successfully launched the product." But like with any leap in life, it's not just about the jump and the landing, it's also about where exactly you find yourself in the end. "After two years in the consulting world, well, it was something that just didn't appeal to me. I realized I was more cutout for corporate positions." And so, Diane determined that she needed to summon up the strength and courage, and time and energy, to make another leap.

From the beginning, Diane recognized that she needed certain skills—skills that she felt she lacked. "I was all over. I was in my late fifties, and for all of my career I had never had to network or seek employment. I was always sought out or retained by search agencies or whatever. So, I really didn't have the skills or know-how to use products like LinkedIn and those kinds of things."

Diane recognized the true value of such skills. She did not need to be convinced that better marketing, promotion, and use of technology can determine the success or failure of a brand. "So, I started to do some research, and I looked at a few different companies. The Barrett Group was one of them, and, basically, after speaking with two other companies, I chose Barrett. I liked what they had to say. I liked the process they described. And I thought they could be beneficial, helping me seek what I wanted to do."

Commercial and retail

FINDING THE RIGHT JOB

Diane quickly got to work together with her consultant. “So, I became very active. On a weekly basis. I did my homework with my consultant.” First, they focused on the tools needed to promote her brand, including her resume and her LinkedIn. “Learning how to use some of the more sort of hidden or secretive features of LinkedIn was extremely helpful.” They then used those tools to promote her brand through leveraging her social capital. “I re-established contact with a lot of my former coworkers and such, which was extremely helpful. I networked with people who were peers at the time I worked with them, but who were now in executive roles like CEO.”

Diane quickly got results. “I landed an interview with a sporting goods company in New York.” But the purpose of The Barret Group is not to find a job for their clients. It is to find the right job for their clients. Diane rejected the opportunity with the complete support of her career consultant. “I ultimately decided that it was not something I was interested in, based upon their structure and things of that nature.”

And then came a twist. “In the middle of all of this my friend sold his consulting company to a firm that specialized in SAP consulting.” The new management showed they appreciated Diane and offered her a new opportunity. “They asked me if I would stay on as the VP of operations.”

Diane and The Barrett Group pivoted immediately—together and in sync. “I spoke to my consultant about it, and we looked at the pros and cons of continuing my search or moving forward with the new management.” Diane was now at least tempted to stay. “In the end, I considered a variety of factors, like some of the things that were promised to me, some of the opportunities that I would have, and the fact that I would now be part of a much larger organization with more structure. So, I decided to stay.”

Commercial and retail

BETTER SALARY, BETTER PERKS, AND A BETTER TITLE

Although a decision had been made, neither Diane nor her consultant lost focus. “So, my consultant at Barrett and I switched gears and she helped me negotiate the package with the new ownership. She was extremely helpful, taking me through the steps to do that successfully.”

Diane’s consultant had proved her value to Diane during the decision-making process, and she proved herself again during the negotiations process, a necessary step to making her decision a reality. “I probably would not have negotiated the salary and everything else I ended up with, you know, the perks that came with it, the terms of the contract and all those other things. I can't thank The Barrett Group enough.”

“I had been a chief information officer. The operations officer role was something I had never really been in before. It was new and exciting, and I looked forward to it.” And, finally, like many Barrett clients, she of course had a better salary, better perks, and a better title, as well as one other outcome. “You know, I received a sign-on bonus that more than covered The Barrett Group’s fees.”

”I would say that it was so worth the expenditure of fees versus the return. So, there's a great return on investment.”

-- Diane - Senior Vice President of Operations

The image shows a large-scale industrial facility, likely a grain elevator or processing plant. In the foreground, two orange trucks with yellow dump beds are parked on a paved area. Behind them are several large, cylindrical silos made of corrugated metal, connected by a complex network of pipes and walkways. To the right, a tall, vertical structure with multiple levels and large circular openings is visible. The sky is blue with some light clouds, and a large pile of grain is visible on the left side of the frame.

Construction and
agriculture

Construction and agriculture

I have enjoyed immensely working with The Barrett Group. My consultant was a very good and effective partner. I greatly appreciate The Barrett Group's process as it was very integral to me landing my new position. I am very proud of the rewrite of my resume and LinkedIn Profile, both of which they partnered with me on. I especially benefited from the interview coaching provided by my consultant which I believe was very instrumental in securing my new position.

DAVE VANNOY, CFO AT H&H HOMES

Yesterday I accepted a position with a company which I feel will enable me to further advance my career options. Your support and creative ideas helped me obtain this position quickly and professionally.

JASON IACOVELLI

The Barrett Group did a fantastic job assisting me in finding a great job! They lived up to all commitments they made, I followed their plan and I had a great job within 6 months. I would highly recommend anyone to use them but you have to follow the program and trust the process. With Barrett, I never felt alone.

DON MILES

Construction and agriculture

HEATHER - SENIOR CONSTRUCTION MANAGEMENT - EXECUTIVE SCHEDULER

As the director of corporate scheduling at a world-class developer of resorts in Las Vegas, Heather successfully managed upwards of 50 construction projects at a time, spanning multiple locations, each worth millions or even billions of dollars. She loved being a scheduler, but after 15 years with the same company she started to feel that her values were no longer aligned with the values of the company. She craved a change.

Heather started her job search by using Indeed, LinkedIn, Glassdoor, and many other job search tools. But her search went nowhere. She just knew there had to be a firm out there that could help skilled, experienced executives' transition to new positions, and she scoured the internet looking for it. Finally, she found The Barrett Group (TBG). "It was obvious that I would not be able to find a new position doing what I wanted to do without help. I had never heard of The Barrett Group before, and I was so happy that I found it," said Heather. "The Barrett Group process is incredible."

Heather derived a lot of benefit from the Clarity program at the outset, not least of which was a realization that she wanted to move someplace with trees. "The personality testing was wonderful. It was amazing to see how I'm perceived by others, and it has helped me be more cognizant of my strengths and weaknesses," said Heather. "It was clear to me that the TBG team was using the information they gleaned from the test to tailor the program to me."

A steps-driven person, Heather valued the very logical methodology of the TBG program. She appreciated that it was flexible enough to enable her to work through it at a pace that suited her. She learned a lot about how to manage LinkedIn and spent much of her time working with it. And she was delighted by her resume makeover.

Construction and agriculture

CHANGE OF CORPORATE ENVIRONMENT

“The TBG team did an incredible job with my resume. My new resume makes me look like a million bucks!” said Heather.

Before Heather had even finished Phase 1 of the program, an opportunity popped up on LinkedIn that she thought would be ideal for her. To her delight, Heather found that 10 of her close connections had direct connections to the company in question. She started making phone calls and, though the Covid pandemic was in full swing, found herself, within a day, interviewing for the position. Within two weeks the hiring manager asked her how soon she could start.

Heather credits The Barrett Group for channeling the special kismet that produced such a rapid, successful career transition.

“It was thanks to the coaching I got that made this job opportunity come to fruition,” said Heather. “Before I hired The Barrett Group I would have seen the job ad, applied, not gotten it, and moved on instead of first reaching out to my network, asking them to talk to their connections, and have them put me in touch with the right people. That’s what The Barrett Group did for me.”

“It was clear to me that the TBG team was using the information they gleaned about me to tailor the program to me.”

-- Heather – Senior Construction Management, Executive Scheduler



Consulting

Consulting

JEREMY CLARK, PARC

The Barrett Group's process and expertise proved very successful for me. TBG was focused, insightful, and had great advice relevant to wherever I was in the process, and their feedback was direct and always constructive.

In the first phase, TBG gave me valuable insights into the personal marketing process and how recruitment works, and in particular the interview prep and practice proved extremely effective in subsequent interviews.

In the second phase I received great support and encouragement. I'm convinced the service helped me present myself effectively, and I found it a very satisfactory experience.

PAUL GELINAS

Paul loves the circle-of-influence process, finding it particularly apropos for entrepreneurs and senior executives. Through the transfer of knowledge and Paul's skillful application of our processes, he now serves as part-time CEO and owner of several companies. Paul is able to work in a consulting capacity and earn over \$500K per year.

Like many of our clients, he loves being an active member of our Barrett family and regularly works with our clients as a business partner for gigs he cannot manage himself.



Consumer goods

Consumer goods

I was very skeptical at first but decided to call the Barrett folks anyway. After working 22 years at PepsiCo in various senior management positions I was looking at new opportunities and/or senior executive/corporate roles. Another Ex-PEP executive spoke very highly about the group and their capabilities. That was almost two years ago and it ended up being a great decision to call and they helped me with my professional choices and offered some helpful personal counsel, too.

RICHARD BELLAS, CCO DFI CORPORATION

The Barrett Group provided a structured and value added approach to my career search, and was an instrumental partner in ultimately achieving my goals. Thanks!

RICK PERROTTA

Consumer goods

The Barrett Group is a company that actually delivers on the promise to help you find that next career that will change your life. They have a staff that is dedicated to helping you assess your strengths, position yourself in the market, help open doors through their network of client companies and past candidates and help you to determine your value to your next employer.

They provide comprehensive resources to help you achieve your dreams.

I had a great experience knowing that I had a team of professionals helping me to land my last three positions.

Thank you, Dan Resendes and The Barrett Group team for helping me to land in three increasingly challenging positions!

EUGENE QUAST

EUGENE QUAST

Eugene landed three jobs with us so far through Circle of Influence and Recruiter processes. He came to us as an unemployed executive. He first landed a transition job with an agro conglomerate as a territory sales executive, (\$165K comp) and then a VP of Sales position at a nationwide distributor (\$196K), then, most recently, as General Manager of Global Sales for an industry leader (\$225K).



Design

Design

Firstly, I recall being incredibly apprehensive initially, as this was obviously a significant investment that required a lot of trust. It had been over 20 years since I had to put myself out into the market again as I had always been recruited for for roles throughout my career.

I also understood that I was ultimately the one who would secure my new role. That The Barrett Group would not just get me a new job, but support, direct and guide me through a very thorough process that would prepare and enable me to be successful through leveraging relationships in my portfolio whom I trusted as mentors throughout my career to date.

Waffles Natusch, Dan Resendes and several support team members were all instrumental in not just support with weekly calls, but available at incredibly short notice if an interview came up. Even on weekends. Everything from refreshing a relevant resume/CV, training for interviewing techniques, depending on either agency or direct company members and their backgrounds, LinkedIn data mining, company databases etc. and a journey of home work and ground work in preparation.

I think it would also be relevant to add that obviously as of late, the world has changed massively. Major retailing/business trends that are coming out of COVID19 are focusing on collaboration, partnership, community & transparency. The need to be agile, flexible and must have the ability to pivot their business and to pivot digitally. Balancing technology with humanity is now vital and how we navigate the physical environment and digital environment become more relevant.

Design

The rise of sustainability and the rise of the mindful consumer and mindful consumption increases. Today's consumer is much more thoughtful, that cares, is focused on health & safety, security and trust. When searching for the right fit with future roles, candidates should focus on challenging to understand how brands/companies nurture the consumer, focusing on empathy, inclusivity and feeling safe. The future will quickly become PEOPLE FIRST, SAFETY FIRST as opposed to product first.

ALL of this is completely how The Barrett Group focuses their support and I fully endorse them 100%!

JAMES HENDERSON, DESIGN CONSULTANT AT ANGLIAN HOME IMPROVEMENTS (UK)



Education

Education

Working with my consultant helped me discover who I really am both professionally and personally, enabling me to land where I am meant to be in – my ultimate best fit destination. I can't imagine being in a better place than I am right now!

STEVE JONES, PRESIDENT, ANTIOCH UNIVERSITY

I used the Barrett Group when making a significant career change. I did not know where or how to start, but they immediately made me feel comfortable with the process. As we started, I grew more confident each day. It did not take me long to find the position I was looking for, and I can honestly say I could not have done it without Barrett. They literally helped change my life (in a great way), and I am grateful for the experience I had, the knowledge I obtained, and the confidence I now maintain.

LARRY JUSTICE

LENA

Lena went through a complete life change with Barrett at her side. After being laid off, she sold her house and followed our advice, enrolling in and completing a Masters program in Advanced Project Management that she would need for her next position. With our assistance and guidance, she then launched her own consulting business, relocated to Maryland to start her new position, Senior Development Officer for a local university. Her compensation is in the six-figure range.

JAMES JOHNSON

James credits our interview coaching and skillful authoring of marketing materials as the major keys in overcoming age discrimination as he launched his search at age 63. His background academia was rewarded with a Dean of Education position.



Engineering
& oil, gas and energy

Engineering, oil, gas and energy

KWASI ASARE - MANAGER, HEALTH, SAFETY & ENVIRONMENT BUSINESS UNIT

As director of corporate safety at a large holding company that constructs and maintains equipment for the energy industry, Kwasi Asare led safety management for several business units, and he was the point man for standardizing processes and implementing best practices. A 20-year veteran of the company, Kwasi was unprepared for unemployment when the Covid crisis forced corporate restructuring upon the company, eliminating his position.

“I’d never been terminated or laid off. The next day I figured I should get moving to find a new job,” said Kwasi. “I threw together my resume and sent it to people I had worked with in the past. I started applying to places and I signed up for help from a bunch of executive search firms. I just jumped into it, ignorant of the process. It was not a coordinated or focused approach.”

It was in this way that Kwasi stumbled across The Barrett Group (TBG). His initial interest in TBG’s program was tepid at first because he “just wanted someone to find a job” for him. The more he learned about the model, however – TBG doesn’t find you a job, they teach you a proven methodology to find a job yourself – he decided to give it a try.

“It seemed weird to plunk down a lot of money after just losing my job,” said Kwasi. “But after I reflected more on it, it became clear that this would be an investment in myself. I wanted to advance higher than the director level and possibly transition out of my industry, and this seemed to provide me the option to explore new opportunities and think outside the box.”

Engineering, oil, gas and energy

CLARITY & CAREER MANAGEMENT

Kwasi started by doing a deep dive into his personal values through TBG's Clarity Program and assessing what he wanted from his career.

"The goal is to explore things that are related not only to work, but also to family, life balance, and geography," said Kwasi. "If you don't have that focus on what you're looking for personally and career wise, it sets you back during your job search."

While there were no "aha" moments, the Clarity process did illuminate one thing for Kwasi: A career transition is an ideal time to move closer to family, so geography became an important factor in his job search.

The next phase of the program was an exceedingly beneficial lesson for Kwasi about career management.

"I knew about LinkedIn, but I didn't know how to utilize second- and third-degree connections. I didn't understand the importance of cultivating relationships and leveraging them to get internal support when applying for a position," said Kwasi. "Without some kind of internal advocacy, it's hard to get past the automatic resume screening process."

Kwasi spent a lot of time developing his LinkedIn network by reaching out to people he hadn't talked to in years and rebuilding those relationships.

Engineering, oil, gas and energy

BUILDING CONNECTIONS

It wasn't long before Kwasi mastered how to circumvent traditional job-hunting practices.

"I realized how poor form it was at first for me to send out my resume to people before I bothered to catch up with them," said Kwasi. "I learned that from the Barrett Group. Once you genuinely build a connection with people, they often help you with a job search without your asking."

"If there is a place you want to work, you first go to LinkedIn and research your connections to find people who work there. Once you figure out the six-degrees of separation, you can ping-pong your way to the top of the list and, possibly, into an interview," said Kwasi. "You may not get the job, but at least your resume isn't getting dumped into the trash."

Leveraging his social capital in this way is exactly how Kwasi ultimately landed his next job. A few weeks after reconnecting with a business acquaintance that he hadn't talked to in 10 years, the colleague called Kwasi to tell him about an opportunity as a safety manager of a business unit at a large firm on the east coast that might be a good fit. He even offered Kwasi a glowing referral. The position wasn't the promotion Kwasi wanted, but it is close to family, which was one of his main goals, and it's a good job at a bigger company with opportunity for growth, which he didn't have before.

During the hiring process, Kwasi managed to negotiate a higher base salary, a better relocation reimbursement, and a signing bonus.

Engineering, oil, gas and energy

INVALUABLE LEARNINGS

For Kwasi, even better than his new job is the education he got from the TBG program. In hindsight, he says, his TBG experience made him realize that, previously, he had not been maximizing his potential.

“Looking back, I should have left my former job a while ago. This whole experience really helped me take inventory of things in my career,” said Kwasi. “For 20 years I never thought about leaving the company. I never tested the landscape. That’s horrible! If I had known years ago what I learned from TBG, it might have set my career path in a very different direction.”

Kwasi plans to make the most of the investment he’s made in his career.

“This education was invaluable,” Kwasi said. “Going forward, I’m going to utilize the skills I’ve learned and leverage my social capital – not necessarily to find a job, but because that’s how opportunities come about.”

“If I had known years ago what I learned from The Barrett Group, it might have set my career path in a very different direction.”

-- Kwasi Asare - Manager, Health, Safety & Environment Business Unit

Engineering & oil, gas and energy

The Barrett group used all its resources to help research possible companies and contacts and then handled a majority of the administrative duties involved in a job search. I ended up landing an opportunity that met all of my family's needs with a past contact. I would highly recommend the Barrett Group if you are serious about looking for a new opportunity.

Paul had interviewed with a company eight months before coming on board with us and, at that time, turned down an offer which was well below his market value.

When they could not find a qualified candidate of Paul's caliber they came back to the table, but this time Barrett was at Paul's side! The new offer was negotiated up over \$30K, well into the six figure range. Paul cinched the deal and more than recouped his Barrett fee through just our negotiation counseling.

PAUL ANDERSEN

TBG was very good at helping me take a fresh look at my personal situation, i.e. background, qualifications, brand, etc. and they ultimately helped me to achieve my professional career goals faster.

I was able to see my skill set and accomplishments from a different prospective, which resulted in my being able to pursue a new and different career path, without taking a salary cut.

J. MARTOCCHIO



Finance / financial services

Finance / financial services

LAURA - GLOBAL DIRECTOR OF FINANCE

What does The Barrett Group do? Some of the best answers to this question emphasize value. Some firms, like investment firms led by activist investors, work to unlock the value of underperforming stocks. Other firms, like those led by geologists and engineers, work to unlock the value of natural resources by discovering and uncovering them. And our firm, led by experienced career experts, works to unlock the value of people, by helping executives and potential executives demonstrate their value to the marketplace.

The Barrett Group is in the business of helping its clients maximize their value. In some cases, our focus is on protecting already maximized value, like when The Barrett Group helps a c-level client who has been downsized as part of a merger find a similarly lucrative and powerful role with another company. In other cases, our focus is on helping a client unlock their value, like when The Barrett Group helps a client who is a high-level manager move from a company that undervalues her to a company that recognizes her potential and true value. This is such a story, told at the client's request without names to protect employer and employee alike. Our client was a long-time employee of a financial institution in Silicon Valley. By any measure, her tenure was a success. She appreciated her company, and her company appreciated her. She received raises and promotions through the years. Beginning as a project manager, she was promoted to a full management position overseeing the project managers and then promoted again, this time to a senior manager position. After becoming a senior manager, she did as she had always done—she sought out added responsibilities, something her employer no longer encouraged. And when her superior left, she asked for a promotion to his open position. She was told something vague and discouraging, like, “You’re not quite ready.” or “You’re not there quite yet.” She decided that she needed to find somewhere else to work if she was to grow, somewhere with more light and less shade. What good is the potential for growth in a place without the room or resources to grow?

Finance / financial services

ENGAGEMENT AND VALUATION

Initially, our client tried to find a new position entirely on her own. It didn't work. She decided she might need some help. Like most clients of The Barrett Group, she did not simply rush to us for help. She looked around, talking to a number of firms, and she shopped around. And only then did she decide that The Barrett Group would be the best bet for helping her unlock her value.

The Barrett Group does not sell magic. It sells a process that works. That process, especially the beginning of that process, can be difficult, as The Barrett Group and clients work, as partners, to build the foundation of a successful search. In this case, the beginning of the process was helped by something worthy of relief and elation. Our client discovered that she was not alone in her valuation of herself. In finding The Barrett Group, she found not only an ally, but a team of allies, who, unlike her current employer, agreed with her valuation and were determined to get the marketplace to recognize that valuation. From day one, The Barrett Group believed in her skills and experience—and, refreshingly, they told her so.

Our client went to work to prove the truth of her valuation, and The Barrett Group to prove that their encouragement of her valuation was not bluster. Together, they revised her resume and her LinkedIn profile, The Barrett Group persuading her that her LinkedIn image shouldn't be an online version of her resume—that the two serve different purposes. And they convinced her that she had even undervalued herself in a few specific ways. For example, when accounting for her implementation experience, she should count not only her years in charge of implementation projects, but also her years working as part of implementation teams. And so, she began making subtle improvements to the way she presented herself to the marketplace.

Finance / financial services

THE “RIGHT” JOB OFFER

During her job search, her employer, perhaps sensing something, offered further evidence that it did value her, as she was offered a retention bonus. She accepted, as the bonus required her to stay with her employer until a specified date but in no way prohibited her continuing her search for a better place to grow. And she continued to search as before, with energy, intelligence, and the help of The Barrett Group. Soon, she had a number of interviews and multiple offers. When a hoped-for offer didn't materialize, The Barrett Group supported her. When a good offer materialized and she decided she should decline, The Barrett Group supported her—fully, as The Barrett Group recognizes that the goal of a job search is not job offers, but the right job for their client. Despite her present situation, working for an employer who did not recognize her true value, she remained patient.

SOFT LANDING

And then, something—something so fortuitous that a reasonable person would not even dare to wish for it—happened. An offer began to materialize as the date for her retention bonus approached. One day, she received her retention bonus, having fully honored its terms. The next day, she left.

In the end, she had not only a retention bonus, but a better salary, a better title, a better employer, and, bottom line, a better job. She became a director and then a global director. Her new employer allowed her to grow and, to this day, encourages her to grow. And so, what began as a story of one manager believing in her valuation of herself, continued as a story of her finding someone else who believed in and supported that valuation. And it ended as a story of a third party, her new employer, recognizing both her present value as an executive and her growth potential. Together, the three of them, the client, The Barrett Group, and the client's new employer, succeeded in unlocking her value.

Finance / financial services

My consultant was instrumental in helping me prepare for my career change from public accounting to private wealth management.

I landed the position of President at a family office with only a short track-record in the business.

My consultant made sure that I was presented in the best light and had all the right tools to ace the interview selection process. I was offered a job on the spot and got the salary I demanded. The Barrett Group are true professionals who know the recruiting game and how to navigate the job markets like nobody else I have worked with in their business.

ANDREW MACLEOD, PARTNER, ROXFORD ONE FAMILY OFFICE, COLUMBIA CAPITAL

After 22 years in the financial services industry, I found myself desiring a change in employment. The Barrett Group took me on as a client in the fall of 2008 just as the financial services industry collapsed and thousands of professionals began looking for employment. It was a frustrating and frightening time for me: I felt as though my whole world had come crashing down on me.

The Barrett Group provided me tools and contacts to consider alternative careers, they researched contacts in companies I was interested in and sent introduction letters, they prepared an excellent resume customized for each job search and coached me before and after each interview.

Most importantly, Dan Resendes, my counselor, met with me by phone every week and was always positive and supportive. He gave me the confidence and hope to continue the search until I found the perfect position. The Barrett Group continues to reach out and provide coaching and support as I build my new career. I would not be in the position I am today without their services.

JAY

Finance / financial services

TRACY KATZ - SENIOR TRAINER

As a 20-year veteran of a Southeastern regional bank, Tracy Katz acquired a broad range of expertise in the financial services industry, including sales, service, training, and project management. Over time, she married these skills, becoming a specialist in operational effectiveness, business transformation, and change management, and a go-to person when departments merged, or other complex projects arose. Ironically, however, when her company merged with another bank, she found the available employment opportunities in the new entity unappealing, not least because they required relocating. So, she opted for a severance package.

“I had been with my company for 20 years and was ready to try something new,” said Tracy. “The severance was really good – about a year’s salary – and I thought with all my experience I would have a job within a few months.” In the end, however, it took much longer – and a few disappointments – before Tracy began the next chapter of her career.

Anticipating her departure, Tracy researched career coaching services early on and hired The Barrett Group to help with her career transition. “I had done a lot of things in banking and I wanted to explore my passions. I wanted to do something different, and I wanted The Barrett Group to support me in figuring out what that might be,” said Tracy.

Tracy also had two big concerns. First, after 20 years with one company, she felt she had little experience in the job seeking process. Second, she felt that she was a horrible interviewee. “I don’t tell my story well. Yes, I have accomplished many great things, but I am insecure talking about my successes. During a job hunt, however, you have to do that,” said Tracy. “I needed help identifying my accomplishments and learning how to share them effectively during an interview.”

Finance / financial services

WHEN COVID HIT, MANY JOBS WERE FROZEN

Tracy began the TBG program by developing a personal strategic plan with her Clarity coach, in which she identified her values and mission. She found the sessions very valuable. She learned that she wanted to be a leader in operations for a mid-size company in Florida. She wanted to work for a company with a strong brand, a great culture, a quality reputation, and integrity. Tracy is a problem solver by nature and wanted to find a role where she could fix things and help others.

Tracy's job hunt got off to a promising start. She interviewed at a local bank with a new position for a process improvement engineer. But just when she expected to get an offer, the bank announced a merger, and the position was shelved indefinitely.

Then Covid hit and Tracy found that many jobs were either unavailable or frozen. "I got interviews but not as many as I thought I'd get, and I didn't get selected for them. Also, there were few jobs available at my level. It seemed people were staying in their jobs due to the uncertainty," said Tracy.

Tracy began working with her career consultant, Julie Mathern, who taught her how to strengthen her network and build social capital as the first step in her job search, then how to navigate LinkedIn Analytics – both critical to finding jobs in the unpublished market.

"You have no idea how helpful it can be!" said Tracy. "Julie taught me that, instead of applying for jobs cold, I should find resources within a company that could connect me with a hiring manager before applying. You won't get a job if they don't know who you are or if you don't come with a referral. That was a great lesson!"

Finance / financial services

THREE TIMES IS A CHARM

Tracy also learned a lot about interacting with recruiters through LinkedIn and turning messages and emails into phone conversations and, ideally, relationships. This tactic proved particularly useful in Tracy's exchanges with one key recruiter she'd met early on.

"A recruiter at a company I was really interested in connected with me and we exchanged chats about a training position that would open up in a couple of months. Using LinkedIn Analytics, I located Jennifer, director of training at the company, who responded to my LinkedIn message. We had a great phone conversation and developed a personal connection."

When the position did open up Tracy reached out to Jennifer, who helped her get an interview. "I went through two weeks of interviews and thought for sure they would make me an offer only to find that they hired someone else. I was devastated," said Tracy.

Trying to stay optimistic, Tracy refocused and continued networking. Other opportunities and interviews came and went. Two months later an opening for a product manager position at Jennifer's company popped up in her searches. Tracy contacted Jennifer again to ask whether Tracy might be qualified. "She got back right away to say, 'Yes!'. She also told me about two other positions that I was qualified for," said Tracy.

Thrilled, Tracy applied for two of the positions, with Jennifer facilitating and sending a personal recommendation to boot. Yet again, despite another great round of interviews, Tracy was denied both positions. "It was a roller coaster of emotions," said Tracy. "I knew I was a strong candidate, and I didn't know why I wasn't getting picked. I was trying to learn from those experiences. I had two very strong interviews with this company and thought, 'The third one will be the charm.'"

Finance / financial services

EXCITED TO JOIN THE NEW COMPANY

Tracy told Jennifer she wasn't selected and that she would continue to look for jobs at her company. Jennifer, very impressed with Tracy's positive attitude, emailed Tracy a few weeks later to discuss a budding opportunity for a third time – this time, a position that she was creating with Tracy specifically in mind – a senior trainer of banking software for a major client.

Tracy is so excited to finally join the company she interviewed with on three different occasions. She credits her success in large part to The Barrett Group.

“I knew I really liked this company, and it was Julie Mathern who taught me how to leverage my resources in a way that proved most beneficial,” said Tracy. “Thanks to that, I connected with Jennifer who got me the job at the end of the day. This has been a great experience.”

“You have no idea how helpful it can be to know how to navigate the unpublished market!”

-- Tracy Katz – Senior Trainer

Finance / financial services

To say that your professionalism, guidance and commitment to your client is outstanding is a sheer understatement! You not only helped me find what I was looking for in a career but your recipe for success helped mold me into an even stronger candidate ready to face the challenges of today's job market. Thank you Dan Resendes, Waffles Pi Natusch and all the dedicated professionals at the Barrett Group. Even to this day your follow up phone calls, just to find out how I am doing, really say a lot. You go above and beyond! Thanks.

ROB PAVESE

I will start my position as Vice President of Finance next Monday. The Barrett Group helped me get my résumé to the right company and to the top as I was told. Thank you for your assistance during my job search.

JUDY KOREGEN

I very much enjoyed working with The Barrett Group. The staff is positive and helpful. I had no experience working with career counselors before working with TBG. My consultant was professional and helped me keep my search on track and my attitude positive.

ANGELA WALTERS

Finance / financial services

ANDRE - CHIEF FINANCIAL AND OPERATIONS OFFICER

As chief financial officer and chief operating officer for a \$15 million international nonprofit, André strategized and directed operations of the finance and administration departments. He concurrently served as the CFO and COO of an affiliate nonprofit in the last two years of his 15-year employment there. Due to a reorganization, André's position was eliminated in early 2020.

André was stunned but undaunted. He wasted no time pounding the pavement. He reached out to contacts, connected with recruiters, updated his resume and sent applications. He was unsuccessful in landing a job, however, for two main reasons. First, he had little job seeking practice – he'd been 15 years at the same organization, and before that he had always relied on a recruiter friend to facilitate his career transitions. Second, two weeks after losing his job, the Covid pandemic befell the country.

“After six months I'd sent out 150 resumes and got only eight interviews. I thought I was the perfect fit for some of those opportunities and managed to get into the final round of interviews, but I was never offered a job. At first, I thought I knew what I was doing, but I was clearly doing something wrong,” said André.

Because he had little luck on his own, André decided to go with Plan B – engaging with an outplacement service. He reached out to The Barrett Group (TBG). He was convinced that TBG could help him market himself better, but before committing to the program he waited to see how things would pan out with three organizations at which he was actively interviewing.

Finance / financial services

MORE THAN A SOUNDBITE, LESS THAN A NARRATIVE

“Those interview processes stretched out over three months! I thought I was getting somewhere but, ultimately, they all fell through. That’s when I signed on with The Barrett Group,” said André.

André started by launching into TBG’s Clarity Program. “I started by doing an assessment of who I am and what I’m looking for,” said André. “It was very valuable. It reinforced that my career path makes sense for me, but it also identified other industry options for me that I’d never considered, like art or the entertainment industry. It was eye-opening.”

After about two weeks André was ready to work with his career consultant, Jerry. “The first thing we did was deconstruct and then reconstruct my resume. It looked completely different from how it looked before, and it presented me so much better,” said André. “For example, I’ve been in the workforce for 30 years, so I stripped out all the stuff that might put me at risk of ageism. Also, whatever the title of the position I was applying for is what I put at the top of my resume. I had six or seven versions of my resume.”

Next, Jerry helped André with mock interviews. “Jerry broke down what I needed to work on and how to be more concise,” said André. “I had developed an interview script for myself when I was job seeking on my own, but Jerry helped me tighten it up. I had thought I should provide detailed responses, but he told me to limit my comments to 30 seconds because after that interviewers aren’t listening. My working mantra was ‘More than a soundbite, less than a narrative.’”

Finance / financial services

ANDRE LEARNED THAT THERE WAS MORE TO JOB SEEKING

André really valued how Jerry taught him to understand what hiring managers are looking for and to market himself specifically to the position he was applying for. “You need to treat each potential employer as a unique entity. That was very educational!” said André. And though he thought he was already assertive, Jerry made André even more so, urging André to carefully craft cover letters, send follow-up letters strategically, and anticipate job vacancies and apply for them before the jobs go public – the better to get his foot in the door at one stage or another. “Things went quickly once I signed on with The Barrett Group,” said Andre.

André learned from Jerry that there was a lot more to do on the job seeking front than he had been doing on his own.

In the end, André didn’t need to do a lot. Within a few short weeks after signing on with TBG, André spotted a job posting that appealed to him – a position for chief financial and operations office at a 40-year-old charitable foundation. He sent an application. “I heard back from the recruiter 40 minutes after sending the application!” said André. “We set up a call to discuss the position and then she forwarded my credentials to the executive director. She wanted to talk to me even though she was on vacation.”

André went through several rounds of interviews and was offered a job within five weeks over the year-end holiday season. He’s excited by the amazing mission of his new employer and is thrilled to start the next chapter of his career. “The Barrett Group got me over the hump. Jerry, in particular, was a wealth of information. I would recommend him and The Barrett Group to anyone. I’m one for one after working with The Barrett Group. I’m sure that isn’t a coincidence!”

Finance / financial services

The Barrett Group (TBG) provided structure and short-term goals that were invaluable to me during my search. I had no experience in the executive search process, but having the guidance and support of TBG gave me confidence to understand what I wanted from my career and direct my search accordingly.

ANGELA WALTERS, DIRECTOR, GOLDIN PEISER & PEISER, L.L.P

BRIAN

Brian received great response from the recruiter community once we did a full strategic rewrite on his resume and provided targeted introductions. We created numerous interviews for him, researching all companies and helping him with all leads. Brian's Barrett Team delivered case-by-case interview coaching.

He landed at a 100% woman-staffed company and is loving the new position. He just moved his family out to Iowa and they are settling in nicely. His title went from SVP to CFO and his comp level is around \$300K.

Finance / financial services

I had a very positive experience with The Barrett Group (TBG). I engaged TBG to help me find my current job.

Sue Mitchell was my consultant and she is incredibly knowledgeable and thorough in her work. We had weekly calls in which Sue taught me the TBG methodology of executing a job search. She also helped me update my resume and rewrite my LinkedIn profile. I am incredibly grateful for some of the powerful networking techniques she taught me which not only helped me get the job offers I got, but is also something I continue to use now to increase my social capital.

Within 3 months of engaging TBG, I landed my first job offer which paid a significantly higher compensation than what I had. I decided to pass on that offer since it was very similar to the job I was doing and I was really looking for a change. Also by then I had a few other interviews in progress. I received my second job offer a month after the first one. However, my employer had offered me a retention bonus to stay for another 9 months in the meantime. So, I passed on the second offer as well and took my time looking for the perfect job. Finally, a month before I got my retention bonus, I landed my current job.

Sue also taught me some salary negotiation techniques that proved to be very useful with all the three offers. The timing was so perfect, I left my prior employer right after receiving my retention bonus.

In summary, not only did I get the job of my choice at the right time, I also learned some lifelong skills in networking, negotiations and had an overall positive experience.

I will highly recommend TBG to anyone looking for a career change.

INDIRA GRIFFITH

Finance / financial services

BARRY – CREDIT RISK, SENIOR ASSOCIATE

For ten years, Barry worked at the Federal Reserve Bank of New York as a credit analyst and credit risk manager. He oversaw transactions at numerous American and foreign banking organizations and liaised with the regulators of various entities. He enjoyed his career there until the confluence of a bad professional decision and unfortunate timing aroused the disapproval of his managers. Not long afterwards, Barry was squeezed out.

With seven children to care for, Barry didn't have the luxury of time to undergo a lengthy job search. When his position at the Fed was eliminated, he accepted a new position within two months that turned out to be disastrous.

"It was the worst experience in my career," said Barry. I took the job out of fear. I should have passed on it, but I got desperate. So much was bad about the job. I hoped things would change, but they didn't."

Back in the job market again after only two and a half months, Barry struggled to find a position in an industry where positions are increasingly scarce, especially in New York City where his family lives. It didn't help that he is over 50.

Many of the banks in New York City are moving operations to lower cost centers, like Dallas, Tampa, or India. Banking is a horrible industry for labor. And there is definitely an over-50 discrimination in my field," said Barry.

Finance / financial services

A NEED FOR BETTER ANSWERS FOR DELICATE QUESTIONS

After yet another failed employment venture, Barry decided to hire The Barrett Group (TBG).

“I hired The Barrett Group because I really needed help framing better answers during interviews about why I had left my former job,” said Barry.

Barry succeeded in that and more. Two components of the process proved especially valuable. The first was a professional resume makeover.

“The Barrett Group helped me revamp my resume. It is now a much better resume than the one I came in with,” said Barry. “That alone is worth thousands of dollars.”

The second, and even more valuable, benefit Barry received from his TBG experience was personal interview coaching, which he credits for doubling the number of good interviews he had.

“I did not interview well when I started,” Barry admits. “But after coaching, I went into interviews more confident and better prepared. I probably improved my interview skills by 30-40%. That makes a big difference in a competitive job market,” said Barry.

Finance / financial services

WORTH CELEBRATING

These newfound skills shone during the interview for a position in Dallas that he knew was a long shot.

“I lacked some important qualifications for the job, so chances were not high that I would get it. Still, they considered me! That’s thanks to the Barrett Group interview skills,” said Barry.

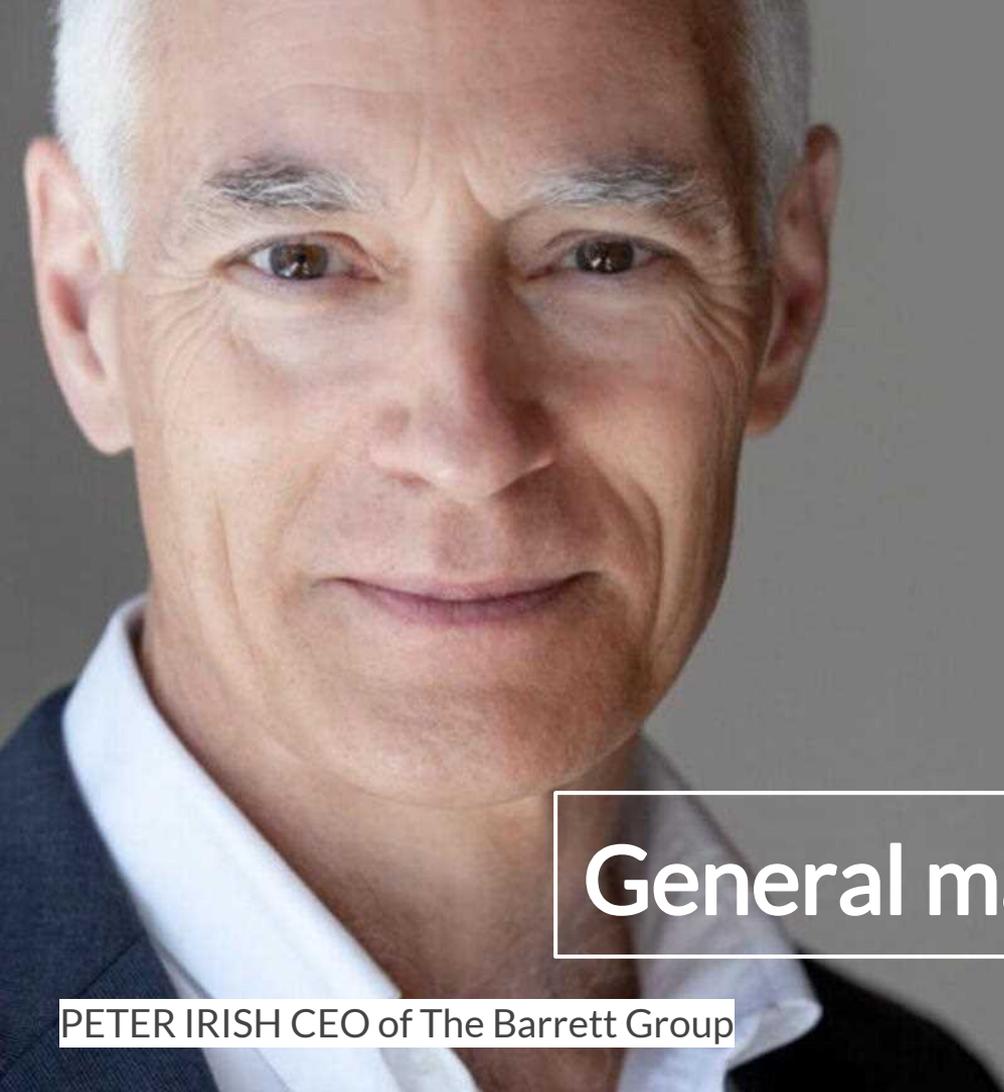
While Barry did not get that job, he was invited to apply for another position at the company – this time in New York City where his family lived – and got it.

Beset by the Covid-19 downturn, Barry’s job search took 11 months – longer than he anticipated. But, he figures, without The Barrett Group the job hunt might have taken another six months. He is thrilled to have landed – not least, because he won’t have to relocate.

That’s worth celebrating for both Barry and his seven children.

“I hired The Barrett Group because I really needed help framing better answers during interviews about why I had left my former job.”

--Barry - Credit Risk, Senior Associate



General management / CEO

PETER IRISH CEO of The Barrett Group

General management / CEO

Sometimes our clients are surprised at first to hear about paid search. They ask us, why should I pay for career management services? Let me answer this with examples from my own life. All of the numbers are exactly true. The timing and the circumstances I will keep to myself if you don't mind.

At one point in my life I was eager to move up and earn more but my employer felt they couldn't afford it, so I hired a career management firm and paid them \$4,500 (a lot of money for me back then). They taught me about myself using the myers-briggs type indicator, helped me write a resume and provided me with a mailing list. It took about two months until I had a job offer in my targeted industry at a substantial premium. In that instance, I increased my compensation over the next three years by \$150,000 cumulatively, a 33-fold return on my investment.

The next time, I was in europe. I wanted to change countries and industries. I had no time due to the demands of my role. So, again, I hired a firm to help me research the unpublished market, write a strong resume and take me to market. In that case it took about three months until I had two solid offers in my target market. The return was also good. For \$5,000, I added \$200,000 in compensation over four years, a 40-fold return.

It gets more difficult sometimes as you get older, so the last time I hired a career management firm in europe, I actually paid then €20,000. Their process was analogous to our process at the barrett group and included a thorough targeting exercise, psychographic analysis of behaviors to improve my self-knowledge, professional photos, handsome, snail-mail packages, and a hand-selected list of board chairmen (and women) in my targeted industries and geographies. We launched the campaign in september. I accepted a job in december. Over the next three years, I received \$600,000 in compensation, again, a 30-fold return.

General management / CEO

Then there is the barrett group whom I hired in 2014 when I came back to the US. They helped me through a complicated set of career adventures until I realized that I actually did not want another corporate job but would rather be in business for myself. Today we use the [Clarity Program©](#) (our “targeting” process step) to help our clients clarify their targets up front partly because of my experience in 2014. Ultimately, I bought and built a business in california and the cash return (excluding equity) over five years is again 30-fold.

Are you seeing a trend here?

Yes, I may be unusual, but of the five times I used career management services, they were successful 80% of the time and returned 30-40-fold on my investment.

At the barrett group we offer a highly sophisticated, five-step process including our unique targeting step (the [Clarity Program©](#)), thirty years of professional experience in career management, hundreds of testimonials. Each full program client is supported by a six-member team, one of who is a negotiation coach. We help clients maximize the offers they receive by leveraging the experience of all of our historical clients to look under every stone and winkle out additional compensation elements before they accept a final offer. Typically this will add \$10,000-\$20,000 per client, easily offsetting our fees.

Think about the opportunity cost you are incurring by not employing a career management firm yourself. The career market has become more complicated and your time is valuable. Maybe it's time you explored your options. We look forward to hearing from you so you, too, can enjoy many happy returns.

PETER IRISH, CEO of The Barrett Group

General management / CEO

IMRAN - PRESIDENT & CEO

As president and CEO of a small tech startup, Imran worked at finding a market opportunity to commercialize the company's innovative, interactive video technology. After nearly one year on the job, however, the company's efforts struggled to gain market traction. Disappointed but realistic, Imran concluded that the business needed a different skillset than he offered and stepped down from his operations role.

When Imran left, he hadn't yet formulated a new plan. His experience at the company made him introspective, and he wanted to reflect on why the company hadn't performed as he'd hoped it would before he made his next move. He also wanted help figuring out how best to move forward.

"I had never tried to find a job on my own. Throughout my career, I was recruited out of my old job and stayed in my roles for a long time. I never built that job seeking muscle," said Imran. "I needed help. I needed a sounding board – a coach to help me consider my next steps."

That's when Imran got in touch with The Barrett Group (TBG). He liked that what TBG offered, unlike recruiters he had worked with in the past, was a focus on him and his needs. "A recruiter's main interest is helping clients fill positions, not finding a good fit for me or getting me oriented in my career journey," said Imran.

General management / CEO

THE CLARITY PROGRAM AS 'RESET BUTTON'

Although he was eager to get back to work, Imran valued the opportunity with the Clarity Program to pause and evaluate himself holistically – his strengths, his weaknesses, his family values, and in what types of companies and roles he is happiest and most successful. “I saw the Clarity Program as an opportunity to hit the reset button,” said Imran.

Clarity reaffirmed for Imran several things: He enjoys the tech industry, he prefers the culture of small to midsize companies, and he loves the challenge of leading a team in a startup environment. Imran also learned how to view his previous job as a learning experience and draw lessons on how he might have done things differently. “A recruiter’s main interest is helping clients fill positions, not finding a good fit for me or getting me oriented in my career journey,” said Imran.

Although he was eager to get back to work, Imran valued the opportunity with the Clarity Program to pause and evaluate himself holistically – his strengths, his weaknesses, his family values, and in what types of companies and roles he is happiest and most successful.

“I saw the Clarity Program as an opportunity to hit the reset button,” said Imran. Clarity reaffirmed for Imran several things: He enjoys the tech industry, he prefers the culture of small to midsize companies, and he loves the challenge of leading a team in a startup environment.

General management / CEO

BUILDING SOCIAL CAPITAL

Imran also learned how to view his previous job as a learning experience and draw lessons on how he might have done things differently. “Sometimes outcomes don’t pan out the way you want them to,” said Imran. “I learned not to measure myself by one failed experience because I came to realize that if I’ve never failed at something, maybe I haven’t been taking enough risks.”

When Imran began working with his career consultant, he really appreciated the program’s structure. First, he worked on his resume, revised his LinkedIn profile, then he built up his social capital by reconnecting with many old contacts in his network.

“I don’t really need an accountability partner, but I did like the accountability. I found that forcing myself to a schedule of weekly calls with Greg was helpful,” said Imran. “And the exercise of reaching out to people I hadn’t spoken to in six or seven years was really good. Very few of them resulted in a professional connection, but part of it is having lines in the water. You never know where the next opportunity will come from.”

Because Imran was targeting C-level roles, he faced unique limitations that other jobseekers don’t. “At my level, there just aren’t as many opportunities out there, and people don’t advertise for CEO roles with a job ad,” said Imran.

When Covid hit a month after activating his job search, Imran enjoyed a stroke of luck.

General management / CEO

TWO OPPORTUNITIES TO CHOOSE FROM

His social outreach efforts yielded an offer for a 6-month consulting gig at a large, public software company with the potential to go full-time after three months. He liked the work and the people at the large firm, but when they offered him an attractive full-time position three months later, he wasn't sure what to do. He and his career consultant, Greg, discussed it at length.

"I knew I should look for other opportunities to make sure I was making the right choice, so I reached back out to my network," said Imran. This time, Imran was recommended to a small tech company in the health field that was looking for a CEO. It was a long, but successful, interview process, and Imran soon found himself with a choice of two great opportunities.

But choosing was not an easy decision. "Greg helped me prepare for the interviews for both jobs. And when I had to choose between these opportunities, he helped me think it through. He was a good sounding board," said Imran. Imran also reached out to his Clarity coach for her opinion. "Hiyam Wakeem was great. She was so helpful to me at the outset, and when I called for her advice, she was gracious and walked me through the pros and cons," said Imran.

Ultimately, Imran opted for the larger role at the smaller company, knowing it was a better fit.

"I've never worked in healthcare before, so intellectually it's been challenging," said Imran. "From many standpoints it's been great. I'm really enjoying it."

General management / CEO

I can honestly say that if it had not been for the life & career coaching by Greg & Julie, I would likely not been able to convert on this opportunity. Although the job opportunity did not come from the traditional networking activity that I was doing, the tools & procedures that I was coached on for the preparation of the resume & cover letter, the initial phone interview and the subsequent 8 face-to-face interviews, I can honestly say that I would not be in this position. I thoroughly enjoyed and will value for the rest of

JOHN SHAW, CTDI, INC.

The Barrett Group did an outstanding job! They are knowledgeable, helpful, and a pleasure to work with. They opened up my eyes to how I would better present myself and direct my search.

ED ZELASKO, MORGAN SERVICES

I engaged The Barrett Group a few years ago to assist with a career search when moving from the West Coast to the East Coast. With their guidance, I not only located a position but connected with many people of influence along the way.

CINDY RODONI

General management / CEO

ROB SZAFRANIEC - GENERAL MANAGER, TOOLING

As vice president of a major, Pennsylvania-based industrial MRO distributor and general manager of one of the company's divisions, Rob Szafraniec co-managed \$220 million in revenues, 350 employees, and 22 locations. Rob got his start in the industry when he joined his family's industrial MRO distribution company in 1999. He helped run the company for 17 years until it was acquired in 2016 by a larger company, which was itself acquired two years later by an even larger company. Through both acquisitions, Rob advanced in position and was expecting to move into the C-level soon when the company suddenly fell on hard times and was forced into a rapid restructuring.

After 23 years at, essentially, the same business, Rob found himself thrust into the employment market with little idea of where to look for a new job. "Our company hit an iceberg and it eventually shuttered," said Rob. "I had been swept along with the evolution of this company and had never had to look for a job. I hadn't updated my resume since 1996."

Rob tried to reintroduce himself to modern job hunting, but he quickly realized that he needed help. "I hit the job boards, rewrote my resume, and spruced up my LinkedIn profile, but I didn't get anywhere," said Rob. "I was a neophyte. I had no direction or plan."

Somehow, Rob stumbled upon The Barrett Group (TBG) and reached out for more information. He was surprised by the cost at first, but the more he learned about the program, the more he felt it justified the investment. "The Barrett Group promised to educate me on how to market myself. That made a lot of sense for me because I hadn't thought about that in forever," said Rob.

General management / CEO

LEVERAGING HIS SOCIAL CAPITAL

He found the Clarity Program to be among the most valuable aspects of the whole program. “Laura and I hit it off fantastically. My sessions with her went very well – not just because she’s so good, but also because it was important for me to understand where I was in my career and in my life and where I wanted to go,” said Rob. “I learned what I liked and what I didn’t like about my previous employment, and how to develop a personal business plan. It was a powerful experience because I’d never done that before.”

One thing Rob learned is that he did not want to travel as much as he had previously done. “Travel was impacting me more than I realized. Clarity highlighted the need to bring balance back into my life with my next job,” said Rob. “I have little kids, and these are important years. You don’t get those years back.”

In the next phase of the TBG program, Rob dove into restructuring his resume in a way that made his accomplishments shine. “My background and skills were all there, but it wasn’t coming through on my original resume. The Barrett Group helped me immensely with that,” said Rob.

Rob also took a lot of time to understand how to do effective LinkedIn searches and use LinkedIn Analytics. He also learned how to leverage his social capital. “The concept of networking wasn’t completely foreign to me, but TBG’s tactics really opened my eyes,” said Rob. “I had spent a lot of time building business contacts for my sales and my business, but I had never really cultivated relationships on a personal level.”

General management / CEO

A DREAM COME TRUE

When he finally launched his job search things went well – until Covid hit. All his job opportunities in-process were put on hold. “It was nerve-wracking,” said Rob. “I wondered if things would ever change, but I stuck to my guns to keep leveraging my social capital and job hunting.” Rob leaned on his career consultant for support when he needed it, checked LinkedIn frequently, and kept an open mind to opportunities in industries outside his expertise. It took a while, but his patience eventually paid off.

When Rob finally landed, it was through a combination of the published market and leveraging his social capital. After playing around with his settings on LinkedIn, he noticed an interesting job post appear that previous searches had never triggered – a position for director of MRO in the machine tool industry. He researched his network on LinkedIn and discovered that someone he had once worked with over 20 years earlier was employed at the company. Rob reached out to him through LinkedIn to reconnect, then set up a call. Before long, Rob’s former colleague was walking his resume directly to the president’s office for him.

At first, the lead went nowhere. The company wasn’t hiring due to the Covid downturn. But a couple of months later the president reached out to tell Rob that they were ready to move forward. Within two weeks Rob had a fantastic job offer. Rob’s career consultant coached him through the compensation negotiations, which yielded a package with far superior potential to his last role and a strong opportunity for advancement. Rob couldn’t be happier. “Without question I’m happier than I was in my previous position,” said Rob. “I could see spending 15 years at this company. I’ve landed a dream come true!”

General management / CEO

I've used Barrett group for several years and they are very professional and are great people. They are very creative when it comes to helping you when the economy is difficult. I had a tough time a few years ago trying to find CEO position and they suggested a creative approach and it worked. They continue to help me as a resource for my company and other social media services as well as networking. They are an invaluable source for me as I go forward in my professional life. They are very responsive to my requests and get back to me right away. What a great relationship!!

My experience with the Barrett Group has been great over the last 2 plus years.....besides having a great system for high-C job selection/placement, they are great people....they went over and above my contract terms....I asked them for some favors to help some friends that needed advice on job searching and they did it willingly and successfully...no fee!...that's way beyond their scope of our agreement....in this economy getting a C position is not easy, but they were very creative helping me be successful in a non traditional way....my point is that they are "nice" people and that's the quality you look for in a company.....! After that, anything is possible.....

PAUL GELINAS

I am a long term member of the Barrett Group, LLC. I have worked with extensively with Waffles Natusch. The Barrett Group provides the expected extensive marketing research and counseling in the expansion of personal networking.

However, the greatest value to me and the group skill that has exceeded my expectation is the demonstrated level of understanding the executive decision making process. The Barrett Group not only understands the corporate decision making process but presented with limited information provides great insight into the personal motivation of corporate executives. These insights may prove to be invaluable in the assessment of presented opportunities.

DWARD C. JARVIS, ENTRATA, LLC

General management / CEO

I engaged The Barrett Group last year to assist with my career search when I moved from Washington, DC to Chicago. Their professionalism, systematic approach, creativity and support were excellent and well beyond my expectations.

Not only do they provide you with right tools, they also coach you and help you make connections. I enjoyed working with experts like The Barrett Group.

LANA VUKOVLJAK, CRS

General management / CEO

RUSSEL - PLANT MANAGER

As director of engineering for an international traffic safety solutions company, Russell lead a team of seven in overseeing operations, R&D, and supply chain. He managed national accounts for various aspects of the company, and achieved many successes, including growing revenue, eliminating expenses, and increasing product margins. His team developed new processes and patents that were cutting edge for the industry.

When a private equity firm bought the company and began preparing to sell the organization, however, Russell saw the handwriting on the wall – it was time to go. He took a few months off to reconnect with family and soul-search on how best to move his career forward, and then launched his job search.

His efforts went nowhere. “I sent resumes to recruiters and got some interviews, but nothing panned out. I was pretty surprised,” said Russell. “Based on my work history and experience, I thought I’d get picked up quickly.” Russell knew how successful job hunts work – you have to get your resume into the hands of the right person. In the past he’d used headhunters and recruiters to do this, but this time it wasn’t working.

“Applying directly to companies and sending my resume to recruiters wasn’t getting me a second look. I applied to jobs whose job descriptions I matched perfectly, and I received zero response from 90% of them,” said Russell. “I was dead-on in experience, and I wasn’t getting picked.”

General management / CEO

TIME WAS OF THE ESSENCE

That's when Russell contacted The Barrett Group (TBG). Time was of the essence. The last thing Russell wanted was to be forced to take a job out of desperation. At the same time, the further he got from his last job, the more questions it would raise among prospective employers.

“I wanted to move my career forward, but my money supply isn't endless. It was worth getting professional help because it would speed up my job search and increase the probability of it advancing my career,” said Russell. “I went with The Barrett Group because of its extensive program. They don't just update your resume and throw you out there. They have multiple steps, including a personal analysis, and helping you produce a professional business plan. Other companies don't offer the same level of detail.”

Russell found the Clarity component of the TBG program to be extremely helpful because it forced him to reflect on things that are important to him that he had neglected during his career. “When you get wrapped up with a job, you lose focus on things. Had I gone through this process a few years ago, I would never have taken my last job,” said Russell. “The Clarity program made me see the importance of having a job that revolves around my priorities: family, personal time, professional growth, and financial security.”

With his career consultant, Lori Chevalier, Russell steadily worked on honing his resume, references, cover letters, and LinkedIn profile. He beefed up his networking, sharpened his interview skills, and fine-tuned his target markets. Within about one month, Russell began sending out resumes.

General management / CEO

GETTING BACK TO WHERE HIS PASSIONS LIE

Then Covid hit. “My timing was impeccable. I got really good responses and several interviews from my resumes early on,” said Russell, “but when Covid hit, hiring in manufacturing froze. I was panicked big time! If it weren’t for unemployment and the federal stimulus package, I would have been in serious financial trouble.” Covid, notwithstanding, Russell continued his job search. He doggedly worked his network. Finally, Russell had a breakthrough when a recruiter reached out to him about an opportunity right up his alley – to be a plant manager.

After a series of virtual interviews, Russell was invited for a tour of the facility and to meet the team. The process went great and Russell was soon offered the job with the same base pay as his previous position plus several attractive perks. He immediately turned to The Barrett Group for help in negotiating the offer. “I was concerned about moving to a place with a higher cost of living. I wanted to make sure I could sustain my current lifestyle,” said Russell.

The TBG team did a cost-of-living analysis and reviewed the offer. They coached Russell to request a signing bonus, a moving settlement, and a raise in base salary, which sweetened the final package by \$9,000. He is thrilled to be back doing a job where his passions lie.

“In so many ways The Barrett Group helped me. If I had not hired them, I might still be looking for a job today – or I’d have settled for something at much lower pay,” said Russell. “It was money well spent – and, in the end, I recovered my investment.”

A photograph of three business professionals in a dark room, illuminated by blue light. They are gathered around a large tablet displaying a data visualization, possibly a line graph or bar chart. Two people in the foreground are pointing at the screen, while a third person in a white shirt and tie stands in the background. The overall atmosphere is professional and focused on data analysis.

Government & non-profit

Government & non-profit

LEE PRICE - STATE DIRECTOR, US DEPARTMENT OF LABOR

Why are successful executives sometimes those most in need of The Barrett Group's services? They might have a long tenure with one company, or they might, if they do switch companies, do so because they have been recruited or poached. Such was the case with Lee Price.

In some ways, Lee was an untypical client. He had had two exceptionally successful careers, and he was retired when he engaged The Barrett Group. First, a graduate of the Naval Academy at Annapolis and the Naval War College at Newport, Lee had a distinguished career as a Navy pilot, commander, and chief of staff, overseeing pilot training at Whiting Field Naval Air Station. Next, building on his military experience, Lee had a successful second career in the private sector as a director of training for a shipbuilder in Mobile, training or testing nearly 10,000 employees.

Eventually, Lee retired. Then Lee unretired, and that's how he came to engage The Barrett Group to help him with his third act. "Retirement didn't turn out to be what I thought it would be. It was pretty boring. After about a month, I decided I needed a job. But the economy wasn't great and job search had changed so much since I had last looked that I was really unsure how to do it. There were things like LinkedIn that I hadn't considered, as us old-time Boomers had sort of got left out of that."

Like many clients, Lee's engaging The Barrett Group was less an impulsive affair and more a process.

Government & non-profit

ENGAGEMENT AND EXPECTATIONS

He shopped around, talking to several firms, before determining The Barrett Group would be the best for him. And before making it official and engaging them, he went to a career counselor and attended a career conference. “I went to that conference and determined that they weren’t looking for guys like me, that career fairs aren’t for guys with significant experience. They were looking for much younger, cheaper, newer options. So, I came back, signed with The Barrett Group, and never looked back. They did everything I expected them to do—and more.”

Lee’s consultant Michael did not whisper sweet nothings to convince him to engage them. Instead, he had serious, sober, realistic conversation with Lee about expectations. “My [consultant] was the one who basically gave me the facts up front. He said, hey, it’s going to take you this long to land a job. He said it would probably take 6 to 18 months to get the type of job I wanted, at the money I wanted, and at a place I would want to be. And he said this is going to be our approach, and this is what we’re going to do. It was actually really good to talk to him about that.”

The Barrett Group’s process of course involves all the strategies of a conventional job search, including identifying attractive openings, submitting applications, and following up on applications. But it also involves unconventional but tried and true strategies, such as doing a sort of end run around HR to get your portfolio directly into the hands of key decision makers. This appealed to Lee, as he sensed the shortcomings of pursuing positions through normal channels.

Government & non-profit

AN EFFECTIVE STRATEGY

“The HR folks are often looking for other types of talent and not the leadership stuff. They don’t really know what to look for in terms of leadership. So, I think the key is to get your portfolio into the hands of the leaders of the companies.”

This strategy is executed using two of The Barrett Group’s assets—their deep experience in effectively executing such strategies and their proprietary database. “They teach you what to say and how to follow-up. And, you know, it’s just a matter of people with experience that have done this for a long time teaching you how to do it.” And it is implemented in a broad but not blind or haphazard way. “The Barrett Group has an unbelievable database of who’s who in the corporate world—and in the areas you want. It allows you to write CEOs and COOs directly, and they teach you what to say and how to follow-up.”

So, in the end, was the strategy effective? Absolutely. “It was a different experience, and The Barrett Group was responsible for getting my portfolio into the hands of the right people by using their database rather than going through normal channels. And their approach works. It worked very well for me. And I’ve seen it work well for a lot of other people as well.”

Lee and The Barrett Group made a terrific team, and he landed interviews fast. “I don’t believe I heard a single question in an interview—and most were the HR sort of questions—that I had not heard or discussed with The Barrett Group.”

Government & non-profit

SPECTACULAR RESULTS

The early stages of The Barrett Group's process are dedicated to laying the groundwork for success. In addition to mapping a course, they are about preparing the tools necessary for the task at hand. "After you sign, you use their system to write your letter, sharpen your resume, and hone your LinkedIn. Then, you're ready to go, and they go in an orderly fashion. They are with you all the way, and you just do this as a process that you track. It gets results."

The Barrett's Group's process is not intended to be easy—it is intended to be effective. "After I signed, I had a personal consultant Paula who led me through the process. She was knowledgeable. Outstanding even. She helped me prepare what I wanted to say and, in some cases, recommended that I say them a little differently. And she was always right."

The Barrett Group has a clear, excellent process, and one of the greatest advantages of a such a process is that it encourages focus from the beginning to the end, during both highs and lows. "I knew they were knowledgeable. With their help, I knew what I was looking for. And so, I stayed focused. They not only managed expectations at the beginning, but until the very end. They pick you up when things that happen to everybody in job search happen to you."

Despite some ups and downs, working together, Lee and The Barrett Group got spectacular results.

Government & non-profit

THREE OFFERS TO CHOOSE FROM

“Within twelve weeks of when I signed the contract, I had three quality job offers to choose from. All involved the type of money I wanted to make and were the type of jobs I wanted. And, you know, it’s nice to be in a position where you can pick, after all that time.” And the positive results did not end with the end of his job search. “You know, after I accepted a position, I got several calls from HR people saying, ‘Our leadership got your resume and they asked us to give you a call to talk about where you might fit in at our company.’”

Having spent over two decades as a development and training leader, Lee has positively impacted the careers of thousands. He currently serves as the State Director for Texas, Office of Apprenticeship, US Department of Labor. And sometimes he tries to help others by passing along his perspective about job search, shaped in part by his experience with The Barrett Group. “When I talk to people who are looking, I go back to the fact that you’re going to have to be willing to participate in your own job search. You can’t expect anyone, even an exceptional, knowledgeable company like The Barrett Group, to do everything for you.”

And, just as The Barrett Group helped him navigate some rough waters, he tries to put the down times into context for others. “One of the things about job search is there are some down times. Just when you think everything is going the right way the rug gets pulled out from under you. The Barrett Group kept me up about job search. And I now tell others, ‘Hey, it’s not always as bad as it looks when you’re on the inside.’ It’s the uncertainty that kind of gets you. But things will turn out fine. And I think that they always do.”

Government & non-profit

I engaged The Barrett Group last year to assist with my career search when I moved from Washington, DC to Chicago. Their professionalism, systematic approach, creativity and support were excellent and well beyond my expectations.

Not only do they provide you with right tools, they also coach you and help you make connections. I enjoyed working with experts like The Barrett Group.

LANA VUKOVLJAK, CRS

I had already achieved a great deal of success in my career when I originally contacted The Barrett Group: I was looking for a rewarding next step. I knew my current employer would most likely be unable to provide me the entrepreneurial opportunity that I was seeking. The Barrett Group helped me accomplish three things: (1) they enabled me to survey my experience to effectively quantify and communicate my accomplishments to others, (2) valuing networking as a positive activity that benefits all those who participate, and finally, (3) Dan, Paula and the rest of the team partnered with me, creating the leverage and support one needs to go and do something extraordinary.

RAY STEVENS

Government & non-profit

BIBI - DIRECTOR OF SPECIAL PROJECTS

Bibi had spent 24 years working as an administrator of a large state university. In addition to leading a team of staff members across several divisions and streamlining administrative processes, she had significant financial and budgetary responsibilities. Bibi enjoyed her work for many years, but over time, she came to be become disillusioned. The higher she rose in the organization, the less her values fit with the mission of the university. She decided to take a leap of faith and try to find a more fulfilling career.

“My job was so much red tape and yucky politics,” said Bibi. “When I realized that I could retire and get benefits, I decided to see what else was out there.”

After so long at the same organization, Bibi had no idea what opportunities there might be and little idea of how to pursue them. She enlisted help to write a resume and create a LinkedIn profile, then she began applying to job postings. A few months later she started using recruiters.

“I wasn’t getting any response. It was depressing and scary,” she said. “I realized then that I needed help navigating this new world of the job market.” Bibi’s job search was clouded by the stress of having left her previous position without a clear Plan B.

Government & non-profit

RECRUITERS WEREN'T THE RIGHT ANSWER FOR BIBI

"I felt demoralized and needed someone to help me recognize my own value," she said. "Recruiters weren't the right answer for me. They are paid if you're hired, which is a different financial motivation than for someone who is hired to help you find fulfilling employment. I wanted someone to help me process the circumstances of how I had left my last job, give me confidence, and guide me in the process of finding another career. I wanted someone who cared about helping me to succeed and who could tell me 'This is what we think you can do.'"

That is when Bibi discovered The Barrett Group. After only one week, Bibi knew what she really wanted to do – and that her dream was within reach. "I was eager to do something I really care about, which is working with trees. But I never, in a million years, thought I'd be able to do it." Bibi was paired up with a consultant that she found to be a great fit. He counseled her on what the job market is like and what her job search approach should be – namely, tapping the unpublished market. He and his team gathered information about environmental groups, specifically one organization of which Bibi was a huge fan.

"Waffles was so supportive in ways that went beyond pep talks. I appreciated that he didn't just tell me things that he thought I wanted to hear. He was reality-based." Bibi felt nervous about contacting CEOs directly, but she did it. "Waffles told me that I will hear back from only about 5-10% of people, but when I do, I will experience magic."

Government & non-profit

A DREAM COME TRUE

By Bibi's account, Waffles was right. She got few responses to her emails, but one that she did get was from the CEO of the very organization that she was most eager to connect with. He invited her to meet and promptly told Bibi that he wanted her to work for him. As he had no specific position for her to fill, he essentially invited Bibi to write a job description for herself. Soon thereafter, he offered her a job – and a salary that exceeded the salaries of similar non-profit positions.

“What I learned about the unpublished market changed my whole approach to job seeking and led to a very successful ending,” said Bibi. “To say it’s a dream come true is an understatement. I’m still in shock! I would never have gotten this job without The Barrett Group.”

“To say it’s a dream come true is an understatement. I would never have gotten this job without The Barrett Group.”

-- Bibi – Director of Special Projects



Healthcare

Healthcare

MARA - SENIOR COMPENSATION CONSULTANT

Mara worked as manager of compensation for five years at a Boston-based design and construction firm. She created and implemented compensation strategies, collaborated with talent acquisition to hire and retain top talent, and helped the company achieve 100% pay equity. But when Covid hit and the company's activities were put on hold, she was one of hundreds of company employees who were furloughed and, as clients scaled down or canceled their projects, ultimately let go.

Even before she was terminated, Mara started reaching out to people in her network for leads. She lucked out by landing a 6-month contract position, but she knew that chances were good that her company would not be able to retain her indefinitely and that she was on borrowed time to find a new job. So, she enlisted the help of The Barrett Group (TBG).

"I thought The Barrett Group could identify things that I should be doing but was not doing," said Mara. "I also felt that a coach might be able to help me with my goal of getting a position at the director level."

Years ago, Mara had been a director of HR for another company, but she decided to sidestep and specialize in compensation. The career move was tantamount to jumping off one career ladder midway up and climbing from the bottom of a different one. It set Mara back a few years in her professional pursuits, but she hoped that the time had come to become a director again.

Healthcare

COVID WAS BAD TIMING, BUT I HAD OPTIONS

“My goal is to move into a director level role again,” said Mara, “But what I didn’t know is whether potential employers would recognize from my background that I’m director material.”

Mara started with the Clarity component of the TBG program and really valued how it illuminated what jobs and industries she likes and doesn’t like. “Clarity was really insightful for me. I see job postings that I now know not to apply for because they wouldn’t retain my interest,” said Mara. “The Clarity assignments were good. They made me pause and think about stuff in a very introspective way. It was an opportunity to be really honest with myself.”

Next, Mara started weekly meetings with her career consultant and appreciated the solid advice she got on how best to answer interview questions and discern what hiring managers are looking for. She also learned how to ask smart questions to assess whether a workplace might be a good fit. “A lot of the perspectives that George shared with me were game changing,” said Mara. “He saw things through a completely different lens – I looked at the face value of things and he read between the lines.”

Mara also learned from George how to maximize the potential of LinkedIn job searches. “George showed me how to filter my job search and find people and companies that interest me. I didn’t know any of that before. It’s been fun to work with the LinkedIn filtering system,” said Mara.

Healthcare

MAXIMIZING CAREER OPPORTUNITIES

Despite all the work she put in, Mara uncovered few opportunities that ticked off all of her boxes. She didn't take it personally. Instead, she blamed Covid and figured it was just a matter of time before she found the right job. Still, as the term of her 6-month contract was about to expire, the financial pressure to find a job began to build.

Then, a month before her contract ended, Mara got a call from the hiring manager of a large healthcare organization in Orlando who was looking for a senior compensation consultant. They had a good initial conversation, which led to several interviews and culminated with a job offer. "They said I sounded like someone who has been with them for a while, and I also felt like I had worked with them already," said Mara. "It was a really good match for me because I had worked in the healthcare industry before and wanted to again. Plus, the job is located in the same city as my parents and several other relatives and living near them was one of my goals. I was excited when they made me the offer."

The position is not the director role Mara sought; however, she is happy to be working in both an industry and a city that she targeted in her search. "Two out of three ain't bad," joked Mara. "I'm near family now. In fact, I'm driving home to a homecooked meal right now. I'm living with my folks until I figure things out." Mara is optimistic about her future options. She is looking for opportunities to grow at this new organization and feels good that she is already excelling and having a positive impact. What's more, George and The Barrett Group are still in her back pocket ready to help her maximize every career opportunity that presents itself.

Healthcare

My team at the Barrett Group was an outstanding consulting force in assisting me with securing a career position that exceeded my expectations. Always highly professional and responsive, they delivered on their promises. I was particularly impressed with the quality of my consultant's personal advice, guidance and coaching and the group's career document preparation. Partnering with the Barrett Group was the most important investment that I have made in my career. I strongly recommend their services to anyone interested in advancing their career.

KEVIN BAKER, REGIONAL DIRECTOR, METAMARK GENETICS

If I had to do this job search on my own, I would never have gotten the job that I got!

My consultant provided a perspective in that she always kept me grounded, especially when I was feeling anxious. She was always readily accessible to me, and I had the utmost of confidence in her advice. It was always spot on. I ended up with three offers to juggle, and she rehearsed the negotiation with me so I got the highest offer possible from the company that was my first choice.

I would not have been successful without her guidance on this.

MIRIAM BALSAMO, AVP

Mr. Natusch and the team rapidly succeeded in realizing my dream for fulfilling career change as a hospice physician and college professor in the biological sciences. I applaud the Barrett Group's compassion, work ethic, and above all, their commitment to RESULTS. Kudos to the Barrett Group!!

DR. GARY MC CARRAGHER

Healthcare

KATHLEEN - HEAD OF QUALITY ASSURANCE

As senior director of quality assurance at a San Francisco biotech company, Kathleen directed 50 people in developing, and then supporting, a brand-new, quality management system and successfully achieving ISO compliance in record time. With this and other impressive accomplishments under her belt, and after four years on the job, she was looking forward to what she felt was a well-earned promotion to vice president. It never came. Instead, it became apparent that she and her supervisor had developed different values about how Kathleen's program should be supported.

Kathleen ended up leaving the company, frustrated that she had not seen this outcome coming. Her first step was to hire an executive coach to help her process and understand what had happened. "I thought that, because I didn't get the promotion, perhaps I wasn't doing something right," said Kathleen.

She did an online search and found The Barrett Group (TBG). She had never used an executive coach before, but she wanted a professional to give her some perspective about her situation, help her handle uncomfortable questions that might arise about her sudden departure from her previous position, and offer her some guidance on how best to market herself for future opportunities. She started with what felt like a "soul-searching" experience in TBG's Clarity Program. "My Clarity coach had me address some really difficult questions, like how I might improve my work-life balance, assess what is truly important to me, and determine what I am really looking for in my career," said Kathleen. "I found it useful. It helped me realize that I wasn't very balanced – I'm a workaholic."

Healthcare

AN EMAIL CHANGED EVERYTHING

In the next phase, Kathleen learned from her career consultant how to bolster her social capital. “Greg helped me beef up my LinkedIn profile. I wasn’t active on it at all before. I had a profile, but I only dealt with it when I needed a job,” said Kathleen. “Now I’m much better about keeping in touch with people and helping them when I can. Keeping your network active and alive is really important because you never know if, tomorrow, you might not have a job.”

Kathleen also learned how to craft her resume for an executive position and began applying for VP roles, which she had set her heart on.

That is when Covid hit. Kathleen responded by boosting her resume-sending campaign and continuing to connect with people over Zoom. Months went by with few results from her job search, but there was an upside. “It was good to take time off and decompress from working a lifetime,” said Kathleen. “It was an important mental break.” Kathleen found the time to learn Spanish, take music lessons, and do gardening – and she reflected a lot on the terrible Covid crisis.

Then something extraordinary happened. One day at the end of July Kathleen received an email from a start-up biotech company expressing great interest in the CV she had sent them three months earlier. “That was the first time I’d ever just sent my resume to a company cold and got a response,” said Kathleen.

Healthcare

THE BEST JOB - BECAUSE IT IS SO MEANINGFUL

The position was a bit of downgrade in terms of salary and title, but the opportunity offered a unique appeal – the young company was using cutting edge technology to battle Covid, and Kathleen would be lending her talents and skills towards that effort. “When I began my job search, I really wanted a VP position – anywhere. Then Covid happened. And when this opportunity arose, I realized that I’m now totally fine with not being a VP. What is important to me today is helping the world get through this,” said Kathleen.

Kathleen turned to her career consultant to help her manage the hiring process. “We did a practice interview and Greg helped me go over a presentation I had to give. Greg also helped me prepare for some tough questions – the hardest being, ‘Why did you leave your previous position?’” said Kathleen. She also received help when it came to salary negotiations. “Greg taught me how to ask for things in a way that didn’t sound demanding – and I got exactly what I asked for. I asked for a signing bonus and more stock and they didn’t hesitate. I never would have done that before,” said Kathleen.

Kathleen even received some great coaching about how to handle the issue of her title. “They didn’t have a senior director position, so I made an agreement with them that, externally, they would call me “head of quality,” and in six months they would review my position,” said Kathleen. Kathleen is thrilled in her new position. “This is probably the best job I could have gotten because it’s so meaningful. I didn’t want to sit on the sidelines, I wanted to be part of the solution,” said Kathleen.

Healthcare

JILL

Jill has a new position as a consultant with a medical device company. She landed by utilizing our Hybrid process.

Her mandate is to search the world for the ideal country/location for the corporation's next manufacturing plant. This find was a testament to the entire TBG process, from the mailing to the coaching when she was deemed overqualified for a permanent position, to negotiating a consulting opportunity instead. Jill is thrilled because there will be international travel and a clear path to a senior position within the company.

Title: VP of Manufacturing, total compensation package over \$300K, which includes a bump up of over \$20K, an added week of vacation and a \$12K relo package, direct results of The Barrett Group's negotiation prowess. This process took four months from launch to landing.

RAY STEVENS

Ray landed within five months and enjoyed our highest compensation negotiation increase to date: from an initial offer of \$3 million to an estimated final compensation package topping \$15 million. He is now a co-owner of an LLC that brings new drugs to market.



HR

HR

CYNTHIA

During a standard orientation meeting we found our new client, Cynthia had navigated a screening interview, concluded a second interview with the head of HR, and had a pending third interview scheduled. Cynthia told her Executive Career Consultant that she was concerned with the possibility of success, and that she felt she was in over her head.

Armed with that knowledge, we reprioritized our program plan with Interview Assessment and Coaching as our #1 focus. We provided Cynthia with a list of the most typical interview questions and asked her to answer them exactly as she would during the interview. At this point we provided her with zero coaching. Once Cynthia's answers came back, we developed a curriculum and scheduled a one-on-one coaching session. During that session, we collaborated on how she felt about her answers, as well as our opinions and the potential positive and negative consequences.

By the end of the session, we had delivered very blunt and honest opinions, given our experience, and explained the nuances and strategy to achieve success. We authored new answers and conversation elements, with her specific feelings and inputs in mind. We role-played to ensure Cynthia's execution would be elevated to be best she could possibly deliver.

The day of the third interview came and we waited with baited breath for Cynthia's update. When she called she was elated. She told us that the interview was an outstanding success! We all beamed with pride not only at her execution, but her comments that the interview assessment and coaching service The Barrett Group provided made all the difference in the world. She thanked her executive career consultant for her expertise, and commented that there was no way she would have survived the interview without her assistance.

HR

The best news came when Cynthia received the initial offer. The first offer came in \$20,000.00 higher than the amount that was discussed during the screening interview. She told us that this was a direct result of her executing our interview strategy. Cynthia then followed our Offer Assessment and Negotiation process, and in the end she was able to successfully negotiate the final offer up another \$35,000.00. Talk about a return on investment! It does not get any better than that!

RANDY

Randy is a Human Resources Professional. He came away from the process with the feeling that having an in-house expert at his side who provided objective advice was invaluable and our research was fabulous.

He applied to a position at a world-renown manufacturer in Nashville and the HR department ignored him. We introduced him directly to the CEO, who interviewed and hired him on the spot. We coached him through his meeting with the CEO and assisted him directly in hammering out a highly favorable compensation package.

HR

ERIN - SR. MANAGER, ORGANIZATIONAL DEVELOPMENT

As a training manager for a national mutual life insurance company, Erin worked with agencies across the country setting up training plans and organizational structures. She had spent most of her early career in academia and had only transitioned into the private sector four years earlier. She had saved the company millions of dollars, racked up achievements, and felt she'd accomplished her goal: to prove her business chops. She was ready to take the next step up the corporate ladder, however, her company offered few good opportunities.

“My goal in taking this job was to see if my education background would translate into business savvy. I proved it,” said Erin. “I was successful in my field. The problem is that there was no place to grow at my company – no next steps.” Although naturally driven, Erin worried that she did not have the know-how to take her career to the next level. She perused job postings and submitted resumes, but she did not even find the positions she was applying for appealing. “My resume was not good. I had a horrible network. I am a pretty good interviewer, but I clearly had a lot of work to do,” said Erin.

Erin was intrigued by the services offered by The Barrett Group. She was nervous about the financial commitment but the more she learned about the process, the more she saw the value in investing in herself. “The Clarity coach and process impacted my life the most. I came away with a totally different perspective. Career management is not about looking for a job, it is knowing what you want from life and figuring out how your job can complement that vision.”

Although Erin was job hunting at the height of the pandemic, she worked hard with her Barrett Group team to pursue that vision. She collaborated with The Barrett Group to strengthen her LinkedIn profile, grow her, and revamp her resume and cover letter.

HR

FINDING A GOOD FIT

Understanding how to align her value proposition with job postings and descriptions to successfully obtain interviews and the ultimate offer was a critical value add. Throughout Erin's career transition, her Executive Career Consultant and Program Manager kept her motivated and buoyed her spirits when she saw job opportunities evaporate in the Covid downturn.

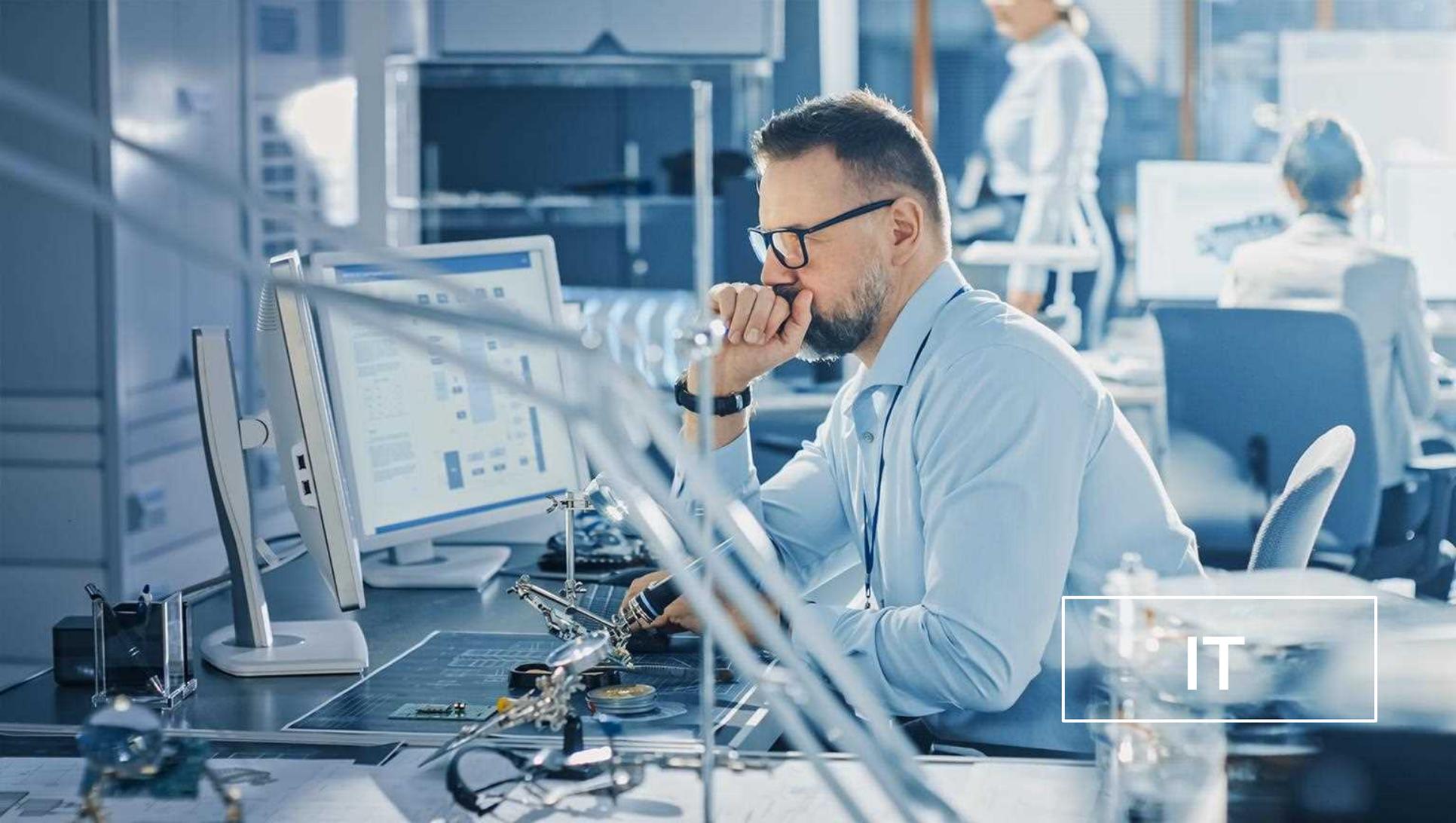
"Dan helped me keep realistic expectations. He also taught me how to talk about myself as a profit center to entice future employers. I could not have done that without him," said Erin.

Erin transformed her network into a powerful social capital asset that ultimately determined the focus of her job search in Greenville, South Carolina, where she ultimately found an amazing opportunity in organizational development at a health and wellness firm. When she first heard back from the company, Erin and her coach both knew it was a good fit. Fully prepped, with research and interview preparation coaching she breezed through the interview and offer negotiations processes. Erin skillfully justified and obtained a signing bonus and a relocation package which when combined exceeded the total cost of her program.

"This position is exactly what I wanted. It's a big role, a senior position, and it diversifies my resume," said Erin.

For Erin, who swears she will never make another career move without a conversation with TBG, this job search experience has been priceless.

"If you want to substantially change your career, this is one of the best investments you will ever make in your life," said Erin.



IT

IT

MANON - DIRECTOR OF SYSTEMS QUALITY ENGINEERING

When Manan found himself unemployed he didn't initially consider himself an ideal candidate for executive coaching services because he had a track record of successful job searches during his career. He launched a job search on his own for a role similar to his previous position as senior director of systems quality engineering at a computer systems design company in Texas. Manan soon came to realize, however, that the number of jobs available at his level in his field were low, and competition was high. Worse, most open jobs were filled through networking.

"In my field, 80% of jobs are filled through networking. I didn't have a large network of contacts and I'm not a very outgoing person. I knew that approaching people, especially for help in getting a job, was going to be difficult for me," said Manan.

After job searching for some time with no leads, Manan decided to enlist expert help. He had never sought professional job search services, and wanted a firm that excelled at helping people find great job opportunities, especially in senior positions. He chose The Barrett Group.

"The track record of The Barrett Group stands out. Over 90% of the people they work with get jobs in three to six months," said Manan. "And from the very beginning, it was clear to me that people at The Barrett Group know a lot more than I do about job seeking. I soon realized that I hadn't been using all the avenues available to me to make my job search as successful as it could be."

Manan appreciated that The Barrett Group views networking as critical in the job search. They soon introduced Manan to some proven strategies that he could employ without having to transform his personality.

IT

IN MISSION-CRITICAL IT, NETWORKING IS MISSION-CRITICAL

“They advised me on how to reach out to people and let them know that I was job hunting. They also coached me on the importance of being an active participant in my network and sphere of influence.”

Manan found the help to be invaluable. “After I took those first steps and reached out to people, a surprising number were happy to talk to me and connect me to people in their own network – even people I had not been in touch with for five or ten years.”

Manan insists that the best part of his experience, however, was his interactions with his executive career consultant, Vivek Agarwal. “Vivek was a valuable ally from beginning to end. He gave me an understanding of the overall roadmap, helped me prepare for interviews, break them down afterwards, and provided great pointers and feedback on how to fine-tune my job search. And he was always available,” said Manan.

Vivek also helped Manan focus on the positive when he failed to get one job that he had very much wanted, showing him how he could learn from the experience.

About four months after engaging The Barrett Group, Manan was offered a job that he was delighted to accept – but not before using some new negotiation tips to beef up the compensation package to include stock, an expense account, and even relocation assistance to facilitate a move from Texas to California. And now, going forward, he feels empowered to better undertake future job searches with new skills and, most importantly, a robust, new network.

IT

Working with the Barrett Group was a game changer for me. It had been years since I looked for a new position and my consultant really educated me with regard to changes in the recruiting industry along with the use of social media like LinkedIn. She kept me on track and I really learned how to market myself. Anyone looking for a job or career change owes it to themselves to work with TBG!

CAROL KNOUSE, I.T. CONSULTANT

ALEC PETTERSEN

Alec was following our guided plan to expand his circle of influence, capitalizing on his background in IT consulting and media. He was networking with a Connecticut based firm that did consulting for ESPN.

Closely following our methods, the conversation was turned into a referral to an emerging opening at ESPN. Our assistance in the interview process enabled Alec to become a strong finalist for the position, but ESPN preferred to hire a local candidate. The referring network connection was so impressed they hired him to establish their West Coast operations.

He is now Senior Vice President and hiring staff for the new office, with a total compensation package exceeding \$200K.

IT

CARLOS

Carlos was determined to relocate to Boise, Idaho. His search efforts were hampered by a tight local job market and was exacerbated by his dearth of contacts in the area.

When the Barrett team took over, they empowered Carlos with the tools necessary to expand his Personal Circle of Influence and cultivate his network without tipping his hand on his plans. Patience, diligence and employing the advanced techniques of The Barrett Group methodologies paid off when he was referred to an excellent opportunity through his newly expanded network and sailed into the new position.

He is now IT Manager of Information Technical Services and is happily residing in the location of his choosing.

GARY MCGONE

Gary found great value in our databases, providing him the ability to get to people he wouldn't have been able to contact through regular channels. He was able to do a major industry transition, maintaining his CEO role while moving from telecom to software. With a comp package exceeding \$1 million, he heads up a VC-backed firm in Calgary.



Legal

Legal

VINOD - DIRECTOR OF INTELLECTUAL PROPERTY (IP)

After working eleven years as a solutions provider in the intellectual property (IP) and technology space in Ottawa, Vinod felt that growth potential was exhausted at his company, and even in Canada. He decided to explore opportunities in a new field with better long-term prospects and took a position as an artificial intelligence (AI) solutions manager at a young startup outside of Toronto. Soon after starting, Vinod realized the company was a poor fit and he wanted out. Only seven months into his new job, Vinod negotiated his departure and began jobhunting again – but this time he found himself at a big disadvantage.

“I was stuck. Most of my experience is in the intellectual property space. I was successful there, but in Canada there are few opportunities at my level. Meanwhile, I didn’t have enough experience in AI to target senior-level positions, and I wasn’t interested in junior-level jobs,” said Vinod. “In the U.S. there are more opportunities, but in the U.S. I need H-1B sponsorship.”

Although under pressure to land a job before eating up his savings, Vinod struggled to get his resume past applicant tracking systems (ATS). He had some good initial interviews in Detroit, but after he was ruled out of contention for several jobs by his need for an H-1B visa he decided to seek professional help. Vinod hired The Barrett Group (TBG). “Working with Vivek [Vivek Agarwal, Vinod’s Executive Career Consultant and Program Manager] was fantastic,” said Vinod. “He gave me weekly assignments to work on, such as identifying my strengths and weaknesses in interviewing, improving my social capital, and identifying work experiences that might be valuable to a hiring manager.”

With the help of the TBG team, Vinod also polished up his LinkedIn profile and rewrote his resume to improve its chances of getting over the ATS hurdle. Vinod especially valued the experienced feedback from his interview coaching sessions.

Legal

LIMITED JOB PROSPECTS

“Vivek explained how to better market myself,” said Vinod. “He gave me great perspective on my mock interview responses and how to strengthen them. With his help, I learned how to discuss a weakness and make it sound like a positive attribute. I now feel more savvy and confident about how to answer interview questions.”

Like so many others, Vinod’s job search was stymied by the Covid-19 pandemic. An offer in March was quickly revoked. Another pending offer was postponed, then revoked. Just when he was on the point of panic in June, his networking efforts from months earlier finally bore fruit and Vinod was offered a 6-month, full-time contract position for a firm based in Seattle, for which Vinod’s skills align very well, with the intent to become permanent when the pandemic’s grip on the economy eases up.

“I am grateful this worked out. This position was very competitive and I feel lucky to have gotten it. I’m back in IP and, so far, it’s great!” said Vinod. “With luck, this job will turn into a full-time position. If it doesn’t, I will sync with Vivek again. Regardless, his coaching was valuable and will continue to be valuable.”

“I was grateful to find a job when others are losing jobs.”

-- Vinod – Director of Intellectual Property (IP)

Legal

The resources provided by The Barrett Group (TBG) are invaluable – from resume drafting to business contacts/research, the tools cannot be underestimated. But, most importantly, the genuine service and support from my career coach, George Schulz, helped me land my new position. George’s unrelenting pushes and prods, coupled with motivational and encouraging words, were the biggest asset of the TBG program for me. Many thanks!

KRISTINA BROWN, SENIOR COUNSEL AT BROWN, MOSKOWITZ & KALLEN

ANDRES

Andres had been downsized from his \$175K Senior Legal Counsel position.

He most valued Dan’s help in interviewing and negotiations. Dan Resendes headed up the team, guiding and managing Andres through a convoluted and highly sophisticated hiring process at a major corporation.

He is now at the partner level and increased his comp package over \$45K, to \$225K, signifying an excellent and rapid return on his Barrett investment, most remarkable in this economy.

Time from Orientation to Offer: three months. Andres received half a dozen interviews from our processes and continues to receive interviews and calls since his landing.

Legal

MARGARET DENTON

Margaret started with us in July. Margaret was employed but just in a tough environment. Our program had a dual approach.

- Assist Margaret with the politics at her current employer and while at the same time,
- find a new opportunity, preferably as a General Counsel.

Margaret had numerous interviews during her campaign and could afford to be picky about the correct position. We assisted her with many interview preps.

By February she received a response to a management introduction that we sent notifying the CEO of her application for a GC position. She received an offer in April.

She found the strategizing to be of most value to her. Continuing with our career management program after being hired, we were able to help her to negotiate a salary increase in six months and a bonus increase as well. She went from \$102K the previous year to \$155K.



Marketing and entertainment

Marketing and entertainment

My experience with The Barrett Group far exceeded my expectations. I had previously hired a similar firm closer to my home in the Bay Area of California, which turned out to be a fiasco. They were extremely expensive and did so little for me. It was incredibly disappointing. So, when I found The Barrett Group, I was cynical and trepidations at best. Needless to say, I was not the best client. I am a perfectionist by nature, but I was extremely picky and questioned everything. Waffles Natusch, the consultant with whom I worked, was more than patient and understanding. The resume and letters he created are not only the best I've seen, but they also garnered rave reviews from every prospective employer with whom I met. His response time was incredibly fast, and he always had an answer to all my questions. I was working in less than 5 months.

DENISE BRADLEY

The Barrett Group helped me capitalize on my strengths and recognize my potential. Their knowledge of LinkedIn analytics and help with the revamp of my LinkedIn profile and resume was a huge boon to my job search. My consultant in particular, was a fabulous resource and source of encouragement!

C. CROCKER

Marketing and entertainment

KATARINA

Katarina was facing a crisis, one she couldn't have planned for, and she needed help. She reached out to The Barrett Group. Here is her story:

The day after her 63rd birthday, the announcement came down in the staff meeting: her company was going out of business! There had apparently been a devastating fire at the plant in Brazil and the insurance claim fell through. The Brazilian government was holding the company responsible for the fire, confiscating all the assets.

Katarina was Senior Vice President of Marketing, with a stellar record and a long history of success, but the long history was the problem: who would hire her at her age? She didn't want to retire, she loved her work and she would miss building programs with a team. She knew how to market anything from bottled bleach to washing machines, but she hadn't had to market herself for 28 years, how to even begin?

She called The Barrett Group.

Katarina started with our Clarity program, which put her on track with a solid plan for her career move. Working with her personal career coach, her resume was written strategically, in two basic versions: one that kept her age carefully hidden, the other one highlighting her full range of senior level experience. She learned how and when to use her professional dossier to full advantage, and when to only provide what was needed, to increase her chances of getting worthwhile interviews. She was coached on how to get around interviewers' carefully couched questions designed to screen her out legally because of her age. Her LinkedIn profile and presence was completely reinvented to show her off as current and modern, which greatly helped her approach the unpublished market while attracting recruiters.

Marketing and entertainment

Three months into the program she was interviewing regularly. Sometimes it wasn't a good fit, but her Barrett team kept her energized and focused on real opportunities for her, instead of just chasing any job that came along. The research team had delivered extensive information on a target company and the potential hiring manager was identified. Her Barrett career consultant Sue suggested a LinkedIn approach and Katarina made the connection and she was brought in for an informational interview, even though there was no job opening at the time. She impressed the Chief Operating Officer so much, he restructured the Marketing Department to best use her strongest talents! When the written offer came in, her Barrett team advised her on the negotiations, resulting in the offer being increased by \$15K.

She loves her new job and plans on continuing to do what she does best!

SARAH

Sarah was in a desperate situation: her company had decided to relocate from Nashville to Tallahassee. All three of her children were in high school and her husband owned his own company locally, so relocating was out of the question. She had a great job as Vice President of Marketing, but now, after 22 years, she was in unfamiliar and scary territory of the unemployed.

When she engaged The Barrett Group, she was beside herself because her job search was going nowhere. Once The Barrett team engaged with her to set her up with the modern ways of attacking both the published and unpublished Job markets, her job Search activity really started to pick up.

When her first interview came, she was fully coached and ready. She was getting steady calls from recruiters, and offers came. She worked with her Barrett Coach to devise a winning negotiation strategy with these offers.

Desperate no more, she loves her new job and is making a good deal more money with the new company!



Operations & supply chain

Operations & supply chain

MATT FRETWELL - DIRECTOR OF OPERATIONS

A self-professed visionary and innovator, Matt Fretwell had spent 20 years following his passions and creating successes out of just about everything he put his hand to. A talented chef, he launched his entrepreneurial career as owner and operator of several acclaimed restaurants. Later, his faith led him to create non-profit ministries, found and revitalize churches, develop doctorate-level training programs for other church starters, and pen multiple inspiring books. His depth and range of experience made Matt a sought-after consultant about leadership, ministry, and community engagement for many organizations.

Matt loved what he did, but over time, the challenges of juggling so many roles in his career began to wear him down. Facing burnout, Matt decided to make a change. He wanted to channel his gifts and talents into one position that would both pay the bills and fulfill his many passions. “I was getting tired of having multiple streams of income. It’s a lot of work shifting gears,” said Matt. “I felt a push to transition to the business side of altruism and thought that a C-suite level position in the nonprofit world might align well with my gifting and talents.”

Matt knew well his strengths and interests: restoring humanity, community outreach, public speaking, strategic organization, and leadership, to name a few. He also knew, however, that finding a position that utilized all his qualities would be difficult. So, he enlisted professional help. “I wanted to make a shift and do it right, so I figured I needed a team,” said Matt. “The Navy SEALs have a saying: ‘If you want to go fast, go alone. If you want to go far, go with a team.’ I chose longevity.”

It was humbling at first for Matt to be on the receiving end of coaching sessions because he was used to being the person administering consulting services to others. He was astonished to discover how much his thinking developed when he yielded to the process.

Operations & supply chain

A PERSONAL, PROFESSIONAL, UPLIFTING CAREER TRANSITION

“The Barrett Group really exceeded my initial expectations. I thought I’d just need their help locating a good fit at the income level I was seeking. I didn’t expect to need help in personality assessment, but I was fooling myself. My coach, Ken Malouf, really challenged me to be honest and transparent about my values and goals. Those discussions revealed a lot about how I could follow my inclinations,” said Matt. “Sometimes it is beneficial for us to swallow our pride and recognize that we need a fresh set of eyes to look at our situation.”

Over four weeks Matt took various assessments. Then he and his coach worked together to identify goals that align with Matt’s talents and values and create a long-term personal strategic plan. “It was eye-opening. You think you know yourself, but I learned that I have some deep-seated values that I was pushing away. This was partly why I was burning out. Ken would dig deeper and uncover things that I hadn’t put on paper. He’s got a great talent!”

Matt was equally appreciative of his coaching experience when he moved onto Phase 2. “I really enjoyed working with Lori Chevalier. There is a lot you learn in this second phase, much of it about social media,” said Matt. “I had always thought of myself as an experienced networker – I have thousands of connections on LinkedIn and Facebook – but I’d always been on the side of helping others. It was uncomfortable for me to be in the position of asking someone else for help. But I went with it.”

Matt also really valued how Lori pushed him to use metrics in his interviews, negotiations, and resume. What he thought had been a really good resume was not actually the case, so “reconstructing” his resume was highly beneficial. When he began shopping it around to recruiters, his inbox blew up with responses. The Covid crisis hit in the middle of Matt’s job search and dampened recruiter interest, but he continued to use LinkedIn to find appealing opportunities and leverage his connections to develop an “in”, having faith in the process.

Operations & supply chain

LOVING THE CHALLENGE

Matt was aiming for a C-suite level position at a nonprofit or a small business with an altruistic mission. He thought he might have found the right fit with a cancer foundation where he interviewed for a director of operations position. They wanted him to raise \$5 million for their organization and he knew he could do it. But something felt off.

“I wish I could do for Salvage USA what this potential employer wants me to do,” Matt told his wife. He was referring to a startup nonprofit organization that engages emotionally-scarred military personnel in restorative, community-focused activities. As a volunteer life coach at Salvage USA, the organization had become near and dear to his heart. To his surprise, his wife suggested he talk to the team at Salvage about it.

As luck would have it, the founder of Salvage quickly recognized the value to his organization of bringing Matt on as a director of operations. He didn't have the money to pay Matt much, but Matt proposed that he work largely on an incentive basis the first year, taking a percentage of any new money he might bring in, rather than a straight salary. “He took my proposal to the board and they agreed!” said Matt. “That came about through the coaching I got with Ken and Lori. I utilized all the things I'd learned. It was comprehensive.”

Just two weeks into his new job, Matt is loving the challenge and a renewed sense of purpose from helping a cause he deeply admires. “I've already submitted a half a million dollars in grant proposals to 12 different organizations. I have even more lined up. In the end, if I do my job well, it will more than pay itself off. I would not have taken this position, with a compensation incentive like this, if not for The Barrett Group. They have given me confidence that I can do this!”

Operations & supply chain

For a businessman who had not had an interview for a new position in over a decade, the dedicated team at The Barrett Group (TBG) provided me the insight into where my strengths and opportunities are, a good update to my resume as well as my LinkedIn profile, and professional career coaching throughout my almost year long job search.

I was hesitant at first due to the cost, but after speaking with their Vice President, and reading many successful reviews posted on their website, I decided this is what I needed to help me put my best foot forward.

I did an initial consultation and took a DISC assessment and I made a life plan based on my values, strengths and opportunities. This helped me to truly focus on what I wanted most in my career and personal life.

After that I was paired up with Paula, a professional career coach who helped me along with her team at TBG create a very professional resume, a LinkedIn profile that "works," and provided weekly hour long counseling sessions. We worked to focus on companies that would provide my with my position requirements and salary in the area of the country I wanted to relocate to.

Paula and I discussed and practiced how to best answer difficult interview questions as well as how to handle rejection and move on. While we had scheduled weekly sessions, she was ALWAYS available to take my call any time I might need additional help even on weekends or evenings.

Operations & supply chain

We discussed how to best utilize search engines, recruiters and finally direct mail as resources to get in front of decision makers. I was able to generate much more interest and land many more interviews with much more going into the final selection due to my relationship with Paula and The Barrett Group team.

Once I finally decided and accepted a position, they again updated my resume and LinkedIn profile and offer lifetime updates as my position changes throughout the rest of my career.

If you are a long term executive that is currently looking for professional help and coaching during transition in your career, The Barrett Group is a great company to reach out to.

I'm glad I did.

KEN RICE

Operations & supply chain

RHONDA KIRKWOOD

Rhonda was unemployed when she came on board and landed her position in just three months.

She found the new position by following our Circle of Influence process and her team was gratified when she told them that Barrett had changed her life.

She started her new position at the VP level and is on track to assume the Presidency within six months; currently she is at the \$150K level.

BOB

Bob had entered Phase Two of our process, during which the client is introduced to the recruiter community.

One of the recruiters presented Bob for a junior level position and wanted to send him to NJ on an interview. When he discussed his reticence to take the trip with his consultant, the team returned with a winning value proposition and Bob agreed to give it a shot.

The company made him an offer, he turned it down, then took our advice to request a more senior position at their local facility, which was ten minutes from his house. He was hired and said that he would have never received the opportunity if not for The Barrett Group.

Bob has told us that he found the greatest value in Barrett's abilities to uncover the hidden job market and that our coaches are professional and provide objective feedback and advice.

His transition was from a VP of Ops at \$200K to VP of Operational Excellence at the \$300K level.

Operations & supply chain

ARTHUR ADAMS

Arthur was in career doldrums as a store manager at Target. His first transition was accomplished by utilizing our focused networking process: a former co-worker had started his own import sourcing business, hired Arthur as his COO and they grew the business from there. With his new qualifications and accomplishments, his Barrett team was able to re-market him as a reinvented executive. An opportunity emerged at a global container shipping company, where he is thriving in the exciting world of international commerce.

CINDY

Cindy was between opportunities when she engaged us. We found her a job as a COO in the unpublished market by making direct introductions to CEO/Chairmen at companies. She became a COO at an electronics firm in Rhode Island due to our efforts. When she decided to relocate to California we assisted her in opening her own consulting firm.



Real estate

Real estate

If you are interested in reading a testimonial from a Barrett Group client, who's campaign did not go as planned, look no further. After leaving the corporate world in exchange for a slower pace that included travel, great food and beverages, with great friends, I decided to re-enter the corporate arena once again. That's when I hired The Barrett Group. This was a totally new experience for me as I contemplated what avenues I wanted to explore. The Barrett Group assisted me in updating my resume, as well as identifying potential opportunities. I found them to be exceptionally qualified and motivated to get me back into the marketplace. The Barrett Group did a great job of living up to their accountabilities and service deliverables and in turn I was diligent in following their instructions and executing. What did The Barrett group do? They refused to give up on me. Because I worked the program and followed their instructions, the management of The Barrett Group added additional resources to my campaign and extended the term of our agreement. They told me that success was the most important element of their company's mission. Today I am working in a wonderful job environment, in the correct location, with a fantastic company, and serving in my targeted executive-level role. I highly recommend The Barrett Group as they truly care for their clients and work relentlessly to achieve the desired results.

BILL SWIRTZ, VICE PRESIDENT, COLLIERS INTERNATIONAL

Real estate

KRISTEN HAYEK

Kristen found her dream job at a charitable organization within a research hospital in Tennessee. Transitioned from Consultant to Non-Profit. She did very well with TBG recruiter introductions and published market support programs. Had 5-6 interviews. Going from Consultant to Vice President of Strategy and doubling her income from \$150K to \$300K.

CHUCK LEMIRE

Chuck came to us after a difficult departure from his company. He was in a very frustrated state of mind both because he was forced to leave what he considered an ideal job at a high level of compensation, and he had no idea how to market himself.

He started his search the way most people do, but the internet job boards produced less than desirable results, and no recruiters were interested in him. He was almost embarrassed to use his network, as he didn't feel comfortable having to defend why he left his past role.

He finally hired The Barrett Group. We created a search strategy that suited his needs focused on his industry of choice. We recognized that his networking skills were very strong; it was his confidence level that needed a bump. We showed him a different way to penetrate his circle of influence that started producing results.

Since he was previously employed by an international firm that was a great fit for his skill set, we did some specific research on other locations throughout the world, something he hadn't considered. Before long, he had interviews, landed a position and increased his compensation to over \$1.4 million. He credits The Barrett Group with getting his career back on track!



Sales

Sales

BOB MEARA - AREA SALES MANAGER

As an automotive account executive in the advertising sales division of a major cable company, Bob Meara coordinated and developed digital marketing needs and video solutions for local automotive advertisers in New Jersey. He managed a team of marketing experts and a portfolio of over 25 clients. He'd spent 20 years with the company, but when changes from new senior leadership were no longer working for him or his clients, he knew it was time to move on.

It wasn't long after Bob first began looking for new opportunities that he decided to hire a professional. "I hadn't written a resume or been on an interview in 20 years," said Bob. "I wanted help getting my head together and to talk to someone with job market experience."

Bob was drawn by the breadth of experience offered by the The Barrett Group (TBG). He launched into the program and started networking, even as he continued to work, and quickly saw some promising leads develop.

Then the Covid-19 crisis hit.

"All the people I had talked to went on a hiring freeze," said Bob. Consumer purchases for cars plummeted, auto dealers cut their local advertising – in short, the auto industry took a hammering. Bob remained committed to a career change, but he discovered some surprises in the job market.

"Everything is different. People don't read resumes, computers read them. And computers weed out resumes by key buzz words," said Bob. "You're competing with many more people."

Sales

THE SKY IS THE LIMIT

Bob appreciated that TBG was prepared to help him navigate all these changes, starting with the Clarity program, which confirmed what he wanted to pursue – digital retail marketing. He launched into the TBG process. Bob found his weekly meetings with George Schulz, his personal career consultant, to be the most valuable part of his experience.

“George took the time to understand my current business and circumstances. He made the effort to learn what motives me – what makes me tick,” said Bob. “He told me all about the unpublished market. I never thought about that stuff before. It was very instrumental.”

Bob also found the expert help on rewriting his resume and LinkedIn profile to be very helpful. “I don’t know what people are looking for in a resume or in a LinkedIn profile, but The Barrett Group showcased my attributes in a way that was very appealing to recruiters,” said Bob.

When it came to interviewing, Bob felt totally prepared. “They told me all the questions I should expect to be asked so I would never be surprised. Then we rehearsed my answers,” said Bob. “By the time we were done, I had my pitch in my head and nothing felt too hard to answer.”

Bob ultimately found his ideal job – in digital retail marketing – from a job posting. And all of his coaching prepared him to know what to do to land it. He’s thrilled by the new opportunity. The company is relatively new, the territory is untapped, and he faces no internal competition. As for compensation, “The sky is the limit!” he says.

Sales

GETTING THO THE HEAD OF THE TABLE

Bob appreciated that TBG was prepared to help him navigate all these changes, starting with the Clarity program, which confirmed what he wanted to pursue – digital retail marketing. He launched into the TBG process. Bob found his weekly meetings with George Schulz, his personal career consultant, to be the most valuable part of his experience. “George took the time to understand my current business and circumstances. He made the effort to learn what motivates me – what makes me tick,” said Bob. “He told me all about the unpublished market. I never thought about that stuff before. It was very instrumental.”

Bob also found the expert help on rewriting his resume and LinkedIn profile to be very helpful. “I don’t know what people are looking for in a resume or in a LinkedIn profile, but The Barrett Group showcased my attributes in a way that was very appealing to recruiters,” said Bob.

When it came to interviewing, Bob felt totally prepared. “They told me all the questions I should expect to be asked so I would never be surprised. Then we rehearsed my answers,” said Bob. “By the time we were done, I had my pitch in my head and nothing felt too hard to answer.”

Bob ultimately found his ideal job – in digital retail marketing – from a job posting. And all of his coaching prepared him to know what to do to land it. He’s thrilled by the new opportunity. The company is relatively new, the territory is untapped, and he faces no internal competition. As for compensation, “The sky is the limit!” he says. “The Barrett Group helped me know the right timing of when to follow up on things,” said Bob. “And the really important thing I learned is to be sure to pick the keywords out of the job description and put them on my resume. Playing that game gets you to the head of the table.”

Sales

JAMES HARRIS - NATIONAL SALES MANAGER

James was a business development and sales manager of a small, family-run company that provides manufacturing services of mission-critical electronic solutions to the aerospace market. He led a team of six people in securing and closing multimillion-dollar contracts for U.S. commercial and defense contractors. He handled the entire lifecycle of manufacturing a product from cradle to grave to ensure it was quick, efficient, and satisfactory to the customer.

Three years into his tenure, changes in senior management prompted a shift in culture and vision at the company that didn't sit well with James. His unhappiness spurred him to look for new employment over the next year. He began using job search sites and putting feelers out to his personal network of contacts.

“At first I was looking to change fields. I wanted to stay in sales, but I explored opportunities in the medical and software industries. I got a few interviews, but they weren't satisfying, and I wasn't offered any jobs,” said James.

After nearly 10 months of job seeking, James became frustrated by the lack of traction he was getting and enlisted the help of The Barrett Group (TBG). “I had revised my resume, tweaked my LinkedIn profile, and had impressive education and technical skills. I didn't know what else I could do on my end to make the connections I wanted to make. So, I decided to get full service professional help,” said James.

Sales

SHAPING THE WAY A COMPANY VIEWS ME

James began his TBG experience by undergoing personality assessments in the Clarity program and learning what professional roles align best with his personality. “I’ve gone through similar training previously, so much of the information I already knew. But it’s useful to be reminded of this kind of information every few years, and I also learned some new stuff,” said James.

In Phase 2 James began meeting weekly with his career consultant, Anne Lipsitz, who coached him on how to present himself in an optimal way to potential employers and how to emphasize his ability to fulfill their needs. “It was useful to learn how to sell myself – especially my drive and my dedication. In the long run, competitiveness serves you better if you can harness it and utilize it as a professional asset,” said James.

James valued Anne’s help with learning to use LinkedIn better. “Anne helped me not only with enhancing my LinkedIn profile, but also to navigate it in a way I didn’t previously know how to do,” he said.

She also helped him hone his “It” factor – the characteristics that makes someone really stand out as an executive. “Anne had a career in sales, so she offered me a lot of advice on confidence, professionalism, and presentation. We discussed the importance of knowing who you’re speaking to – for example, if I’m talking to a CFO or a COO, I should keep in mind the different drivers or goals those individuals have with respect to their company,” said James. “From a career perspective, it definitely helped me a lot.”

Sales

MORE RESPONSIBILITY AND OPPORTUNITY FOR GROWTH

Before long, James saw more responses to his efforts to build social capital, which translated into an increase in interview requests.

“I had become more visible in the market,” he said.

After three months working through the TBG program, James felt confident enough in his job search to resign from his job. He got some job offers but turned them down as he waited for the right opportunity. Eventually, it came.

A recruiter for an electronic contract manufacturing company came across his profile on LinkedIn and reached out to him about a leadership position in the same field. After a number of Zoom calls with the owner and other key players of the company and a day touring their site, they offered James a job.

James feels that this position offers him more responsibility and more opportunity for growth.

“It checked most of my boxes and the time was right,” said James. “I like the direction the company is going. Also, the culture and the leadership of the company are very attractive. I’m very excited.”

Sales

ERIC - REGIONAL SALES MANAGER

Erik was the western regional sales manager for the world's leading producer of birch plywood when the pandemic hit. Sales dropped 65% globally and the company was forced to cut costs.

"I was a Covid-19 casualty," said Erik. "The company cut my salary, making my position commission-only with a base, and said they would re-evaluate the situation in 90 days. I just couldn't afford to wait that long without any guarantees."

Under normal circumstances, Erik would have conducted a job hunt on his own. But this time was different. After sending out some resumes and getting no responses at all, he knew he needed a new approach. "Sending out resumes and waiting for responses wasn't going to work this time. Not in this market," said Erik. "I needed to do something different to make myself marketable in an unmarketable market."

When The Barrett Group popped up in a Google search, Erik was intrigued. He felt that hiring a career management consultant was an investment in himself. "No one wants to spend money when they're unemployed, but I took a long-term approach. My way of job seeking wasn't working, and I had nothing to lose," said Erik. "I would have been upset with myself if I hadn't taken this step and 90 days later had no more opportunities than I did at the outset."

Sales

MONEY WELL SPENT

Erik was nervous, but felt reassured knowing that if in six months he didn't yet have a job, TBG would reevaluate its strategy for him. "They don't give up on you. They take you all the way to the end," said Erik. "Knowing that made me feel more comfortable."

After a week of assessing his career goals, Erik launched into his job search as if it was a full-time job. He developed a detailed road map for his job search, learned how to utilize LinkedIn in ways he never imagined doing, and learned the value of leveraging second and third connections, reaching out to people he knew and didn't know. He was exhausted at the end of each week, but he developed a profound respect for the process. "Initially, I expected them to do all the work for me. They didn't. Instead of handing me a fish, they taught me how to fish," said Erik. "Thanks to the career skills I learned, I feel much more knowledgeable and confident about any future job changes I might face."

Thanks to the new tools he was given and his own tenacity, Erik had three offers within two short months. Ultimately, he accepted a position as a regional sales manager for a company that makes Personal Protective Equipment, which has seen 25% growth since last year. Moreover, he successfully convinced the hiring manager the value in paying him \$20K more than they had budgeted. Erik couldn't be happier with his experience with The Barrett Group.

"To be able to land a job in two months in this market with so many other qualified candidates – it was money well spent!"



Security management

Security management

Coming from law enforcement and the corporate security world where I had spent the last 28 years, I was in need of re-learning how to find a new career challenge. I knew my resume and job seeking skills were out of date, so I did a lot of research on where to find help.

My research (after careful analysis) led me to The Barrett Group. The Barrett group took the time to learn about me, my area of expertise and helped me rewrite my resume, worked on my LinkedIn page, assisted me in mock interviews and was basically there for me whenever I had a question or concern.

After receiving some decent job offers, The Barrett Group helped me to become more skilled in negotiating salary and benefits packages. Due to this assistance I was able to turn down jobs that did not meet my expectations, and eventually succeeded in landing a great job with a very fair compensation package.

The Barrett Group remained flexible, patient and followed up with me throughout my entire job search and even still continues to stay in touch and update my resume etc. I would recommend them to anyone looking to improve their opportunities to land the best career for them.

CRAIG RICHARDS, LEAD INVESTIGATIVE SECURITY AGENT GLOBAL SECURITY ORGANIZATION AT ADP



Telecom

Telecom

My consultants' vast knowledge of all hiring processes and the excellent coaching that I received in all aspects of my search went way beyond my expectations!!! I ended up landing a better, higher paying position, more quickly which is why I hired The Barrett Group in the first place!!!

J. SMITH, PROJECT MANAGER

The Barrett Group helped me develop my online image and brand by transforming my LinkedIn profile. They are excellent career consultants and have been a wealth of knowledge. Barrett's team conducted the work in a professional manner at all times. They are very creative. They always had an answer to my questions. I found in Barrett Group a value-added business partner.

LISBETH MORENO



Please follow the link below for current activity:

[The Hiring Line](#)

We look forward to speaking with you!