



Advanced Recruiting + HR Training Services

At Magnet, our clients hire us to be private investigators. Everything is confidential and – unlike other top executive search firms and consultants – we devote the time and resources necessary to ensure that you aren’t overwhelmed with “good enough” choices. When it comes to executive search and information technology staffing, you can’t afford to settle for a temporary fix, even if you need to act quickly.

Magnet’s retained search process isn’t only for finding top executives. Whatever the position may be, if it requires any amount of **strategic targeting, confidentiality or technical vetting** to lure the right candidates, retaining a dedicated firm is the obvious choice.

The methodology that drives our executive search and technology recruiting services is based on finding the right candidates, regardless of whether they’re currently employed and not actively searching. This is especially important since the best C-level, new media, and technology executives tend to be spoken for.

You need professionals, not professional interviewers.

And you don’t need to pay more to **get fast results**. One of the most overlooked reasons why retained search works is that it’s quick and efficient. Unlike contingency firms, Magnet promises a specific timeframe: six weeks, tops. Knowing what to expect and dealing with people you trust is a far better use of your time than relying on, then managing, multiple contingency firms, which only creates more work for you.

Of course, this is especially true for more sensitive and technical searches. In Magnet’s specialty areas – Internet, Digital Marketing, Media, Gaming, Product Development – at the Lead, Director, VP, CIO, CTO, and CEO levels, the critical nature of recruitment does not allow for error.

So before you risk a bad hire, we recommend a few better options:

- **Retained Search** – Our most popular service proves it only takes three-to-five targeted, vetted candidates (and not a stack of resumes) to find people who will go above and beyond the job description, fit your corporate culture, and stay as long as they’re welcome. Takes 6 weeks or less.
- **“Container Search”** – With a flat monthly fee and a timeframe of just 2–4 weeks per hire, this is the most efficient way to build a new team or staff several mid-level positions (account managers, designers, developers, project managers) at once.
- **Human Resources Training** – Have your team learn our advanced 2.0 recruitment techniques in a single day’s workshop.
- **Startup Fast-tracking** – Got a genius business model but don’t have the resources to hunt the executives and developers you need? Let’s talk anyway.

Other headhunting firms hunt heads and fill seats, but not Magnet. We rely on **in-depth research** and **comprehensive market penetration** to locate and attract very specific people. Then we narrow it down to only the most qualified **candidates who uniquely match your team’s culture** and communication style – no job boards, no gatekeepers, no vendor management systems as the sole means of supporting the hiring need.

The Magnet Retained Search

We believe retained search will soon become standard recruiting practice. Already, this methodology has been applied to a variety of industries and companies, including media conglomerates, Dot Com startups, global advertising agencies, and even hedge funds.

Phase	Goals	Timeframe	
1	<p>Project Scope & Strategy Meeting This meeting can happen as soon as 24 hours after you contact us. This is when you and anyone else from your team who will be part of the hiring process discuss project specifics with your Magnet recruiter. If there are people from your team who didn't have a chance to ask us questions during the initial contact, now's the time. We'll also have a few more questions for you ("Why was this role created?" "What are your Year One goals for the new hire?" Stuff like that.)</p>	<ul style="list-style-type: none"> - Identify key project metrics - Discuss profile of ideal candidate - Get acquainted - Get everyone's questions answered 	1 hour or less
2	<p>Retained Search Proposal We give you a brief proposal outlining success metrics, timeframe and project costs.</p>	<ul style="list-style-type: none"> - Agreement on specific project goals, fees, timeframe, and candidate profile 	Within 24 hours of strategy meeting
3	<p>Retain Magnet To get things going, we require 1/3rd of our total fee (generally 33% of the new hire's projected first year salary*) as a retainer. Unlike the remaining two thirds, which is due upon the new hire's start date, this initial payment is non-refundable.</p>	<ul style="list-style-type: none"> - Hire the best executive and tech recruiting firm in the business while your competition keeps gambling on contingency search 	We're ready when you are!
4	<p>Market Penetration & Research This is when we do the three very important things: research, more research, and deliver first-round candidates.</p>	<ul style="list-style-type: none"> - Comprehensive assessment of the competitive landscape. - Identify and contact the best people for the job, even if they are currently employed and not looking. - Deliver initial candidates for your review. 	2-4 weeks after retainer is paid
5	<p>Final Candidate Delivery It's been a few weeks and we've got a strong sense of who the front-runners are and why we like them. Now's the time to make a move.</p>	<ul style="list-style-type: none"> - Present additional candidates if necessary. - Narrow it down to two or three people. - Hire someone. 	6 weeks (or less) after retainer is paid.
Included Services (Optional)		Do I need it?	
	<p>Salary Analysis Detailed, researched account of ideal target offer range for your specific candidates. (You won't find anything like this on Salary.com).</p>	<ul style="list-style-type: none"> - Best for those trying to strike the right balance between staying on budget and making sure you're competitive with what the candidate is willing to accept. 	
	<p>Salary Negotiation It's not about the money, right? Sure it is! (We'll spare you the awkwardness.)</p>	<ul style="list-style-type: none"> - If it's a high profile or confidential search and you need to be extremely discreet. - If you don't want to play good cop/bad cop, but getting someone you trust to as your advocate to play "third party cop" sounds nice. 	

*[*Please Note: These five steps require very little effort on your part. The search takes less than six weeks, and you don't even pay us until Phase 3. Exact project fee to be discussed during Phase 1 strategy meeting and reflected in Phase 2 proposal.]*

Monthly “Container Search”

The container search option is designed for those who want the customized focus, dedication, and confidentiality of retained search but need to **fill several positions at once**. It’s much easier to budget, because you pay a flat monthly fee until everyone you need is hired.

At just **2–4 weeks per hire**, container search is the best way to recruit mid-level talent such as Web developers, systems administrators, programmers, applications developers, mobile developers, or technical project managers.

Next Generation Technology and 2.0 Recruitment Training

Magnet offers one-on-one or group training for recruiters, HR personnel and/or hiring managers in the following areas:

- **Understanding business requirements.** (It’s amazing how many recruiters and HR folk seem to have no idea what they are looking for and therefore don’t know how to select vendors or manage the process)
- **Educate hiring managers** on writing successful position descriptions and defining objectives, interviewing techniques, building a successful team while under pressure to meet short term expectations, managing fairly and honestly, and how to recruit (it seems like many hiring managers just want to see resumes tomorrow and will work with anyone who agrees to a fee—bad idea)
- **Navigating the digital universe** of recruiting, including rich media, search engines
- **Developing a posting and sourcing strategy** without relying on 1.0 job sites
- **Building a successful network** using 2.0 vs adding friends and spreading yourself thin with useless connections
- **Generating buzz** via video, blogging, ad placement, rss, distribution lists, and social networks
- **Technology 101 for non-technical recruiters**, including mobile, online, software and hardware recruitment

HR Training Service	What They’ll Learn	How much?
Day Rate	<ul style="list-style-type: none"> - How to analyze the recruitment cycle - Interviewing strategies - How to find “passive” candidates (those without posted resumes) through competitive market penetration - How to recommend and evaluate applicant tracking systems and posting/networking/cold calling strategies 	\$3,000 + expenses and travel (if applicable)

Contingency Recruiting vs. Magnet Retained Search™

With the way recruiting is going lately, it seems companies are *trying* to lose by posting jobs all over the Internet and hiring mediocre recruiters to mine databases and send them candidates in a “ready, fire, aim” whack-a-mole fashion.



Contingency search is a terrible practice for hiring in the digital age unless the position is low-level, unrelated to technology, or you're willing to gamble with your product. At Magnet, we avoid these searches because they waste both our time and yours. We **expect more from recruiters** and, if hired, you can expect more from us.

	Contingency Search	MAGNET
Fee Structure	<ul style="list-style-type: none"> - Up to 33% of employee's first year salary - Full payment within 30 days of placement encourages recruiters to chase fees without concern for individual clients 	<ul style="list-style-type: none"> - Up to 33% of employee's first year salary - 1/3rd of total fee is paid upfront as a retainer, thus encouraging the firm to give the client 100% of the recruiter's attention
Timeframe	<ul style="list-style-type: none"> - Anyone's guess. It could be three weeks or three months. 	<ul style="list-style-type: none"> - Final candidates delivered in 6 weeks or less
Approach	<ul style="list-style-type: none"> - Typical methods include spamming and scraping job boards and flooding client with resumes. Contingency is not designed for complex next-generation practice areas like Web 2.0 development, where the search requires more than a passing phone call or cursory screen. - Recruiter plays the numbers game and tries to respond with the most resumes before another firm beats them to it - Most contingency firms have a high turnover rate, thus recruiters are not well connected 	<ul style="list-style-type: none"> - All services are customized to meet your exact project needs - Holistic approach identifies your industry's top performers and rising stars, including "passive" candidates; those who are currently employed and not actively seeking new opportunities. - Face-to-face meetings and video conferences poke holes in great resumes; to understand the candidate's true motivations and ambitions as well as their emotional intelligence, personality profile, communication skills, ethics, and social/team aptitude - Leverage existing social and professional networks, including Magnet's own network of media and technology executive talent and top New York recruiting firms - Extensive prescreening with face-to-face meetings or video conferencing to determine if candidate is the right fit.
Experience	<ul style="list-style-type: none"> - Client forced to manage several recruiters at once - Too many candidates for client to filter Client's inbox is flooded with resumes and briefs for numerous candidates. - Candidates are exposed to many other contingency opportunities and are often problem employees or job-hoppers 	<ul style="list-style-type: none"> - Clear outline of project scope prior to retaining the firm - Clear timeframe: Client sees initial candidates within the first two weeks; process is complete within six weeks - Satisfaction guaranteed: If one of our candidates quits within 90 days, we will start the process over again free of charge
Exclusivity	<ul style="list-style-type: none"> - Not an exclusive contract arrangement with client - Potential conflicts between firms, clients or candidates presented to 	<ul style="list-style-type: none"> - Relationship is with client, not candidates. We won't recruit anyone from your company for other offers at any point in the future, including the candidates you've paid us to find.



	multiple organizations - No assurance that contingency recruiters aren't also working for your competitors	
Confidentiality	- Your company's confidentiality may be at risk	- Client and candidate confidentiality is guaranteed

Our philosophy is simple: If you want to attract the best talent, you must look for people who will thrive in your company's culture – and you can't just skim job boards to find them. You have to dig deeper. So we do.

Magnet won't be the right choice for every search, but it's our goal to be your go-to firm for discreet executive recruitment and fulfilling your most critical technology staffing needs.

Ryan Brogan | Founder & CEO, Magnet Agency

With nearly a decade of experience placing executive, technology and new media talent, at all levels, for some of the world's most influential brands – as an agency-side recruiter (Metamerica; CCN), a digital recruitment consultant (Viacom/MTV Networks), and as a senior manager of global recruiting (Time Warner) – Ryan has seen the best and worst of search and hiring practices from all angles.

Ryan has helped the companies he's worked with save millions by reducing time spent, eliminating the need to pay additional vendors, and easing friction between hiring managers and HR gatekeepers. By strategically targeting only prospective hires whose core competencies and personality profiles fit both the job requirements and its surrounding culture, Ryan's career is testament to the fact that Magnet's retained search methodology can be successfully applied to any business model.

Because of his background and obsession with researching what's next, Ryan is one of a rare breed capable of assessing the candidate's technical abilities within the context of their interpersonal skills and communication style. As such, Ryan's placements are generally long-term strategic fits; people who add value and enrich the culture of the organizations hiring them.

Ryan has completed hundreds of successful searches across the technology and new media landscape for confidential clients as well as organizations such as MTV, VH1, Spike, Logo, Nickelodeon, Comedy Central, Neopets, Time Warner, HBO, AOL, Time Inc, Flavorpill, The United Nations, JP Morgan Chase, Deutsche Bank, Royal Bank of Scotland, Pfizer, Coach, and many others whose confidentiality remains sacred.

To get in touch with Ryan Brogan directly, please feel free to email him at ryan@magnetagency.net, call him at 646-895-9413 (office) or 917-774-6641 (mobile), or fax 801-772-6641