



GETTING TO THE NEXT LEVEL

JEFF@JEFFHOFFMAN.COM

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**TALENT IS *MORE IMPORTANT*
THAN MONEY**



YOU CAN'T **GROW** UNTIL YOU **LET GO**



**SURROUND YOURSELF WITH PEOPLE
SMARTER THAN YOU**



HIRE *ROCKSTARS*



LEAD BY *SERVING*

LEAVING *A* LEGACY

**YOUR JOB IS TO HIRE PEOPLE SMARTER
THAN YOU AND GET OUT OF THEIR WAY**

**SPEND TIME BUILDING A
CULTURE & WORKPLACE
THAT NO ONE WANTS TO LEAVE**

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**HIRE THE BEST AND THEN GO PICK
UP THEIR LAUNDRY**



ATTRACT ***TALENT***



**TRADITIONAL EMPLOYMENT
IS A ONE WAY STREET**



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TRUST & EMPOWER

JANUARY 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27		
	30	31				





HUNT FOR TALENT





**FREE 40 CHARACTERS
ON TROPHIES**





The
Professional's
Ready-to-Use
Procedure
Series



HUMAN RESOURCES

POLICIES AND PROCEDURES

MANUAL

Easily Create Your HR Policy
Manual Using a Sample Employee
Handbook and Example Personnel
Policy and Procedure Templates





CREATE A *CULTURE*

**WE TREAT ALL HUMAN BEINGS
WITH THE *SAME* LEVEL OF
RESPECT**

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NARROW-CASTING



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**YOU NEED A HIGHER CONVERSION
RATE AND A HIGH CUSTOMER
SATISFACTION SCORE**

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FIND YOUR
“SECOND SLIDE” CUSTOMER

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STOP OVERCOMING

NO

START FINDING

YES

PROFILE YOUR PERFECT CUSTOMER:

- EASIEST SALES

- BIGGEST FANS

- STUDY THEIR ATTRIBUTES



SPEND A DAY IN THE LIFE



corporate vocab

PLEASE
CLEAN

1st Business Week (1)
MARKET 2
FINANCIAL 3
TRENDS 4
BUSINESS 5
EVAL 6







SELLING INSURANCE



MARKET TO INTENT NOT ACTIVITY

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Tosca

NEW RELEASE
KOCH
CHANDOS

\$8.99

iPod. Feel the
Music.







**“DON’T CHASE MONEY,
CHASE
EXCELLENCE.”**

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THANK YOU!

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MARKETING & SALES

EAT MOR CHIKIN



SHAPE YOUR BRAND.

FIND YOUR BRAND ASSET

- DISTINGUISHING

- MEMORABLE

- POWERFUL

WALMART®

ALWAYS LOW PRICES. *Always.*



NORDSTROM



JOHN W. NORDSTROM
BELIEVED SUCCESS
WOULD COME ONLY BY
OFFERING CUSTOMERS
THE VERY BEST SERVICE,
SELECTION, QUALITY
AND VALUE.



WHERE
FRESH *AND*
FAST
MEET™
JIMMY JOHN'S ★ SINCE 1983

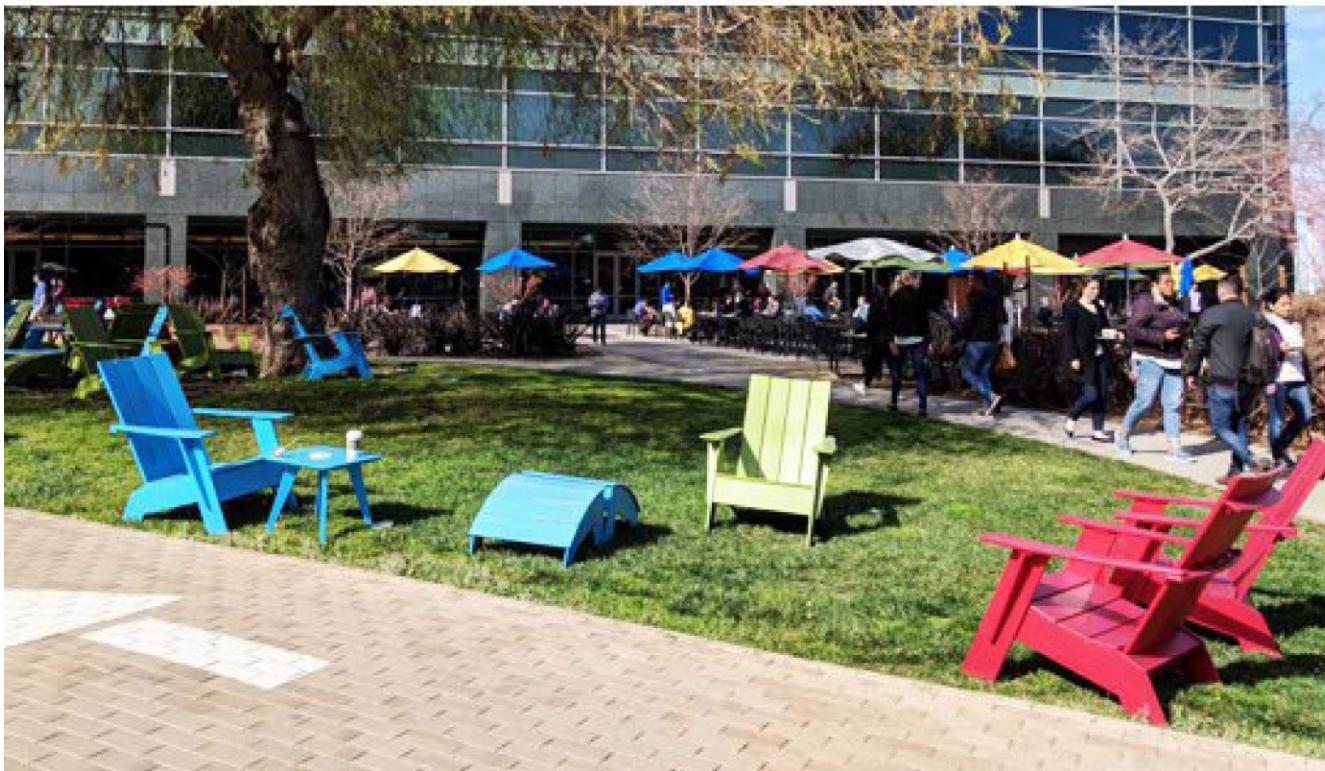
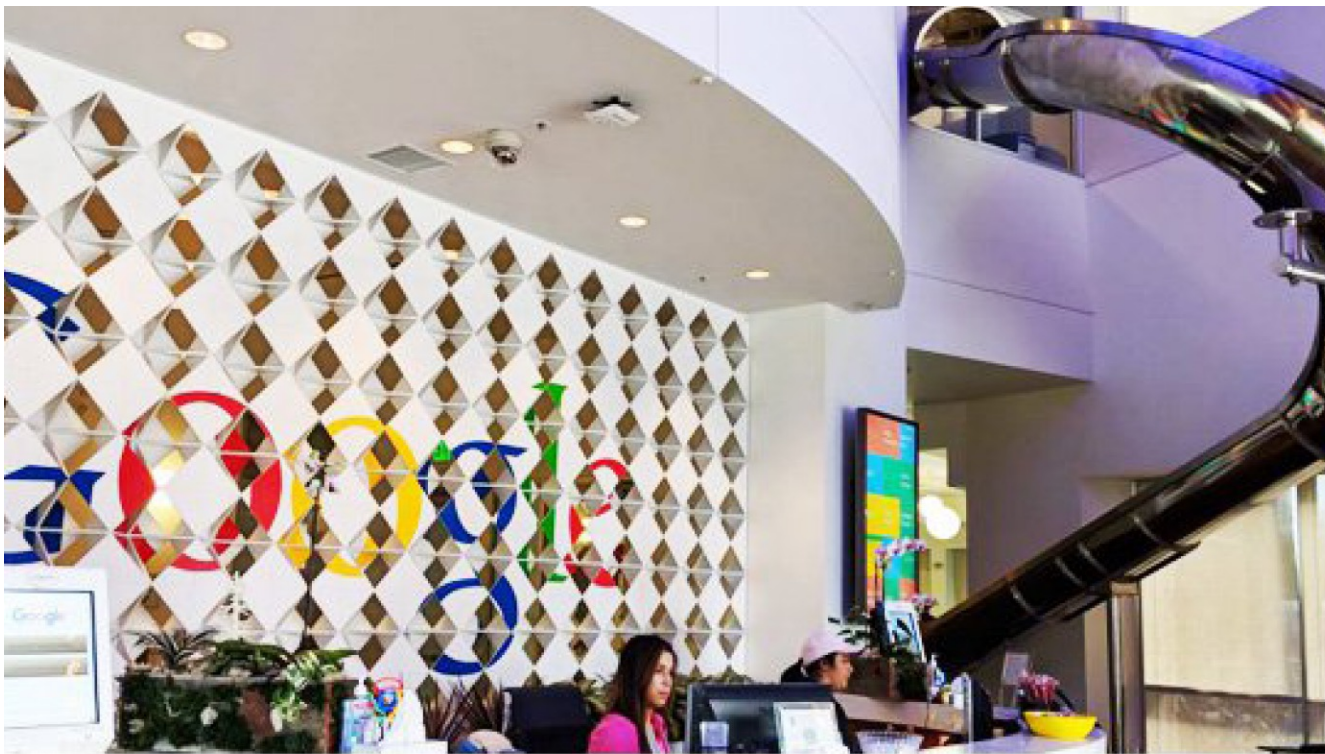


**FREAKY
FAST!**™



**DEFINE YOUR
BRAND PERSONALITY**

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**IF YOUR BRAND WAS A PERSON
- WHO WOULD HE/SHE BE?**

“Screw It, Let's Do It.”

- Richard Branson

Virgin





THANK YOU!

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