

# Finding Your Purple Squirrel Opportunity



# Presenter – John Casey

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- 10 years in Marketing & Sales
- 15 years in Finance & Accounting (CFO)
- 20 years in Recruiting – 16 years as Founder & Director of John Casey & Associates
- Purple Squirrel Hunters
- Helping people get hired for fit
- A Purple Squirrel



# Casey, a Purple Squirrel

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- Loves Numbers and People (My barbell)
- Commander Entertainer (CORE Map)
- Structured Freedom and Servant Leadership
- Finance and Sales
- Activity Costing and Shareholder Value
- CFO and CEO with Harvard MBA
- Peace Corps and Egypt Farm Project for PepsiCo
- Consumer Goods, Manufacturing and Agribusiness
- PepsiCo and Five Start-Ups
- Selling by Servant Leadership Networking (How can I help you?)



# Defining & Prioritizing your Purpleness

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- Management traits & style match
- Corporate culture
  - Firefighter
  - No Mistakes
  - No consequences
  - Structured freedom
- Natural Traits & Coping Traits
- Industry & business stages (turnaround, fast growth, rapid change)
- Education & grades (lifelong learner)
- Functional skills
- Work experience & RFLs



# Addressing the Company's Purple Priorities

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- **Technical skills (software, certifications, education, technology, AI)**
- **Work experience**
- **Industry experience**
- **Comfortable (asks questions, listens, is interested in them, fun to work with)**
- **Click factors (subconscious fears & needs of company & candidate)**
- **Job history (RFLs, promotions, positive about all experiences)**
- **Culture (verify cultural assumptions, ask questions)**
- **Management fit (ask about important & less important traits)**



# A word about Networking: your first interview

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## Network Meeting

- How can I help you?
- Second most powerful sentence
- Pre-meeting research
- Pre-meeting connections & questions
- Work with Givers, not Takers
- Ask for referrals to people in their network

## Small & Targeted Network (50-60)

- Contacts from previous work teams
- Industry experts & consultants
- Functional experts & consultants
- University & Alumni contacts
- Community leaders
- Networking organizations
- Non-profits



# Interview preparation for Jobs & Networking

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- **Research, research, research (not tire kicker)**
- **Answer their purple priorities**
- **Questions about your purple priorities**
- **Review your SWOT Analysis**
- **Review your understanding of their culture**
- **Reasons for successes & failures**
- **Bring Recap Leave Behind covering SWOT, culture, company history**



# Miller Heiman Relationship Selling Process

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- Interviews are for selling yourself by asking engaging questions
- My favorite M&A interview with a CFO at Kidkraft
- Goal for interviewer to talk about their needs/fears for 50%-80% of the time
- Questions based on SWOT Analysis
  - Strengths & weaknesses
  - Opportunities & threats
  - Industry, company, interviewer & position
  - <https://strety.com/blog/swot-analysis-guide-template/>



# Some great resources

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- **Nick Corcodilos:** <https://www.asktheheadhunter.com/>
- **Miller Heiman Relationship Selling:** <https://revenuegrid.com/blog/miller-heiman-sales-process/>
- **Sherry Buffington:** <https://www.sherrybuffington.com/>
- **Terry Sullivan:** <https://www.buzzpro.com/>
- **John Casey & Associates:** <https://jcaseyassociates.com/>
- **The Pit Crew:** <https://www.linkedin.com/company/dallas-pit-crew/>
- **SWOT Analysis:** <https://strety.com/blog/swot-analysis-guide-template/>



# Your Purple Squirrel

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**John Casey** has a passion for bringing talent and companies together to maximize shareholder value and employee engagement. He has an MBA from Harvard in International Marketing & Finance and a BA from Georgetown University. His career includes six years as CEO and 15 years as CFO. Starting with Baxter Travenol and PepsiCo International, John learned marketing of branded industrial and consumer products. He became an expert in sales, finance, manufacturing, and distribution.

John served in the Peace Corps in Africa, and worked in Egypt and Spain. His recent experience is in food processing, consulting, and talent management.

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