

Emerald in action

Opportunities for us to make a difference are everywhere, and usually, they're found in the little things.

Responding with a sense of urgency is the ante to play.

'Urgency' is your inner compulsion and drive to get things done in a timely – yet thoughtful – manner.

On this team, we communicate all news fast – good and bad. We take care of it... NOW!

Clients and Candidates don't care how much you know until they know how much you care.

Could it be any clearer? A great company is build one candidate and client at a time. If you

'wow' every candidate and client every chance you get, then they win and so do you.

Remember: ***You can get everything you want in life if you just help enough other people get what they want.***

Ignore the noise

Will you allow noise to keep you from winning? Noise could be from naysayers- we don't use search firms, friend calls you on your cell phone and tells you bad personal news, I'm not interested at this time, co-worker complaining about not reaching their metrics, something going wrong in your placement process, someone cut you off on the way to work, ect. A lot of things that seem serious at first glance turn out to be noise. The noise may fluctuate in volume, but your determination to press on in spite of it (ignore it!) will make all the difference to you and your family.

Remember: ***You can't control what happens to you, what you can control is how you react to what happens to you. It's up to you!***

Words Matter

Words have a subtle but very real power. The terms we choose to speak and write shape our thoughts and attitudes. It's everyone's responsibility to help create a fun and innovative workplace. That's why we use words that encourage cooperation, respect and teamwork. If we don't embrace this and recognize that words matter, we'll end up like the candidates we place – Locked up in bureaucracy.

Wrap it up. Finish the job.

Execute! Conation! Over-analyzing can kill an idea, placement, and possibly make you miss an opportunity

Energy and persistence conquer all things:

“Success is going from failure to failure without losing you enthusiasm” ~Abe Lincoln

“I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. Twenty-six times, I’ve been trusted to take the game winning shot and missed. I’ve failed over and over and over again in my life. And that is why I succeed.” ~ Michael Jordan

You’ll see it when you believe it.

Do you believe it? Then you can make it happen. It doesn’t work the other way around. You can affect the outcome. When you believe, it changes your actions.

We get better each and every day. I have such respect for the search and consulting business we are creating daily that to NOT grow it, to NOT improve it is an insult to my integrity and those around me. I am laser beam focused on our mission. I will NOT waste time. I will not give into any negativity. Any negative wastes time. And time is my friend and my most precious asset...I will use it wisely. I have learned that EVERY SECOND COUNTS. I refuse to be mediocre. Mediocrity is for the masses not for the ones who cherish greatness. It is not in my DNA to be in the middle. I will get close to my “*potential.*”

Not everything comes with a set of instructions.

When recruiting there’s an adventure at every turn...and getting there is more than half the fun! All it takes is some common sense, confidence and the unwavering will to succeed. We believe there is always a solution, and/or always ‘another way’, even when it seems at first there is no chance of making this placement. Have faith. “We’ll figure it out!”

Time, not money, is the most valuable commodity of all. Never trade significant amounts of time for small sums of money. Time can never be replaced. How will you invest the 31,536,000 seconds you are gifted each year?

Live each day as if it were your last, because one day it will be.

Every morning ask yourself: ***If today were the last day of my life, would I want to do what I’m about to do today? If your answer is too often no, do something else. Or reframe why you are doing what you do and find the meaning in it so it truly is worthy of your life.***

Don’t chase money. Chase the skills that will make you great at what you are doing or what you are ***building***. Become an expert. Become the best. Then, and only then, will the better numbers or the good money follow you. Pursue your vision with uncompromising passion, and numbers and money will follow you. Chasing numbers and money first will leave you chasing your tail.

Chose to value your time. Invest it chasing pennies and you will find pennies. Invest it on ideas, improving your skills, developing you talent, marketing, technology, and your return

will be more than just pennies. Pennies are something you **save**. Dollars are something you **create**. The choice is yours.

Simplicity is genius:

Remember, you are you. And we are we. Meaning, when you communicate, remember that you are communicating to someone else. They are not you. You are you. They do not know what you know, because they are them and you are you. So make **no assumptions** that they already know what you know in your head. Don't exclude critical pieces of information. As simple as that sounds, it is something we often overlook. Many times simple is not just simple, but also better.

When you are out of the office someone still needs to be responsible to our business while you're gone.

1. Change your voicemail greeting and provide you password to you backup team member so they can check your messages.
2. Turn over your email to your backup team member

Voicemail Script:

Please listen to this entire greeting as it has changed. You've reached _____ with _____, thanks for calling. I will be out of the office on _____ and will return on _____. If you need prompt assistance, please press zero and ask to speak with _____. You may also contact (him/her) directly at extension _____.

Otherwise, please leave me a detailed message regarding how I can help you. Be sure to include your name, telephone number, and the best time for you to be reached. I look forward to speaking with you when I return. Have a great day!

Get clients to Provide you with feedback:

1. How likely is it that you would recommend Emerald Resource Group to a friend or colleague?
1 = Not at all likely
10= Extremely likely

Please share any additional comments or suggestions that you have regarding your experience with Emerald Resource Group and how well we met your expectations:

Our mission is a never-ending quest to find a better way for every process and everything we touch. If it's good let's make it great. If it's great, let's take to an even higher level.

Do the right thing:

The high road is not a shortcut. Stick to the highest standard of integrity, without compromise. Character is what you do when no one is looking over your shoulder! Doing the wrong things is never worth it. Remember, eventually three things always come out. The Sun, The Moon, and **The Truth**.

22 things I've learned in 22 years by Mark Krusinski

1. When you **love what you do** there is no such thing as "work"
2. I never learned anything talking
3. There is no better joy than **helping people around** you go to "levels" higher than they ever thought they could.
4. You can get everything you want in life if you just help enough other people get what they want.
5. I believe in luck, and I find the harder I work the luckier I am.
6. Nothing clarifies like **clarity**.
7. If you believe "tomorrow" will be even more exciting than "today" then you have discovered what "**passion**" really means.
8. Some people WILL NEVER "**get it**" Get them out of your team, club, house, life, ect... and both of you will be happier.
9. There is always a 'way' to **turn a problem into an opportunity**. Find it.
10. "**Thinking**" (going deep) about problems, challenges, **new ways of doing things** is one of THE hardest things you will ever do. It also will bring you the finest results.
11. **Appreciate** everything.
12. Nothing great and long-lasting is build overnight, but **you MUST take the first step NOW**.
13. Any ounce of energy you spend "regretting mistakes you make in the past" is taking away energy you need from **doing things right in the present**.
14. Be curious.
15. Try to please everyone **all of the time**, and you will end up pleasing no one most of the time
16. **Think big**, huge, large, enormous, immense, jumbo, walloping, gigantic, king sized, mammoth, massive, thundering. You have to "think anyway"...so why not?
17. The little things **DO** matter. Especially to people.
18. People who are constantly negative, pessimistic and cynical are not spewing their venom toward you or your ideas. They are talking about themselves. **Never forget that**.
19. Working longer hours does not automatically make your more successful. **Working smarter does**.
20. Look for the "**common threads**" around you, good and bad. Pull the bad ones out immediately. If you do, the "good threads" will remain bound together, strong and long lasting. If you don't, the "bad threads" will keep running and ruin the shirt.

21. Winning on the hard stuff does not make the easy stuff easy.
22. Not everything that can be counted counts, and ***not everything that counts can be counted.***