

# The Cole Group

[Client] [role] Alignment

## **Objectives**

- Align on pitch and spec
- Overview of The Cole Group assessment process -  
Review Candidate Universe
- Outline next steps

The Cole Group / [Client] / [Role]

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## **Pitch**

How you will “hook” the hire

**[Key point 1] [Key point 2] [Key point 3]**

- [Sub-point a]
- [Sub-point b]
- [Sub-point c]

- [Sub-point a] – [Sub-point b] – [Sub-point c]
- [Sub-point a]
- [Sub-point b]
- [Sub-point c]

How we will assess

**[Priority 1]**

- [Sub-point 1]
- [Sub-point 2]
- [Sub-point 3]

**[Priority 2]**

- [Sub-point 1]
- [Sub-point 2]
- [Sub-point 3]

**[Priority 3]**

- [Sub-point 1]
- [Sub-point 2]
- [Sub-point 3]

## **Culture & Characteristics**

How this person needs to be wired

- [Culture and characteristic point 1]
- [Culture and characteristic point 2]
- [Culture and characteristic point 3]
- [Culture and characteristic point 4]
- [Culture and characteristic point 5]

## Minimum Qualifications

A Qualified candidate will meet all of these criteria

[MET category 1]

[MET category 2]

[MET category 3]

[MET category 4]

[MET category 5]

[The Cole Group / [Client] / [Role]

[MET criteria 1]

[MET criteria 2]

[MET criteria 3]

[MET criteria 4]

[MET criteria 5]

**Role Logistics**



[Role title]

[Role reporting]

**Title**

[Role comp]

**Reporting**

[Role team]

**Comp**

[Role location / in-office  
expectation]

**Team**

**Location**



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## **Archetypes**

Candidate Profiles

**Archetype 1 Archetype 2 Archetype 3**

Top role  
Moderate-quality  
Early-stage

Key lieutenant  
High-quality  
Mid-stage

Emerging leader  
Iconic brands  
Public

† *Has seniority, wants quality*

† *Has quality and later stage, wants seniority / scope*

† *Has quality and much later stage, wants seniority / scope*

All are suitable; each brings a different combination of seniority, company quality, and stage experience

## Cole Assessment Process

### Typical interview process

80% focus on previous experiences

General background Q&A

Broad interview panels

Emphasis on selling candidate (close)

RESULT: You don't learn much about the candidate; they don't learn much about the job

### **Cole Group assessment process**

80% focus on [client] experiences

Authentic mini-consulting sessions

Focused workshop interviews

Emphasis on aligning MOTIVATION (fit)

RESULT: You see how the candidate would do on the job; they know the job and if they want it

BONUS: The interview process becomes onboarding

## Interview Roles

The three types of interviewers

### Veto Influence Socialize

- [Veto interviewer 1]
- [Veto interviewer 2]
- [Veto interviewer 3]

† *Front load with heavy hitters (selling and assessment)*

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- [Influence interviewer 1] - [Influence interviewer 2] - [Influence interviewer 3]

† *Focus on priority expertise (selling and informing)*

- [Socialize interviewer 1]
- [Socialize interviewer 2]
- [Socialize interviewer 3]

† *Cultural fit with team post-workshop*

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## Interview Loop

Structuring your review

The Cole Group 90 min Sell, assess MET, validate [Veto interviewer 1] 60 min Sell vision and impact, assess chemistry fit

[Veto interviewers 2, 3], [Influence interviewer 1] min (each) Sell vision and impact, share state of their functions

[Influence interviewer 2], [Influence interviewer 3]  
60 min (each) Sell vision and impact, assess assigned priority 45

[Veto interviewer 1] 60 min Deeper-dive into questions and business Workshop 90 min 2:1 with CEO+

[Socialize interviewers 1, 2, 3] 45 min (each) Social

Board of Directors 60 min Closing; final sign-off

In-person TBD Close

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## Candidate Universe Funnel

**Criteria Candidates** [Criteria set 1] [#]

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### **Candidate Ideas**

Sample candidates with domain experience across archetypes

[Candidate name 1 with URL linked] [Role] at [company]

[Candidate name 2 with URL linked] [Role] at [company]

[Candidate name 3 with URL linked] [Role] at [company]

[Candidate name 4 with URL linked] [Role] at [company]

[Candidate name 5 with URL linked] [Role] at [company]

[Candidate name 6 with URL linked] [Role] at [company]

[Candidate name 7 with URL linked] [Role] at [company]

[Candidate name 8 with URL linked] [Role] at [company]

[Candidate name 9 with URL linked] [Role] at [company]

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## Sample Company Targets

[Company trait 1, e.g. GTM motion] // [Company trait 2, e.g. Platform]

- [Target company 1]
- [Target company 2]
- [Target company 3]
- [Target company 4]
- [Target company 5]
- [Target company 6]
- [Target company 7]
- [Target company 8]
- [Target company 9]
- [Target company 10]
- [Target company 11]
- [Target company 12]
- [Target company 13]
- [Target company 14]
- [Target company 15]

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## Next steps

- [Next step 1]
- [Next step 2]
- [Next step 3]

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