



**power
talent**

**Virtual
Career
Solutions**



Virtual Career Solutions



Virtual Career Solutions



Power Talent Virtual Career Solutions

Career Web Portfolio Business Solution

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1. Executive Summary

Who

- Power Talent virtual career solutions are of interest to **owners of human capital management firms** who want to accelerate their clients' velocity in the marketplace.

Why

- As businesses re-position themselves to respond to global technology changes, career management firms need new solutions to respond to today's marketplace challenges.

What

- These solutions must address:
 - Accelerating the velocity of placements
 - Presenting candidates more effectively
 - Extending value chain with more tangible deliverables

How

- New **virtual career solutions** are emerging which accelerate the speed of executive career networking and placement.

Where

- Virtual career solutions are available from Power Talent Network, the industry's leading supplier of executive career portfolio solutions since 2002.

2. Industry Trends

As companies re-position themselves to respond to global technology changes, three major trends are emerging in the human capital management market space.



In response to these global business trends, new virtual career management solutions have emerged which enable human capital management firms to more effectively respond to today's marketplace challenges.

3. Benefits Cycle

Power Talent’s virtual career solutions offer significant benefits in sales and service for human capital management firms.

The technology is useful as a door opener to new business and as a closing tool or a tipping point in marketing.

It also serves to further differentiate boutique firms, and to underscore their standing as authorities on the latest developments in the field.

Specifically, progressive boutique firms leveraging this technology can arm their candidates with accelerated virtual networking technologies, whereas other firms are only offering 20th Century solutions.



On the service side, virtual career solutions reduce delivery cost by accelerating a candidate’s penetration of job opportunities, yielding faster placements with fewer consultant hours.

Momentum on the service side feeds the sales cycle by creating a faster, more focused and more timely response to ever-increasing customer needs.

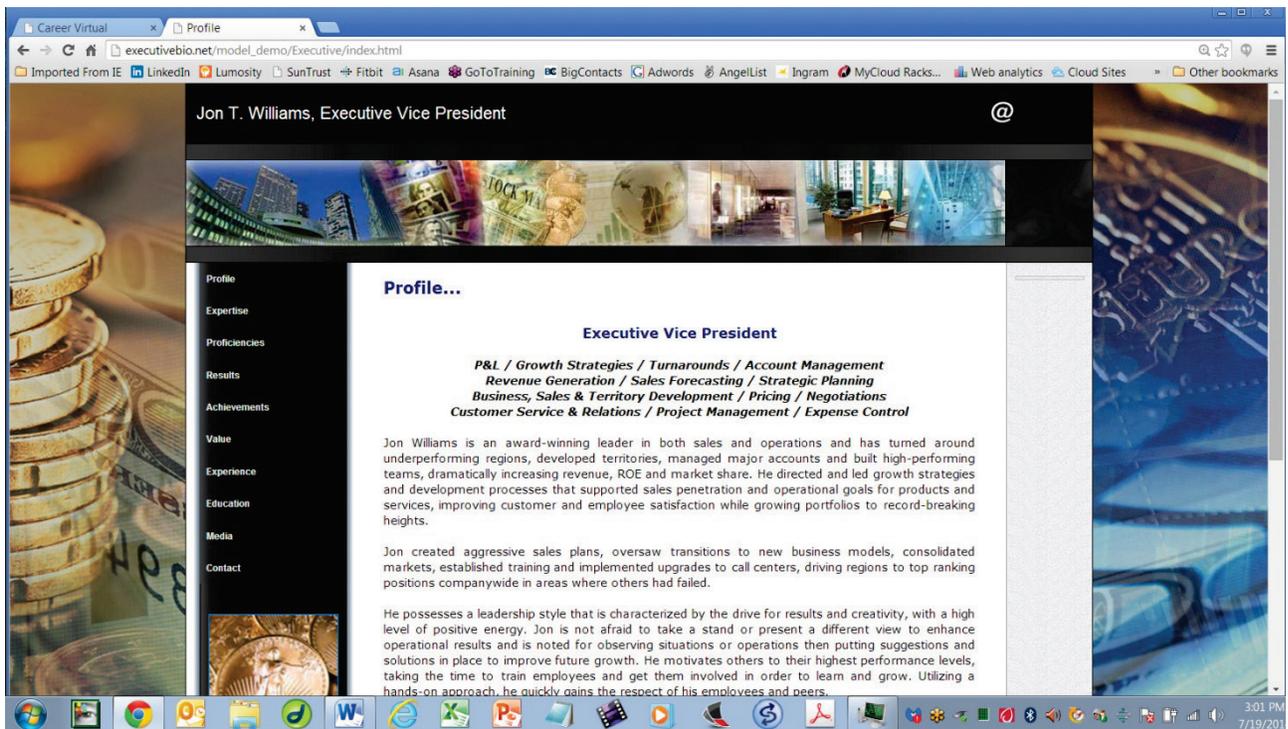
4. Product Overview

Virtual Career portfolios enable executives to increase their results from career networking, presenting themselves much more effectively to networking contacts and hiring decision makers in their industry, profession and community.

Buying decisions are made at a whole-brain level. A virtual portfolio elevates a candidate's psychological impact on employers and propels them ahead in the hiring process.

The portfolio rapidly conveys a multi-faceted understanding of a manager's leadership competencies and value, opening new doorways for meaningful dialog among candidates and hiring executives.

The virtual career portfolio presents a compelling business case for the client's candidacy, and supports simultaneous access by multiple hiring managers or decision makers concurrently from anywhere in the world 24/7.



Portfolio

Power Talent portfolios elevate personal branding to a higher level by using leading-edge technologies to demonstrate an executive's value to decision makers.

Compelling business case for client's candidacy

- Demonstrates quantifiable value to the organization
- Links leadership and critical thinking skills with performance metrics
- Shows accomplishments, results, competencies and transferrable skills

Multi-dimensional representation of talent

- Feature-rich artwork, animations, video, audio, & all forms of text and graphics
- Dimensionalizes depth and breadth of candidacy

Permanent career asset

- Updatable to reflect new projects and achievements
- Continuing value for ongoing business networking

Client education for maximizing results

- Career transition - generating leads / strengthening interviews / onboarding
- Business networking - company / industry / profession / community

5. Virtual Portfolio Benefits

Virtual portfolios have important benefits for candidates, employers, career management firms and recruiters.

Candidate

- Move ahead in the hiring process
- Demonstrate initiative
- Competitive differentiator
- Sharpen interviewer's perception of candidate's value proposition
- Develop a meaningful dialog with hiring manager more quickly

Hiring Firm

- Reduce hiring cost
- Accelerate hiring speed
- Improve hiring decision quality

Career Management Firm

- Enrich service mix
- Additional competitive differentiator
- New tangible deliverable
- Elevate firm's brand equity
- Respond to market needs for greater agility
- Accelerate client placements
- Reduce service delivery costs

Recruiting Firm

- Increase the odds of telephone interviews leading to live interviews
- Move candidates ahead in the hiring process
- Additional placements
- Elevate firm's brand

6. Virtual Career Portfolio Features

The virtual career portfolio is an ideal tool for career management, recruiting and staffing.

Career Management

- Provides career consultants and their clients with an advanced tool for developing, storing, presenting and measuring multiple human capital factors and benchmarks which can be easily accessed for determining an individual's career development and progress.
- Delivers a visual platform of each candidate showcasing their strengths, skills, competencies, assessments, and other accomplishments.

Recruiting and Staffing

- Links the aspects of leadership, critical thinking, creativity and development with performance metrics that enable management to determine which individuals have specific skills and competencies for meeting the needs of internal and external teams, projects and other critical assignments on a global basis.
- Enables hiring organizations and candidates to establish a meaningful dialog more quickly. This elevates the quality of the interviewing process, which reduces the cost of hiring and improves the quality of matches.

Dynamic Features

- Includes feature-rich ability to present high-end corporate quality artwork, animations, streaming video, audio and all forms of text and graphics.
- Updatable, secure, flexible and easy to maintain.

7. Tools & Training

Power Talent provides comprehensive tools and training for your sales and service staff.

Sales tools

- Sales staff portfolio resources web portal
- Portfolio marketing video
- Portfolio sales samples
- Portfolio features & benefits web site
- Portfolio industry samples
- Printed sales collaterals
- Hosting sales contracts

Sales training

- Presentation techniques
- Using the sales tools and marketing collaterals
- Setting customer expectations

Service delivery tools

- Service staff portfolio resources web portal
- Portfolio content development forms
- Portfolio client questionnaire

Service training

- Service delivery process
- Content development best practices
- Client coaching in using portfolios

All outward-facing elements of the portfolio business solution appear under your company's name to enrich your firm's brand equity.

8. Turnkey System

Power Talent's portfolio business solution enables your clients to receive the benefits of virtual career portfolios while allowing your management to stay focused on your core business. Power Talent's system is a dynamic technology with supporting business processes which can be easily turn-keyed, maintained and grown with any size customer where career information is critical to decision making.

IT infrastructure

- Client portfolio building, maintenance and updates
- Web hosting for client portfolios
- Secure storage solution for client digital career asset management (presentations, articles, publications, interviews, videos)
- Data centers, networks and web hosting servers
- Private label portfolio business solution software
- Private label marketing video
- Custom domain names (for premium clients)

System documentation

- Project Implementation Guide
- Client Portfolio Education Portal
- Content Developer Guide
- Sales Consultants Guide

Project administration services

- Web hosting contracts
- Customer service

Project management consulting services

- Implementation project management consulting

9. Company

Power Talent Network is the industry leader in best practices for executive career portfolio design. Since 2002, the firm has built a proven track record in delivering results with portfolio applications to a wide range of executives across a myriad of industries and professions.

Power Talent is a premier provider of virtual career solutions, delivering the enabling technology and training to help human capital management firms accelerate their clients' career networking results. To learn more about how your firm can benefit from Power Talent's virtual career solutions, please call our offices at 772-324-8800, or visit us on the web at www.powertalent.net.

The screenshot shows the Power Talent website interface. At the top, there is a navigation menu with links: Home, Benefits, Candidacy, Features, Models, Plans, Quality, Video, Results, Career Assessment, and Clients. Below the menu is the Power Talent logo and a main banner image of a modern office interior. To the right of the banner are links for About, Site Map, Contact, and Power Talent Main Site.

Power Talent Executive Portfolios
An indispensable tool for your clients in managing their careers in today's interconnected world...

Power Talent Network is the world's leading resource for executive career portfolios. Our portfolios are used by leading career management and outplacement companies to help their executive candidates accelerate career networking and transition.

Power Talent portfolios provide a multi-dimensional representation of talent, demonstrating a candidate's value more effectively to hiring decision makers. Since 2002, the company and its business partners have helped thousands of executives across a myriad of industries and professions open the doors to rewarding new careers.
[Learn more](#)

Changing times

In today's world, your candidates are competing on a global, web-enabled playing field.

Growing numbers of executives are using *virtual portfolios* to showcase their career strengths, network more effectively, and accelerate job searches.

How well can your candidates compete?

Promoting themselves for a career move today the same way they did five or ten years ago can put your candidates at a disadvantage.

They send a resume or CV... ..while their competition sends this:

The comparison shows a traditional resume on the left and a virtual portfolio on the right. The virtual portfolio is more visually appealing and interactive. Below the comparison is a photo of a man on a phone with the caption "Who will they call?".

How easily can prospective employers visualize the value that your candidates can add to their firms?

Virtual Solutions:
 Forward thinking senior executives are completing job searches more rapidly in today's market by using career portfolios.
[View video](#)

Find Out More:
 Talk to a career expert.
[Get advice now](#)

Stay Competitive:
 See how other executives in your field are using portfolios to realize competitive advantages.
[View examples](#)

Hiring Trends:
 The hiring process is changing. Web interviews are starting to replace in-person interviews for

10. Conclusions

Power Talent provides leading human capital management firms with new technologies for helping their candidates dynamically position themselves to forward-thinking employers. Having invested in the requisite technologies and platforms, Power Talent can be a key partner in helping your firm's candidates compete more effectively by providing a virtual platform which clarifies and dimensionalizes the depth and breadth of an individual candidate. Power Talent's virtual portfolios act as a turbocharger for accelerating a candidate's performance and productivity in career transition. In short, you can make value-added contributions that accelerate your excellence in the following capacities:

- Create more dynamic candidate marketing vehicles with better context, content and information which add greater dimensionality to your client's candidacy.
- Position your candidates in a bold, progressive and future-oriented light by demonstrating how their competencies, decision-making skills and quantified achievements show that they are part of the solutions for the future and not just a repetition of the past.
- Apply the critical thinking measures which demonstrate that your candidates are proactive, innovative, and prepared to meet the constant onslaught of the challenges of change.
- Prove to hiring managers with fresh metrics for human capital ROI that your candidates are aware, informed, and aligned with near and long-term management skills and approaches which enable companies to be stronger, smarter and more profitable.
- Illustrate that your candidates are cognizant of the new organizational models, job categories and definitions of leadership for building stronger and more digitally-savvy business entities.

Online career portfolios harness the power of the Internet to deliver 21st Century career networking solutions to executive candidates.

Opening Doors to New Business Opportunities with Online Career Portfolios



Power Talent's premium grade career portfolios equip executives with the finest online career networking technology.



HOW CAN CAREER TRANSITION BE ACCELERATED?

Your candidates can lose time in three ways:

1. Just getting noticed is the first challenge for most people. A major obstacle to getting noticed is lack of differentiation. Generic candidates tend to blend into the landscape of the job market. How about your candidates? Are they getting lost in the shuffle? How well do they stand out in the marketplace?
2. When the telephone finally rings, many candidates fail to convert initial interest into a meaningful dialog leading to an interview. This costs more time.
3. In today's world, your clients are competing on a global, web-enabled playing field. Other candidates are using the power of technology to demonstrate their value to hiring firms and gain competitive advantages.

A NEW SOLUTION

Power Talent's online portfolio business solution addresses these issues and enables your firm to:

- Enrich your service offering
- Accelerate your clients' results in the marketplace
- Outdistance your competition
- Attract more new business



- How easily can prospective employers visualize the value your candidates can add to their firms?
- Are you taking advantage of multi-media systems to showcase your client's most significant career strengths?
- Did you know there was a new technology for moving candidates ahead in the interviewing process?

Exciting new technologies are emerging that can accelerate your client's career transition...



COMPETITIVE ADVANTAGES

Power Talent portfolios give your clients competitive advantages in four ways.

1. First, our web portfolios use proven marketing techniques to present a **compelling business case** for your client's candidacy to prospective employers.
2. Next, they leverage the power of the internet to convey a **multi-dimensional representation** of talent, demonstrating your client's value much more effectively to hiring firms.
3. This allows candidates and employers to get into a **meaningful dialog** more quickly, moving your client ahead in the interviewing process and increasing their chances of employment
4. And fourth, after candidates are employed, the portfolio serves as a **permanent career asset** for improving ongoing business networking.

Our solutions leverage leading edge technology to enable executives and professionals to more cogently articulate their business value to hiring organizations.

Your client's skills and talents are assembled into a complete picture of their candidacy, and aligned with the marketing direction your firm establishes for them.

The portfolio highlights transferable skills, accomplishments and results, adding depth to the candidacy, and strengthening your client's value proposition.

Call Power Talent today to find out more about how this exciting technology can help open the doors to rewarding new careers for your clients.

Visit us on the web at www.powertalent.net for more information.



Power Talent Network, Inc.

quality | service | results

ENERGIZE CLIENT CAREER MARKETING

Power Talent supplies leading executive coaching firms with the enabling technology, training and business process to incorporate web-interactive, multi-media capabilities into their clients' career marketing programs.

• FEATURES

Power Talent portfolios highlight your client's:

- Transferrable skills
- Notable accomplishments
- Quantified results

• BENEFITS

Power Talent portfolios:

- Add depth to a client's candidacy
- Strengthen value proposition
- Distinguish your client from other applicants
- Enhance your client's networking effectiveness
- Improve telephone interviewing
- Strengthen personal interviews
- Boost confidence and morale
- Improve a client's image
- Help your clients stand out

Accelerate Career Networking With Portfolio Technology

Create more dynamic candidate marketing vehicles with richer information which adds new dimensionality to your client's candidacy.

ELEVATING BRANDING EXCELLENCE

Power Talent portfolios elevate personal branding to a higher level by using leading-edge technologies to demonstrate an executive's value to decision makers more effectively. Our premium-quality virtual career solutions platforms, technology and training enable executive coaching firms to accelerate their clients' results in the marketplace.

Power Talent's partners use our technologies to dynamically position their candidates to hiring decision makers. Our virtual portfolios clarify and dimensionalize the depth and breadth of an executive's candidacy, acting as a turbocharger for accelerating career networking and transition.

EASE OF USE

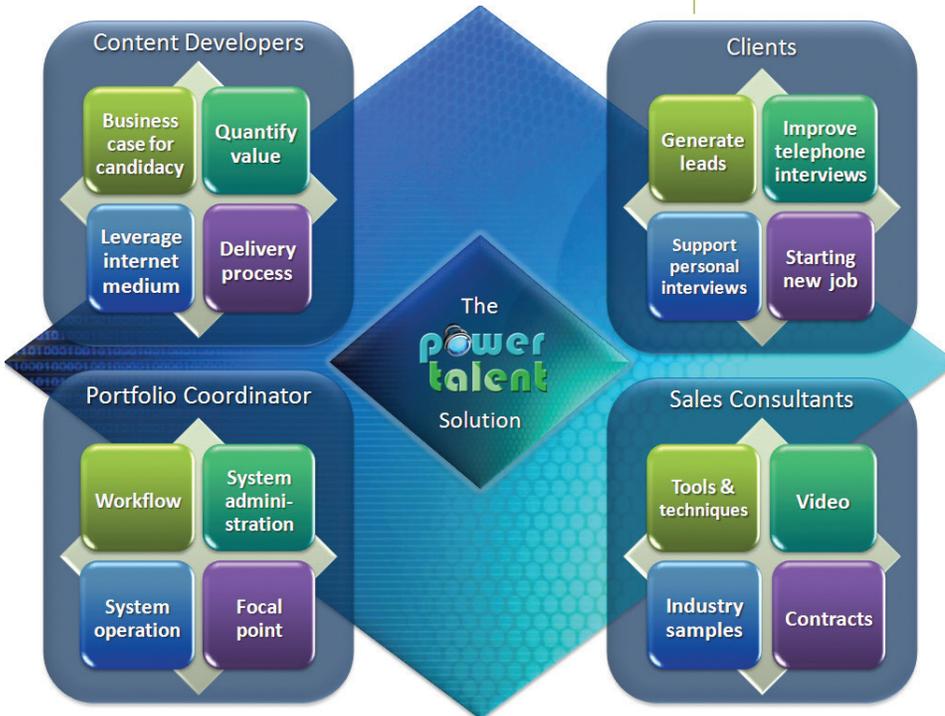
- Power Talent's training and support enables your company to quickly become successful in marketing and delivering the technology.
- Portfolio services integrate into your firm seamlessly and transparently.
 - Enables your leadership team to stay focused on your core business.
 - Avoids the expenses of technical staff, overheads, and capital outlays for computers and networks.
- Leveraging Power Talent's ongoing R&D investments keeps your company on the leading edge, adds value to your brand, and increases your competitive advantage.



BENEFITS

- Competitive differentiator to further distinguish your company from other firms
- Enhances market perception of your firm as an authority on the latest developments in the field
- Multi-function sales tool
 - Door opener
 - Tipping point
 - Closing tool
- Strengthens client relationships by upgrading your customers to the latest technology
- Immediate client benefits including more interviews and faster placements

Power Talent has a proven track record of experience in delivering results with portfolio applications across a myriad of industries and professions.



THE POWER TALENT SOLUTION™

CONTENT DEVELOPERS Your service consultants learn industry best practices in portfolio content design techniques for leveraging the internet medium to build a dynamic business case for your client's candidacy and quantify their value.

CLIENTS Your clients receive comprehensive education to realize the maximum advantages from using their portfolios at every stage of their career transition, from generating leads, through telephone and personal interviews, to starting a new job.

PORTFOLIO COORDINATOR Power Talent provides complete system administration, workflow and operations management to ensure your organization realizes the full advantage of the power of the technology.

SALES CONSULTANTS Your sales staff receives dynamic marketing tools and sales techniques for communicating the value of the technology to your organization's business partners and prospects. All components are branded under your company's name to add value to your brand.

FEATURE-RICH CANDIDATE POSITIONING

Power Talent delivers an online platform for each candidate that conveys visual depth and dimensionality, along with the ability to incorporate charts, graphs, video, audio, animation, and all forms of text and graphics. Combined with expert content design, the result is superior candidate positioning.



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5491 SE Schooner Oaks Way, Stuart, Florida 34997 USA
 Telephone: 772.324.8800 | E-mail: info@powertalent.net | www.powertalent.net



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