



**TAILORED**<sup>®</sup>  
MANAGEMENT

# CAREER GUIDE

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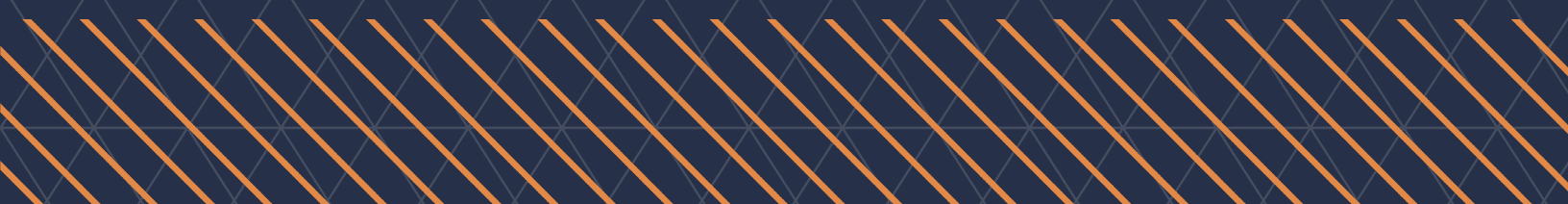
**OUR ULTIMATE GUIDE TO FINDING A CAREER  
PATH TAILORED TO FIT YOU**

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OUR  
**TAILORED  
APPROACH**  
TO  
RECRUITING  
AND  
STAFFING



*A Message from Our CEO*

# BRAD BEACH

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*We're here to help you find a tailor-made career. One that fits you like a glove—while giving you enough room to express your individuality.*

## THE STORY BEHIND TAILORED MANAGEMENT

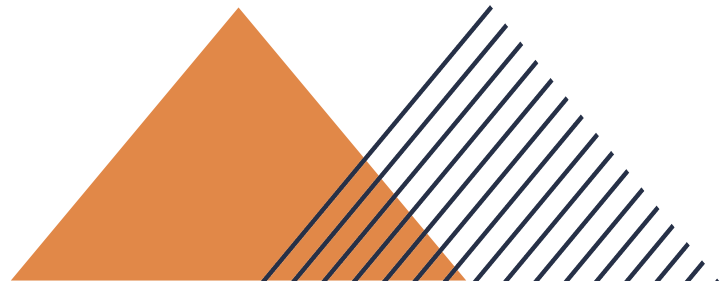
**Tailored Management** started in the bedroom of my first home, initially as a means of survival, but shortly after, a vision under which we would operate and thrive. My desire was to start a company that focused on employee fulfillment which I believe is the key to greater employee engagement, accountability, and ownership for client results.

As a result of our vision, we experienced low turnover and employee buy-in which translated to incredible results for our clients. As **Tailored Management** acquired additional clients, opportunities for professional growth rose for our internal staff which reinforced our vision for employee fulfillment.

Access to technology and high-speed internet was increasing, which

presented an opportunity to transition into a specialized staffing organization servicing the Fortune 500 across North America. For years, the industry was governed by a mentality that you needed to be local to gain access to local talent. **Tailored Management** challenged this belief and became the first to provide services from a national recruiting hub. At the beginning, we were met with skepticism. That quickly turned to praise as our results exceeded expectations and surpassed prior vendors' performance. Along the way, we realized some unanticipated client benefits. These included a reduction in compliance violations and reduced time to fill. It quickly became apparent that **our centralized team approach provided** greater service due to dedicated resources, increased client knowledge, and team ownership of results.





Fast forward to today, and **Tailored Management** has become a national leader and recipient of multiple awards for “Best Places to Work,” and one of the country’s most innovative & fastest

growing companies. Over the last 5 years, we have grown at an average annual rate of 40%+ and anticipate this trend to continue for the foreseeable future.

## WHAT MAKES US EXPERTS

**Tailored Management** is the expert servicing the contingent labor needs of the Fortune 500 because we were the first to build the model and have perfected our approach. Fundamentally, it is the belief of leadership and employees, that dedicated teams, actively engaged with the client working only on their clients needs, builds expertise and intellectual capital that can

be shared from recruiter to recruiter. The dedicated team model also allows for a unified vision and goal that aligns the team and creates ownership for the outcome. Our approach is unique and has been widely successful across multiple industries, which has encouraged competitors to attempt replication of our model. However, none have matched our success.

## NOW, IT'S YOUR TURN

In the end, this career guide is meant to help those in all stages of the job search. Whether you're searching for your first job, or for a new opportunity, I hope you find value in this resource. We are here to help you succeed on all platforms. Please, don't hesitate to reach out. It's our job to help you reach your goals!



**Brad Beach**  
President & CEO

*Click here to listen to  
Brad tell the story behind  
**Tailored Management.***





SEWING  
A STRONG  
RELATIONSHIP  
**WITH A  
RECRUITER**

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*The perfect fit often starts with the right recruiter. Establishing a connection with a recruiter will make your job search more successful and enjoyable.*

## HOW TO REACH OUT

- Email or text to set up a phone call. This way, you'll better understand the role and build a foundation of trust with the recruiter.
- Speak to a recruiter before being submitted to a role!
- While some companies require in-person interviews with a recruiter, a 15-20 minute phone call should suffice.

## WHEN TO FOLLOW UP

- Create a communication plan with your recruiter to decide how frequently you'll trade search updates.

Watch this video to learn more about the importance of strong **recruiter relationships.**



## WHAT QUESTIONS TO ASK

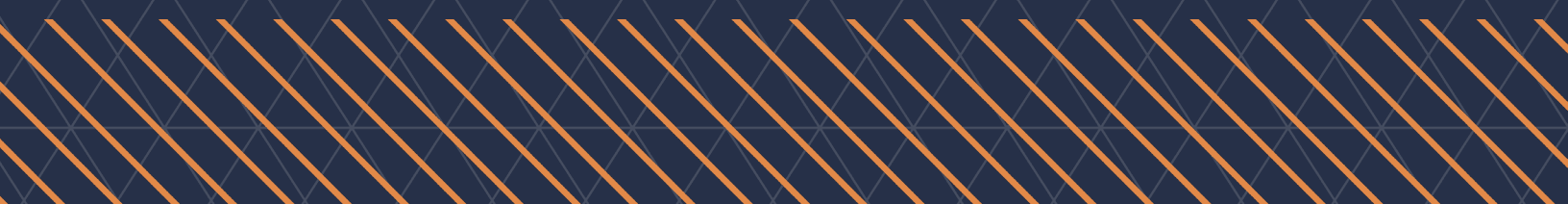
- How long has your company been working with the client?
- How does my background compare to others you've connected with about this role?





TIPS AND  
TRICKS FOR  
PERFECTLY  
TAILORING  
**YOUR RESUME**

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*Your resume should be a reflection of the best qualities of your unique career experiences and skills. Take pride in how you look on paper with these tips:*

## **1 STAND OUT.**

Tailor your resume for your desired role

## **2 FORMAT FOR CLARITY.**

Make sure your resume is easy to read

## **3 USE KEYWORDS AND TITLES.**

Create a more organized and scannable resume

## **4 KNOW WHAT HR LOOKS FOR.**

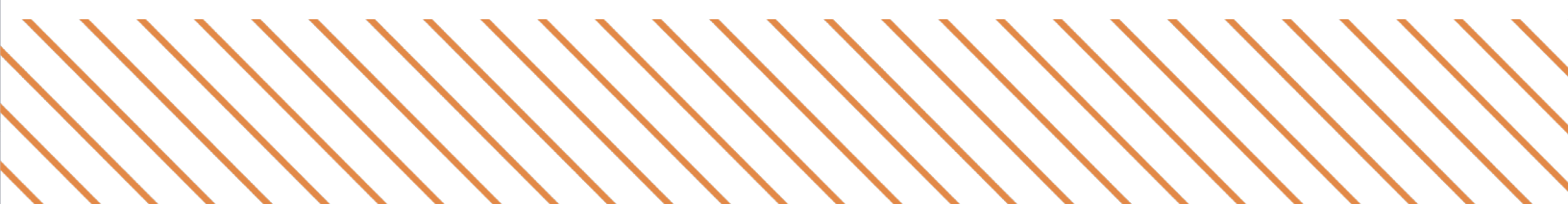
Tenure

## **5 KNOW WHAT RECRUITERS LOOK FOR.**

Keywords from their job description

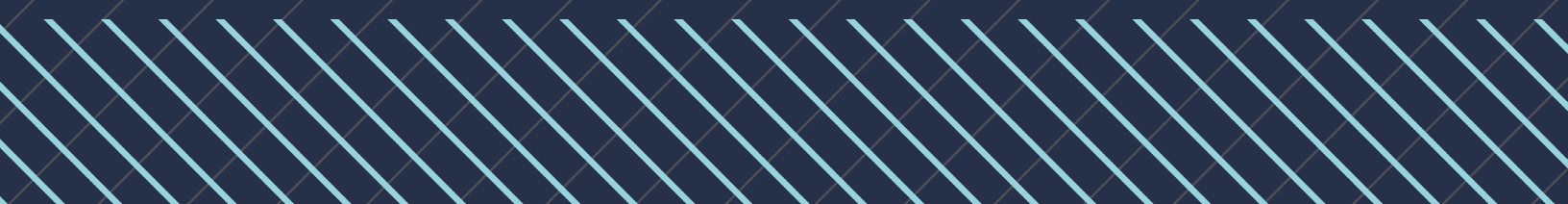
## **6 PROOFREAD!**

Check for typos and other mistakes before hitting "send"



IS YOUR  
**SOCIAL  
MEDIA**  
DRESSED  
FOR THE  
OCCASION?

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# 45% OF HIRING MANAGERS CHECK OUT YOUR SOCIAL MEDIA PRESENCE

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*Before you panic, follow our straightforward guides to steaming out any wrinkles. First, here are some basic pointers for any active accounts.*

## **BUTTON UP YOUR SOCIAL ACCOUNTS IN 5 EASY STEPS:**

- 1** Switch your accounts to “private”
- 2** Hide or delete any inappropriate content
- 3** Use a current, professional-looking headshot for your profiles
- 4** Make sure your personal information is accurate and consistent
- 5** Add a bio

*Now, let's take a deeper dive into (what should be) your best dressed platform: **LinkedIn.***

## HOW TO LOOK YOUR BEST ON LINKEDIN

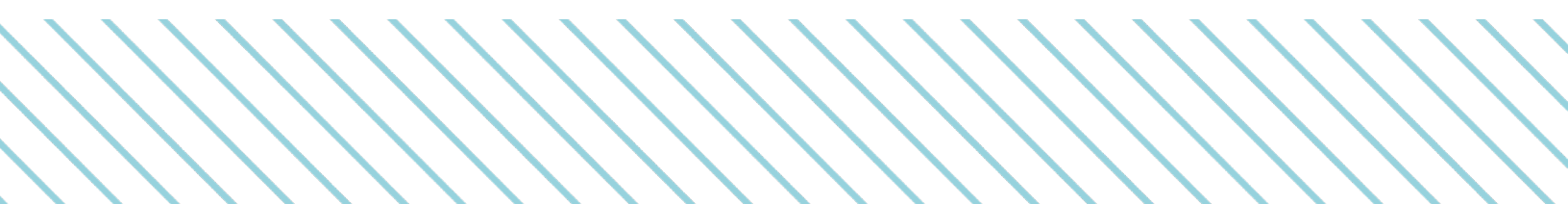
*Want our friendly (and expert) advice?  
Line your profile with professionalism.  
It's simpler than you think!*

### MANAGING YOUR PROFILE

- Keep all information consistently up-to-date
- Don't be afraid to show some personality!
- Align responsibilities and keywords with your goal career
- Regularly engage with the LinkedIn community and career pages (this allows you to expand your network and find mentors)
- Stay active and consistent

### WRITING YOUR BIO

**Be authentic and personable.  
Draw people in, and engage them enough to read your entire profile. Your bio is your first impression, so put into it what you want to get out of it.**



### QUICK TIPS:

- Follow a clear structure
- Define yourself in your own words
- Highlight your accomplishments and traits
- Include that you're open to networking
- Share a high-level overview of your specialties and the big picture of your career

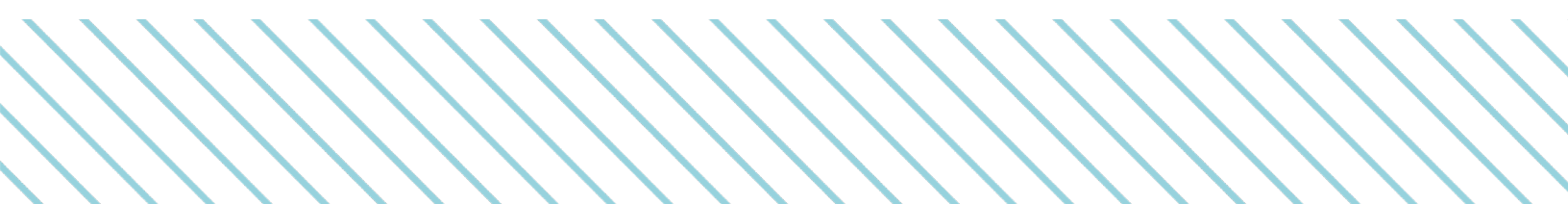
### SAMPLE STRUCTURE:

1. Hook
2. Mission
3. Expertise and skills
4. Proof of those
5. Call-to-action

## IMPROVING YOUR TITLES

- Should be impactful and describe exactly what you want people to know about you
- List hard skills within titles
- Place emphasis on keywords in your title
- Get specific (character limit: 120)

Watch this video to catch a glimpse of our company's people and **their personalities.**



## CHOOSING YOUR IMAGES

- Visuals draw people to your page, so choose well
- Cover photos should represent you and add a personal touch
- Use a program like Canva to personalize your cover photo message
- Make sure images are professional-looking, clear quality & only include you

### PROFILE PHOTO CHECKLIST:

- Wear what you'd wear to work
- Use a high-resolution image
- Avoid distracting backgrounds
- Face should take up at least 60% of frame

## STAYING ACTIVE

- Check your profile daily
- Read and engage with recommended articles
- Check your messages and respond within 24 hours
- Share articles on your personal page that interest you
- Send personalized direct messages to those you want to connect with

**Solid Background**

**High-Res Image**



**Work Attire**

**Face Takes Up 60% of Frame**



TIPS TO  
HELP YOU  
**SUIT UP** FOR  
YOUR NEXT  
**INTERVIEW**

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*Suit up—it's interview time!  
We've got the tools to help you make a strong  
first impression and avoid any missteps.*

## **YOUR INTERVIEW QUESTIONS, ANSWERED**

**Q: HOW LONG ARE AVERAGE INTERVIEWS?**

**A: Most interviews run from 30 minutes to 1 hour.**

**Q: WHAT SHOULD I WEAR?**

**A: Smart casual attire**

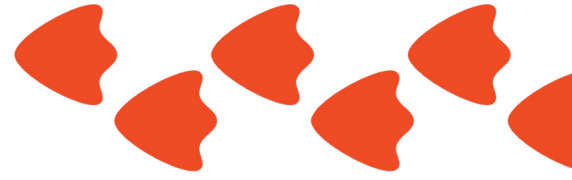
- Neutral/mild-patterned button down shirt or blouse
- Neutral colored chinos or pants (no jeans!)
- Casual leather or suede shoes or casual heels/ballet flats (skip the sneakers!)

**Q: HOW DO I STAND OUT?**

**A: Lots of ways!**

- Bring 2+ copies of your resume to the interview
- Take notes during the interview
- Prepare questions to ask the hiring manager
- Arrive 10-15 minutes early
- Greet the interviewer with a firm handshake
- Maintain good eye contact/posture
- Make sure you are energetic and enthusiastic.
- Be friendly and professional
- Speak clearly and use specific examples when answering questions
- Collect your thoughts before answering a question
- Stay on topic
- Review the job description before the interview
- Thank the interviewers!
- Smile!



**Q: WHAT TYPICAL QUESTIONS DO INTERVIEWERS ASK?****A: General and behavior-based**GENERAL:

- “Tell me about yourself”
- Provide a brief statement of your professional status, your career objective, and some detail about your progression to this point, and strengths/skills you can offer them.
- What are three things you are looking for in a new position?
- What attracted you to our [the] company?
- What are your strengths?  
What are your weaknesses?
- Why should we hire you?

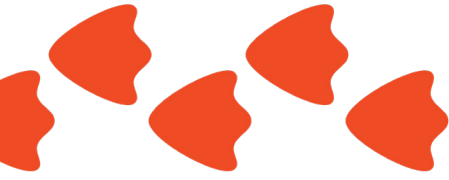
BEHAVIOR-BASED QUESTIONS:

- STAR  
(situation, task, action, results)
- Tell me about a time you were in a difficult situation: what was it, and how did you handle it?
- Can you describe the most valuable criticism you have received and what you did with it?
- Can you tell me about an event that really challenged you?
- Can you give me an example of a project that required attention to detail and how you handled the details?

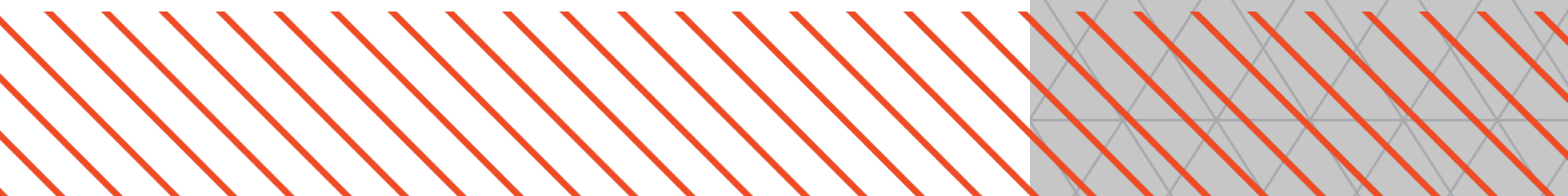
**Q: WHAT QUESTIONS SHOULD I ASK THE HIRING MANAGER/EMPLOYER?****A:**

- What kind of training will I receive?
- What type of advancement opportunities are available within your organization?
- What are some of the challenges this role will face?
- Why do you enjoy working here?
- What is your timetable for the remainder of the hiring process?
- What are the next steps in the process?



**Q: WHERE DO CANDIDATES GO WRONG?****A:**

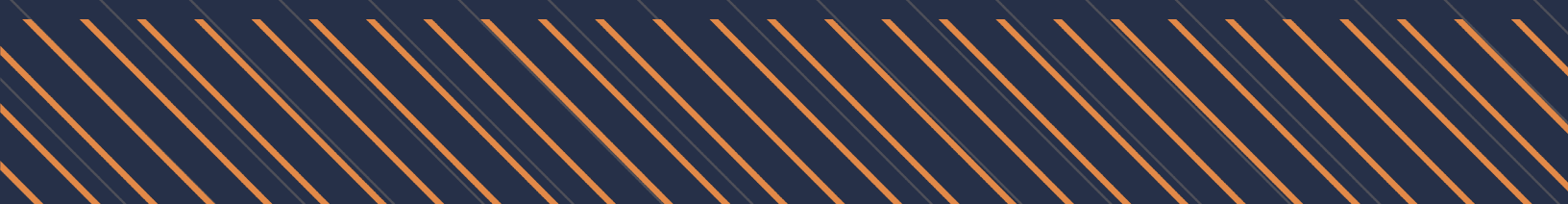
- Poor handshake (limp hand, tips of fingers, arm pump)
- Talking too much (talking too long, but not answering direct questions, nervous talking)
- Talking negatively about current or past teams, coworkers, employers/managers
- Showing up late or way too early
- Asking about benefits, vacation time, or salary in an initial interview
- Treating the receptionist rudely
- Not preparing for the interview
- Verbal tics (umm, like, you know)
- Not enough/too much eye contact
- Failure to match communication styles (e.g., too informal, too businesslike)
- Not thanking the interviewer and/or not sending a follow-up “thank you” email/note





HOW TO  
MAKE SURE  
YOU & YOUR  
JOB ARE THE  
**PERFECT MATCH**

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# A job interview is a two-way street.

*It's also the best time to assess a company's culture, make observations, and ask questions. Not sure where to start? Use these tips to help you evaluate the fit.*

## ASK THE RIGHT QUESTIONS

- How long have you been with this company?
- What's your favorite part about working for this company?
- What personalities tend to be successful here?
- How does the company recognize employee wins?
- How often does the company meet as a whole? How often do you have team meetings?
- Do you offer activities outside the office for employees?

## USE YOUR VALUES AS A GUIDE

Whether you value innovation, feedback, affirmation, teamwork, flexibility, or all of the above, form questions around these values to ask during your interview.

Watch this video to gain some insight into Tailored Management's **culture and values.**



## FINAL THOUGHTS ON COMPANY CULTURE

### WHAT'S THE BIG SECRET? TRUST YOUR GUT. ▶

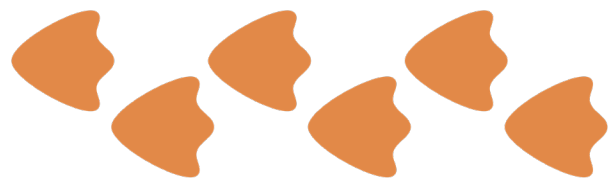
Sure, it sounds cheesy, but you'll probably have a good—or bad—feeling about your interview experience. Even with researching, asking questions, and connecting with current employees, you're still the best judge.

### DON'T LET A SALARY DECIDE YOUR FIT. ▶

Salary and benefits are important, but think about how much time you'll spend "in-office." You should feel like you fit and can support both the company and its values.

### WATCH OUT FOR RED FLAGS: ▶

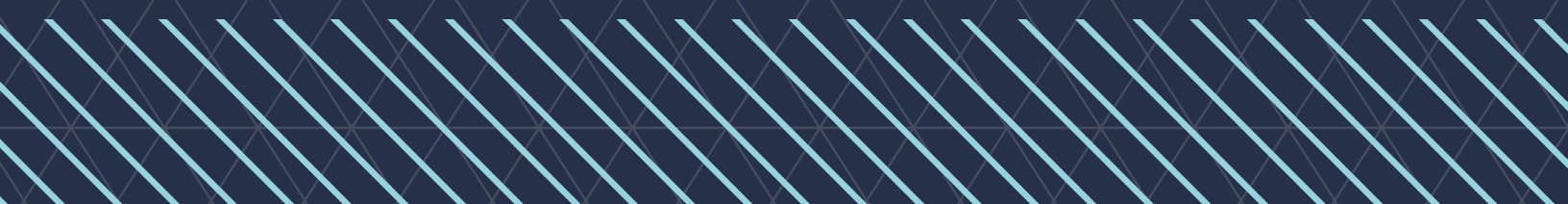
- △ No mention of growth opportunities
- △ Poor communication from hiring team or inconsistent timelines
- △ Job descriptions that don't clearly state role specifics (e.g., employment status, benefits, job security, and growth)





TIPS FOR  
MAKING  
ALTERATIONS  
TO YOUR  
**CAREER PATH**

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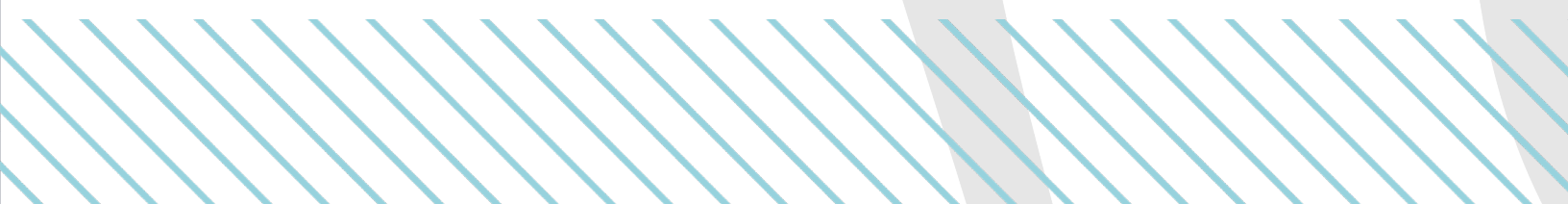


*Looking to make a switch?  
We've got the best tips for making the pivot.*

## WHAT TO INCLUDE ON YOUR RESUME:

- Detailed job history including dates of employment and at least 4-5 bullet points per job explaining your role
- Summary of your key skills (tailored to the specific role you are applying for)
- Professional summary at the top and/or cover letter
- Completed educational degrees, certifications, and trainings

*Watch this video to learn the story behind how Brad Beach started **Tailored Management.***



# 10 WAYS TO MAKE EVERY CAREER MOVE MATTER

*We don't believe in missteps! Every work experience equals opportunities for growing and reflecting. These 10 prompts will help you make meaning of your previous position—and propel you further towards your career goals.*

## 1. START A “JOB THOUGHTS” JOURNAL.

Write down how you feel about your current job, and note any patterns. Be mindful of what you like about your work and which aspects can take a hike. Do the dislikes connect to the type of work you're doing? Your coworkers? Company culture in general?

## 2. REFLECT SOME MORE.

Think on where you've shined in the past—positions, projects, and even volunteer work. Does your present role align with your best skills, top values, and areas of interest? If not, it's time to enter the wide world of online resources. A lot of which are free!

## 3. STAY OPEN-MINDED.

Research alternative job possibilities. Have family, friends, and your network share where they think your main values and skills would fit and thrive. If the struggle's feeling too real, reach out to a career counselor for more direction.





## 4. COMPARE, AND CONTRAST.

Pour a strong cup of coffee, and open your laptop. Do some surface-level evaluating of different job fields. Bookmark areas you'll want to revisit more thoroughly later.

## 5. REACH OUT.

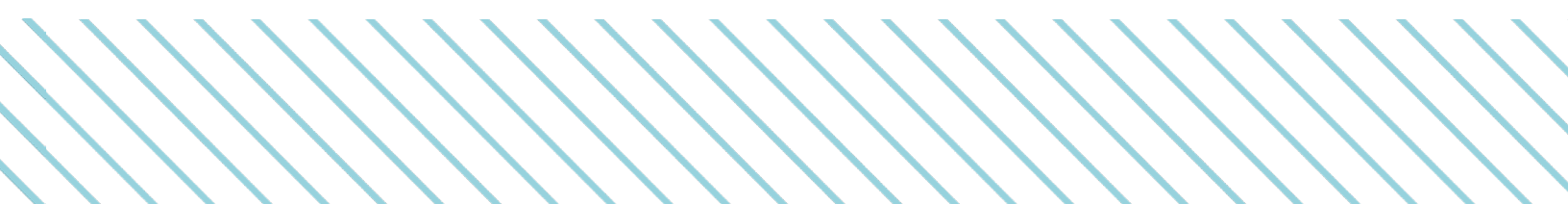
Dive deeper into your "bookmarked fields" research. Then, contact your personal connections within those fields for informational interviews. Tap your college alumni career network, and use LinkedIn to form (and follow up on) more connections.

## 6. BECOME SOMEONE'S SHADOW.

Following a professional during their typical day allows you to get a direct feel for the work. But without the pressure! Contact your college's career office to get matched with alumni volunteers in your areas of interest.

## 7. PUT YOUR INTEREST TO THE TEST.

Locate volunteer or freelance opportunities within your goal field. If you're thinking of entering education, start a book club or offer to teach youth classes at your community center. Want to work with animals? Donate your time to a nearby zoo or shelter.



## 8. KEEP ON EDUCATING YOURSELF.

Track down educational outlets to close the gap between your background and your desired industry. Sign up for an in-person or online class or seminar. Ask around your network for recommendations.

## 9. LEVEL UP YOUR SKILL SET.

Find ways to grow fresh skills in your present role that would benefit your desired career pivot. Interested in moving into marketing? See if you can help organize and promote company events. Take advantage of any training your workplace provides too.

## 10. LOOK WITHIN (YOURSELF AND YOUR CURRENT INDUSTRY).

There might be an ideal position for you hiding in plain sight. In other words, consider sidestepping into a different role within the same field! Your industry background will make the transition easier.

### **CONTACT US!**

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FOR MORE  
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