



# THE BOOK OF COIT



THANK YOU





## THIS IS FOR YOU, TEAM COIT

It's about how we behave in our natural environment and what it's like to work with us. It's about how we talk about what we do and how we do it.

This is our brand. Something we take seriously without being too serious. There won't be a quiz at the end of this, although, if you're reading this, you obviously did pretty well on your aptitude test: Huzzah!

It's not a strict code of conduct or something you have to follow to a T—just some good, insider information about what it means to be part of The Coit Group.

The following headlines, supporting copy, and positioning statements serve as a tool to define Coit's unique voice and personality--and to communicate what sets it apart. They don't necessarily need to be "consumer facing," although they certainly could be used on the website, social media campaigns and in sales collateral, for example.

# THE COIT BRAND



Smart

Savvy

Honest

Experienced

Professional

Friendly/likeable

Reliable/trustworthy

Responsive



## THE COIT VOICE

### Proper and Insightful

Err on the side of formal, and use impressive adjectives to impart the idea of a Fortune 500 consultancy. Roll up your sleeves and get into the weeds with a client if need be, but we prefer to keep things buttoned up, if you please.

### Purposeful

Remember, this is no fly-by night shop, and you are no headhunter. You are a strategic consultant. Our clients often look to us to make difficult (and often expensive) decisions. Assume your client is a Stanford MBA (they probably are) and has given a TED talk on their industry (they probably have).



## OUR VALUES

We exist to assemble winning teams that help companies grow, compete, and build enterprise value. Our best clients are return clients – loyal partners who share our passion and values:

**Give 110 %**

**Be Honest & Transparent**

**Service Clients' Interest First**

**Teamwork Makes The Dream Work**

**Laugh, Have Fun, Up Your Foosball Game.**





# OUR VISION

Coit Group finds the talent you need when you need it to help your business thrive. We work as a direct extension of your company, becoming experts in your industry and building your dream team from the inside out. We stand behind every placement we make and won't stop working until we've made the perfect match.





## WE ARE COIT

We are team players who thrive on healthy competition and a good challenge. As some of the most seasoned recruiters in our industry, we see ourselves as disruptors of an often broken process. Rather than running a reactive business like many recruiting agencies, we've built a proactive model that helps us foster long-term relationships, both with our talent and our corporate clients.

While anyone can say that they're one of the top recruitment companies, we prefer to let our track record speak for itself. Since starting our business in a San Francisco garage (where else?) in 2000, we've only had two clients--out of thousands--ask for a refund. Two. In 15 years.

We grew up on technology. Innovation is in our blood. Riding out the booms and the busts have left us stronger and scrappier than ever. And even as we've grown, we've maintained our nimble and responsive startup mentality. We recruit for your company like it's our own. Sharing the risk with our clients keeps us hungry and always on the lookout for the next big challenge.

Our proven screening process closely considers our clients' unique work culture and management styles so we can go beyond hiring talented people to building winning teams. Think of us as a direct extension of your company: we help you grow by finding the very best candidates in record time while you focus on steering your business towards success.



# THE COIT DIFFERENCE

WE DON'T HUNT. WE GATHER.

We are not headhunters. We are creators of deep and lasting networks, innovative ideas and long-term solutions. We work hard collecting information, tracking trends and networking with top talent so we're ready long before we get that frazzled call from your hiring manager. Anticipating exactly who your company needs before you need them is one of our superhero-like strengths.





## HARD WORK AND HUSTLE ARE IN OUR DNA.

Anyone who calls themselves a recruiter can serve up a list of potential candidates. But at Coit we're committed to finding the perfect person for the job. Every time. And we do it better and faster than your run-of-the mill headhunter. We recruit for your company like it's our own. Sharing the risk keeps us results-focused and hungry for the next big challenge.

## WE ARE DISRUPTORS OF A BROKEN PROCESS.

As trusted outsiders, we can successfully sidestep tricky internal politics and organizational roadblocks to connect you with the very best talent available. We streamline and manage every aspect of the hiring process-- from outreach and interviewing to making final recommendations--so you can stay focused on running and growing your business. Tapping into our deep networks lets us build the team you need when you need it--and faster than your competition.



# POSITIONING

## TO CORPORATE CLIENTS:

Coit Group finds and places top talent in fast-growing companies. Its highly experienced staff, proven approach, deep networks and long-term relationships mean that Coit can quickly build the teams its clients need when they need them. Coit streamlines and manages every aspect of the hiring process -- from outreach and interviewing to making final recommendations--so clients can focus on running and growing their business.

"We keep you ahead of the competition by building winning teams that help your company thrive."





# POSITIONING

## TO TALENT:

Coit Group is the premier recruiting resource for top talent in the technology industry. Its knowledgeable, friendly and results-driven staff carefully screen candidates to ensure they are an exceptional match for the position, team personalities and unique company culture long before they meet the client. Coit recruiters champion candidates throughout the entire interviewing process, checking in to offer advice and guidance every step of the way.

“We don’t just make placements, we build careers.”