



HIGHEST QUALITY SERVICES, INC.

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HQ SERVICES, INC.'s *Your Career Strategist*[™]

Your Career Strategist[™] is a personalized condensed presentation by award-winning recruiter Kathleen A. Graham. This new product is based on Graham's successful *Your Career Campaign*[™] service, which is a six-pronged approach consisting of: (1) a **resume and marketing materials** that sell you; (2) a **strategy** that defines the sectors and positions that should be your marketing aim...and tells you some approaches to employ; (3) an **organizational tool** so you won't drop leads and follow-ups; (4) a **contact list** with names, phone numbers, and notes; (5) *Career Success Scripting*[™] that gives you the best way to say what needs to be said; and (6) the *Career Success Personal Trainer*[™] service that supports you on an ongoing basis until you reach your goal.

Your Career Strategist[™] offers organizations an opportunity to provide a real value-added program at an affordable price.

First created at the request of The CFA Society of Chicago for their members, **this event SOLD OUT in 2 hours the first day** it was announced. Survey results from attendees:

- **100% found value in their session.**
- **100% said Graham "provided useful suggestions for modifying their resume" and "formulating a successful career strategy in their field."**

Testimonials from attendees are quoted on the next page.

► How is a "career strategist" different than a "career coach?"

- A career coach helps you plan your career direction by: identifying your professional competencies; discussing personal issues impacting your career growth; working with you to resolve any negative impediments; and offering a generalist overview of how to develop your strategies and, when applicable, your job search.
- A career strategist helps you actually reach your particular career goal once you know what that goal is.
- A career strategist is a specialist. *Your Career Strategist*[™] Graham is an expert in knowing what financial professionals need to do to move their career ahead in specific niches in any environment.
- *Your Career Strategist*[™] Graham understands the nuances of the skills necessary in each financial sector so she ensures that your resume has those nuances highlighted.

Your Career Strategist[™] :

- Will show your members in private one-on-one 25-minute sessions with Graham how to move their careers from where they are currently to where they want to be via:
 - discussing their career goals and reviewing their resumes
 - suggesting changes to their resumes to reach their goals quicker
 - providing additional strategies and sources they can utilize.
- At the end of each session, *Your Career Strategist*[™] will remind each session attendee that:
 - the conversation with Graham was completely confidential
 - the information exchanged will NOT be placed in the database of HQ Services' sister firm, which is a retained search boutique, nor will the attendee be contacted by Graham after the event unless specifically requested by the attendee.
- **a career can grow in any environment, including this one.**

Kathleen A. Graham, Principal

HQ Search, Inc., HQ Seminars, Inc.,

HQ Scripts, Inc., HQ Services, Inc.

THE GLOBAL FINANCIAL CONNECTION[™]

"Connecting finance professionals with what they need"

- Kathleen "Kathy" Graham is a Principal with HQ Search, Inc., a retained executive search firm specializing in financial services positions globally that she co-founded in 1997. Her clients are asset/money management companies; domestic money center, international, and suburban banks; investment/merchant banks; consulting firms; corporations; credit rating services; pension funds; real estate developers; trading institutions/hedge funds; and private equity/venture capital firms. Kathy focuses on placing talent with base salaries ranging from \$100,000 to \$1,000,000+. She routinely advises senior management of clientele firms with the latest market intelligence regarding economic conditions, emerging trends, and potential developing hazards to their business in addition to providing significant input into their hiring and marketing strategies.
- Kathy was a first-day keynote presenter at the Chicago Federal Reserve's 2009 Ninth Annual Private Equity Conference. Her topic was how to more effectively use a firm's human capital to improve performance.
- At the request of The CFA Society of Chicago, Kathy created a career event, *Your Career Strategist*[™], for their members. **This event sold out in 2 hours the first day** it was announced. Survey results from attendees: **100% found value in their session and 100% said Graham "provided useful suggestions for modifying their resume" and "formulated a successful career strategy in their field."** Kathy has also been a speaker for numerous other local and national finance-related groups, including the Managed Funds Association and Financial Research Associates.
- For the last seven years Graham has issued an annual financial services job forecast, which to date has been completely accurate in forecasting the overall prevailing trends and hot jobs/dud jobs for each finance sector. She also started three new companies in 2006: HQ Seminars, Inc. (custom designed seminars and webinars relating to career development); HQ Scripts, Inc. (annual overall trends and financial services job forecast, the *HQ Financial Views* newsletter, articles and books); and HQ Services, Inc. (*Your Career Campaign*[™] and *Your Career Strategist*[™] services).
- Kathy's latest book is *Graham's Manual of Style for Resumes and Cover Letters*, published in September 2009. Her articles, which have appeared in publications such as *Financial Engineering News* and *Financial History*, include a seminal paper in 2006 predicting the unprecedented changes in the global financial marketplace. Her first children's book, *The Land of Lemons and Nuts*, published in 2008, teaches economics to children ages four through nine and is available in English, French, and Spanish.
- Graham obtained her MBA in Finance, Analytic Finance, and Econometrics & Statistics from the University of Chicago. She received the University of Chicago's Booth School of Business "CEO" award in 1998, and later for four years was the Global Chair of their alumni Finance Roundtable. She is also an active member of 100 Women in Hedge Funds, the CFA Institute nationally and locally, Hedge Funds Care, and the Chicago Federal Reserve's Money Smart Week program.



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WHAT *Your Career Strategist™* ATTENDEES SAY:

- *“30 minutes gets you great resume counseling – just try to calculate the ROI on that.”*
- *“Excellent. Ms. Graham made the most of the time! Her advice and insight will be most helpful going forward.”*
- *“Kathy gave me a whole new perspective.”*
- *“This is the first professional resume and career strategy review I have had since grad school over a decade ago.”*
- *“Kathy provided good tips to improve my resume, which obviously improves the potential for me to find the next step in my career.”*
- *“Wow. Getting professional advice for free that we normally wouldn’t have access to.”*
- *“Kathy was helpful in helping me think about my career from a long term perspective.”*
- *“I got a number of great ideas.”*
- *“Kathy’s resume critique and knowledge of specific market segments was very useful in updating my resume and focusing my research.”*
- *“She was knowledgeable and to the point.”*
- *“Her suggestions and evaluation of the resume were incredibly helpful and have gotten me very excited about pushing forward with my marketing strategy.”*
- *“It was enlightening to learn what Kathy saw in my background.”*
- *“Very direct recommendations and a handout to use after leaving the session.”*
- *“That short meeting was incredibly valuable in helping me to position myself through my resume. I rewrote using Kathy’s suggestions and the difference is dramatic. Thank you for the help!”*

ATTENDEE STATISTICS:

- *70% interested in progressing in their current profession; 30% wanting to change their career direction.*
- *19% with 0 – 5 years experience; 59% with 6 – 20 years experience; 22% with 21 – 35 years experience.*
- *Backgrounds in academia, accounting, alternatives (hedge funds, fund of funds, private equity/venture capital, and real estate), back office/operations, consulting, family offices/foundations, investment banking, investment sales, marketing, quantitative methodologies, research, risk management, and traditional money management.*
- *Company size ranged from entrepreneurs and small offices/boutiques to industry leaders/global conglomerates.*
- *26% planning to stay with their current company; 74% looking for a new position with another firm.*