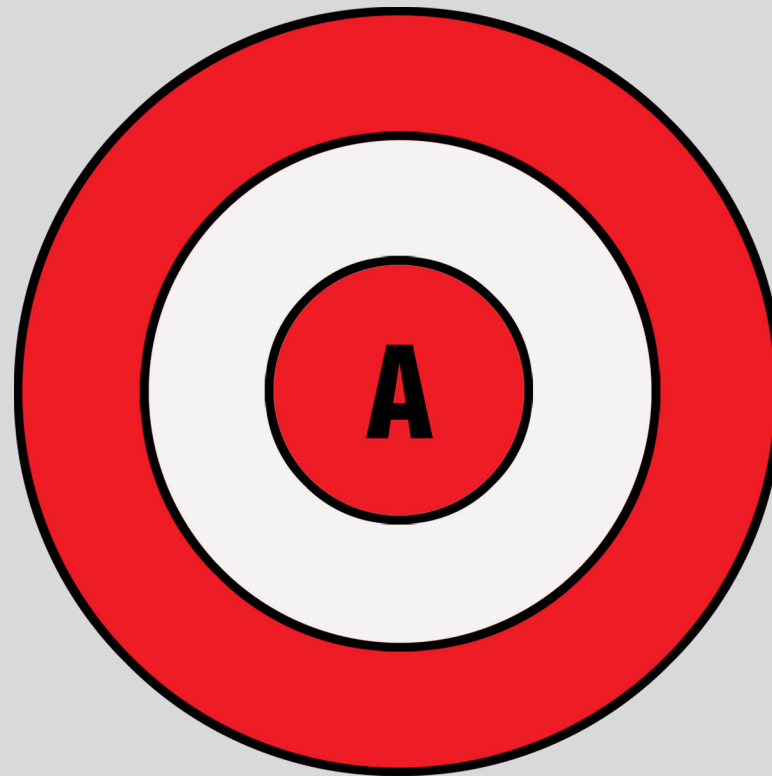


# Your Career Campaign C-Suite™

Corporate / Board / Philanthropic

A multi-faceted approach towards growing your career.



Highest Quality Services, Inc.

## WHY YCC C-SUITE CORPORATE/BOARD/PHILANTHROPIC?

As a senior executive with many past and present achievements, for you to achieve your next goals, you need to:

- Market yourself in all appropriate media formats in a way that's attractive to your target audiences.
- Know the person who makes those critical to your success decisions—your “A” person.
- Run a campaign—a connected series of actions that bring about your desired results.

HQ Services' founder, Kathy Graham, created a career development program so that professionals can grow their careers in any environment. Since its January 2009 launch, YCC services have:

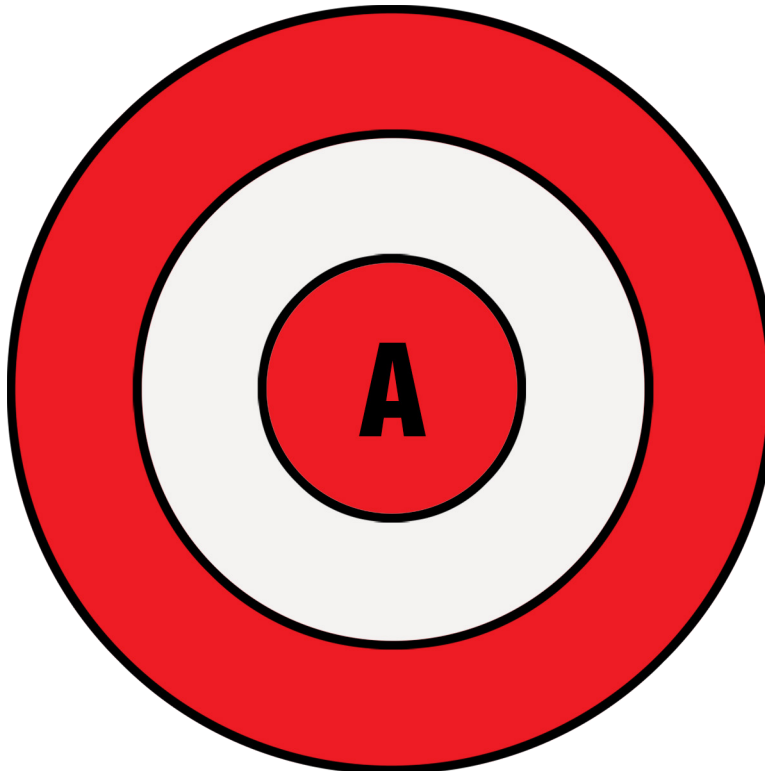
- Achieved over an 80% success rate with its over 200 clients securing their next ideal career position.
- Provided services to professionals in all types of industries: accounting, engineering, finance, healthcare, marketing, etc.
- Worked well for C-Suite executives (CEO, CFO, COO, CIO), managers, and entrepreneurs; currently employed career climbers (less than 10 years work experience); fresh graduates and those seeking career re-entry; and the unemployed, the underemployed, and those changing careers.

Kathy discovered that at a certain point in a C-Suite executive's career, more services and advice were being requested to grow their multi-faceted endeavors, so she created YCC C-Suite to meet those requests.

# HIGHEST QUALITY SERVICES, INC.

PRESENTS

YOUR CAREER CAMPAIGN C-SUITE™  
Corporate / Boards / Philanthropic



A multi-faceted effective approach towards growing your career, identifying new possibilities, and obtaining your next goals for C-Suite executives.

Your Career Campaign C-Suite™ for Corporate, Boards, and Philanthropic Growth consists of 11 services, which can be purchased as a total package or in smaller groupings.

Common features are:

- Services and results are customized for you.
- Approach is collaborative.
- Menu option enables you to purchase only the packages of services that you need currently.
- SKILLS LEARNED ARE SKILLS FOR LIFE, that you can use to further your career henceforth.

HIGHEST QUALITY SERVICES, INC.

630-466-7095

[www.thehqcompanies.com](http://www.thehqcompanies.com)

A member of THE HQ COMPANIES®

## YOUR CAREER CAMPAIGN C-SUITE™

For those executives who meet three criteria:

1. Title is GC or a “C+” (i.e., CEO, CIO, CFO, CMO, etc.).
2. On or qualified to serve on corporate boards.
3. Significant philanthropic and/or nonprofit interests.

This special service addresses your unique needs and requirements.



View a conversation with Kathy and Eileen in the [YCC C-SUITE VIDEO](#).

The video is viewable at the link above and at [www.thehqcompanies.com](http://www.thehqcompanies.com).

**HQ Services Founder Kathy Graham has teamed up with corporate and nonprofit leader Eileen Kamerick to offer C-Suite executives in this rapidly changing world a proven approach on how to position their multi-dimensional careers—corporate, boards, and philanthropic—for greater personal and professional growth.**



**EILEEN KAMERICK**, SEC Financial Expert and NACD Board Leadership Fellow

**Corporate Director:** Associated Banc-Corp (NYSE), Legg Mason Closed End Mutual Funds (NYSE), Westell Technologies, Inc. (NASDAQ), and Dedicated Computing, Inc., a private company board that is a Mason Wells portfolio company

**Nonprofit Director:** Eckerd Kids, Cristo Rey’s Tampa Bay High School and Chicago’s King High School, and Boys and Girls Club of Chicago; prior President of AMOCO Foundation, Heidrick & Struggles International Foundation, and Houlihan Lokey Foundation

Eileen Kamerick is known as a strategic and collaborative executive who drives profitable growth and enhances shareholder value. She is a leader in finance and corporate governance and an adjunct professor at leading law schools. She holds an MBA, with honors, in Finance and International Business and a JD from The University of Chicago. Kamerick served as CFO for major global corporations including Leo Burnett, Heidrick & Struggles International, Houlihan Lokey, and BP Amoco Americas. She also chaired several of those corporations’ foundations. She has spoken on corporate governance to numerous national organizations and law schools.

Kamerick serves as vice chairman of Eckerd Kids, a national child welfare charity, and is on the boards of Cristo Rey’s Tampa Bay High School and Christ the King High School in Chicago. She is profiled in *The Board Game: How Smart Women Become Corporate Directors*. She is a member of the Chicago Network, the Economic Club of Chicago, and the Chicago Finance Exchange.

#### YCC C-SUITE SERVICE #1

### **YOUR LIFE REVIEW ANALYSIS (YLRA)**

Your future value and satisfaction is contained within the labyrinth of your past professional/personal responsibilities and achievements. Your materials dating back through college are reviewed and analyzed, then used to formulate your resume, marketing materials, and strategy parameters. This service surfaces those common themes in your history, which when revealed enable you to:

- Market yourself more effectively by providing numerous examples of your expertise.
- Interact more effectively with key decision makers because past achievements will be remembered/discussed.
- Justify your claim for additional compensation because you can effectively demonstrate your achievements warranting such remuneration.
- Build your brand better.

#### YCC C-SUITE SERVICE #2

### **CAREER STRATEGIES OPTIONS ANALYSIS (CSOA)**

This service identifies your possible career options, given your background, skills, and interests. You also receive a customized Your Career Campaign™ Road Map that shows you how to reach your next career goals.

There are 27 different career paths that are available to executives, so this service helps you determine:

- What next options are viable for you in the corporate, board, and philanthropic spaces.
- A base line to measure all choices—no matter how disparate—so as to arrive at an optimal decision that's based upon an analysis of all aspects.

#### YCC C-SUITE SERVICE #3

### **YOUR RESUME AND MARKETING MATERIALS (YRMM)**

This service transforms your profile into a powerful effective marketing tool that really sells you. It provides you with:

- An outstanding resume in PDF and Microsoft Word format that is updated for no additional charge until you reach your agreed upon in advance goal, PLUS additional differently designed resumes for specific targets, if necessary.
- A one-page handbill and a one-paragraph bio to distribute to those you want to have only an overview of your background and that are updated for no additional charge until you reach your agreed upon in advance goal.
- A stellar short effective “elevator speech,” which is updated for no additional charge until you reach your agreed upon in advance goal, PLUS a cover letter template, a review of your cover letters, and an overview of cover letter approaches.
- Attachments to your resume (Success Sheet™, deal sheet, speaking engagements and/or publication lists) that keep your resume succinct without losing vibrant details and that are updated for no additional charge until you reach your agreed upon in advance goal.
- The appropriate social profile on LinkedIn, Facebook, Twitter, Pinterest, YouTube, and/or blogging, etc.—with how to use these tools.

YCC C-SUITE SERVICE #4

**CAREER STRATEGIES OPTIONS EXECUTION (CSOE)**

When you know all your possible options, this service provides you with the specific information you need to take your career from its current state to your next desired status. It gives you detailed advice on how to: develop a course of action for networking; use and protect your marketing material distribution; increase your marketability; measure your success; create fall back choices; use the Rule of Two™; and overcome objections. For each of these specifics that are applicable to you, Kathy and Eileen will work through three situations of interest to you.

YCC C-SUITE SERVICE #5

**FROM STOPPED TO STAR™ ORGANIZATION TOOL (ORG)**

The special service named From Stopped to Star™ is a focused and purposeful personal information management system that is part of the Your Career Campaign™ service from Highest Quality Services, Inc. This organizational tool integrates your communication and contact activity management so that your career advancement work stays in gear and prioritized.

YCC C-SUITE SERVICE #6

**CONTACT LIST (CL)**

YCC C-Suite's Contact List is an extensive list of names of the companies, phone numbers, and people who can help create your next ideal position. Included with the list are recommendations regarding usage of the list and a general approach to calling order and determining level of contact success. Of course, YCC C-Suite Contact List will be updated for no additional charge until you reach your agreed upon in advance goal.

YCC C-SUITE SERVICE #7

**SCRIPTING (SCRIPT)**

In business today, successfully calling a very busy peer who has the power to create your goal or move your career forward requires detailed preparation and skillful scripting in advance of your conversations. This technique does NOT provide you with canned answers. Rather, it is a technique that allows you to create scripts that are you—even if you are not a sales-type person. It provides you with Kathy and/or Eileen support and review for each call you make and each meeting that you set up.

#### YCC C-SUITE SERVICE #8

### INTERVIEWING MORE EFFECTIVELY (IME)

Most encounters with a decision-maker, whether you call it an interview or a meeting, are interviews. This service utilizes the techniques that HQ Services' founder, Kathy Graham, has used successfully as a retained executive search recruiter with her own C-Suite candidates. This technique does NOT provide you with canned answers that are what the interviewer wants to hear. Rather, it is a technique that prepares you to have the answers that are you—delivered fully, in a concise and well-worded manner, with supporting examples that prove how well-qualified you are for whatever goal is the subject of this discussion/interview/meeting.

This service also provides you with a one-on-one personal review with Kathy and/or Eileen to help you decide what course of action you want to take next.

#### YCC C-SUITE SERVICE #9

### PERSONAL TRAINER (PT)

This service provides you with Kathy and Eileen's personal support of you throughout your campaign with check-in calls and/or personal meetings until you achieve your goal.

With Kathy and/or Eileen as your Personal Trainer working by your side, you:

- Have someone who can share the nameless stories of others who have been in your position and how they successfully managed to reach their goals—a nice “pick-me-up” on a down day.
- Can reach your goal sooner and more successfully because putting off that phone call or email is harder to do if you have to talk to someone about what you did that day or week.

#### YCC C-SUITE SERVICE #10

### TRADITIONAL CAREER DEVELOPMENT (TCD)

For a variety of reasons, some individuals prefer not to network. Instead, they prefer to focus their efforts on the listed opportunities circuit through retained executive search recruiters and direct company contact through already known individuals.

This service provides:

- Effective methods to increase your visibility with recruiters so that you'll be thought of when an interesting opportunity arises.
- For each and every opportunity, Kathy and/or Eileen will discuss approaches, re-approaches, etc., involving conversations with recruiters, known contacts, and the relevant decision makers.
- Instruction on which recruiters and opportunities are worthy of pursuing and which (and when) others are to be avoided because your desired outcome is not likely to occur.

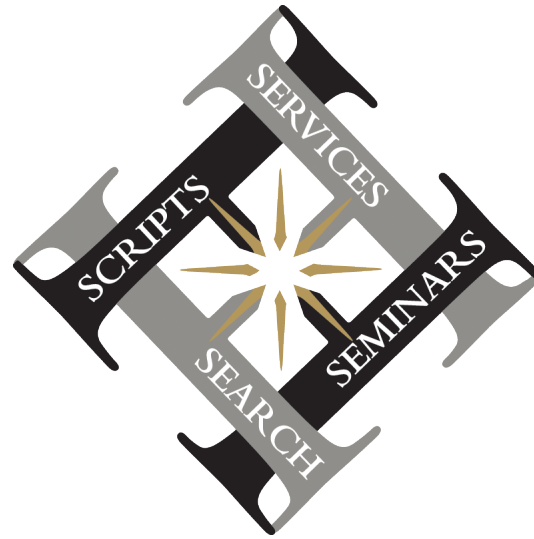
#### YCC C-SUITE SERVICE #11

### NEGOTIATING OFFERS AND OPPORTUNITIES (NEO?)

So you've developed the relationships that are bringing in greater returns...now it's time to “seal the deal.” This service helps structure or review your options so that you gain the optimal return while being cognizant of the risk/reward trade-offs at each step.

This service provides you with:

- A technique that enables you to compare and weigh diverse choices, giving value to your emotional response to factors without becoming tilted towards a decision because of an emotional over-emphasis on one factor(s).
- The do's and don'ts of how to demonstrate your value to achieve the best “deal” possible.
- A myriad of potential ways you can reach an acceptable solution.



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