

# RIENDEAU

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# SNOW BALL

Every decision led to right now.  
What do you really want from now on?

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Field Guide e-book of Curated Works by Russ Riendeau, PhD,  
for Business Professionals Competing in 2023

# “WHAT’S IN YOUR SNOWBALL?”

2023

- **Responsible to Driving Revenue and Growing Your Sales and Management Team?**
- **Feel a Storm Comin’ in 2023?**
- **Has The Speed and Expectations of Commerce Confused You and Your Team?**
- **Could You Prove You’re Actively Advancing Your Expertise in Your Field?**

You may have read, **Unprecedented** in 2020, Riendeau’s curated e-book featuring critical talent acquisition and sales strategies during the pandemic. Now it’s time to grab a snowball.

Enter 2023. **Snowball** takes off with new research and implementable ideas focusing on our post-pandemic world. What realities are influencing hiring managers and CEOs nationwide? This collection will start the conversation.

Over 25 curated writings and interviews with Dr. Russ Riendeau, PhD, one of America’s longest-tenured, search professionals—five decades of search experience—are immediately accessible

to you with the **click of a button**. Revealing, contemporary perspectives and psychology for attracting and defining what great talent really looks like in 2023, these pieces give you implementable strategies in today’s post-pandemic business world. Snowball 2023 shows the positive results—if we’ve done the deep work—and the consequences of letting “profits hide sins” and not making the tough decisions when really needed.

**Invest just 60 minutes right now to read these relevant stories and you’ll part of only 5% that have invested any significant time advancing their field knowledge in the past year.**

**READY FOR BUSINESS ADVICE THAT WORKS?**

**EXPLORE MORE**

# PREFACE

## WHY WILL 2023 BE DIFFERENT FOR BUSINESS LEADERS?

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# “MY LIFE FLASHED BEFORE MY EYES!”

Pandemic world, literally and metaphorically, delivered this vivid “flashed before...” experience to every person on the planet. It wasn’t a car crash or falling off a roof that elicited this response—It was the pandemic experience. The psychological and physical impact on mind and body over a two-year timespan has given you an intimate opportunity to reimagine your future plans and desires; to look into what you want for your future lives; what really matters most; what career, what income, what wellness looks like, what meaningful pursuits deserve our energy?

01. Has the pandemic fatigue left you unclear what you need to reset in your professional pursuits?
02. Are you charged with finding top talent and struggle to vet the best from the worst?
03. Do you invest time and money to source candidates beyond running an add or trolling LinkedIn for candidates?
04. Could you prove you are constantly engaging in professional development to remain competitive?
05. Are you challenged to understand the best way to find a career track that fits you?
06. Is your income below average and you’re not sure what it takes to earn more?
07. Do you surf the job boards and hit click/apply/click/apply along with millions of others?
08. Have you truly committed to making a career change and researched the best path forward?

The question that looms is “What are you willing to commit to that will generate greater success and fulfillment in your career, your wealth accumulation, and your overall wellness?”

COVID-19's presence has had an impact leading to the Snowball Effect, as research continues to confirm. Everything you have done has led to this. Now, what do you really need to start/stop/change to reset your life work in this post-pandemic world? How will you manage your very real Snowball Effect?

Snowball was carefully curated and edited into a compilation of articles, books, papers and interviews I've worked on over the past 8 years—the majority of pieces here written in the past 4 years. I consulted with trusted business leaders, educators and hiring managers throughout North America to help sort through what they believed to be the most relevant and timely for our 2023 world and beyond. And with the helpful data from Hunt Scanlon Media, we also were able to review the analytics to see which stories resonated the most. These pieces address the realities and research around what today's business professionals—that are truly committed to excellence and advancing their careers, income, influence and opportunities—need to do to remain viable, competitive and in demand in this new world @ work.

## **Are you charged with hiring talent?**

Today's CEOs, business owners, HR professionals, and front line hiring managers are challenged to find both the time to source viable candidates, as well as having the critical interview skills to sort through the best and qualified candidates at the time. Today's labor pool is thin. Good talent is less likely to change jobs without a compelling reason. A lot of people kick tires, but have no valid motive to change and these individuals muddy the waters to sort out

who is serious. Hiring managers need the skills and courage to ask the tough questions to confirm serious candidates, as well as ensure their documentation is accurate; their claims of success are valid; their reasons for leaving/being fired/laid off are justified and referenceable. And those candidates that have a recent history of rapid job changes in good economies must be scrutinized carefully regardless of how compelling their stories and presentations may be. The cost of a bad hire can be over \$50,000 in lost revenue, rehires, moral issues, client embarrassment and turnover issues.

As a long time search professional in America (started in 1985), I've had the opportunity to interview over 150,000 business professionals. I've worked on over 6000 searches for sales, management, operations, general management and marketing professionals throughout North America. So what, right? Well, the reality of being a headhunter for 38+ years affords one to gather a lot of data and perspectives. There are patterns that we see in how people progress in their jobs, how they grow their income, how they secure leadership roles, how they continue to educate themselves, how they plan for their future. I see these patterns from the behavioral scientist perspective as well, reviewing the psychology research to confirm any assumptions.

The Snowball Effect occurs in our work history every time; don't do the work to stay relevant, more likely to be laid off or fired. Don't do the research to secure a career that fits you; job changes every 2 years or less. Don't set goals to build wealth and longevity in a field; frequent job changes, unhappiness and lost wealth accumulation time.

Snowball Effects are real—even predictable—in business professionals that don't invest the time to study their options and invest in their professional skills.

## Consider These Observations from 5 Decades of Research:

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- 85% of sales professionals have never read a book on sales training, negotiation strategies, persuasion psychology or goal-setting.
- Over 75% of managers have not read a book on fundamentals of leadership or strategic planning.
- Over 90% of hiring managers have never taken a course on basic interviewing techniques.
- Over 70% of job seeker LinkedIn profiles are incomplete, abandoned or inaccurate.
- 75% of business professionals have never written down their earnings goals or career aspirations.
- 75% of sales professionals and sales managers over 50 years old lack skills in virtual selling skills to compete.
- The average time a person works for a mid-sized company in America is about 3 years. (Bureau of Labor and Statistics)
- If you read even 35% of the content in this book, you will have read more about professional development than 85% of your competition.

No wonder so many people struggle with finding great jobs and earning more money, given the majority of the competition is not really trying that hard to succeed. It appears the majority would rather stay average or have yet to delve into studying what it takes to be in the top 10% in one's field. Again, the Snowball keeps rolling and growing in either positive or negative accumulation of effort.

Consider this perspective: No one really cares what our excuses are or reasons are for where we are at in life. Bad breaks, bad luck, laid off due to some economic issue, didn't get along with your boss, someone lied to you—regardless—no hiring manager owes anybody a chance unless that person has proven they've earned the job offer. Capitalism 101 lives on. I'm not talking about not caring as in

not having empathy or compassion. People do have empathy however, they still won't offer you a great job if you haven't done the work to improve your decision-making or technical skills for the work you do. Risk/reward is a reality in 2023. These are tough words to read if you really admit you've not done the work. It is painful and frustrating. And it is reversible. You can change, grow, adapt and succeed even more than ever.

### Why everything you do impacts your business.

Everything has led to this. What do you want/need to change to lead to more? Consider for a moment that everything has led you to this point in your life. And consider the reality that post-pandemic world will be a whole new world of dramatic change, of untold new opportunities and a new era of competitive advantage and preparation required than ever before.

There is a snowball of opportunity requiring own commitment starting to roll downhill. Ever gaining speed, size and force that can be your motivation to take action to ride the snowball or seek safe shelter.

### Are you prepared?

Every decision, every action, every book you've read, person you've met, movie you've seen, boss you've had, job you've taken, every meal you've eaten, every class you've taken, has led to this moment. And, are you content with where you are and who you've become at this moment?

Is there room to improve your current situation? Earn more money, identify and pursue more compelling work? Enhance your overall wellness and healthy activities? Improve or repair business or personal relationships that have fractured, grown more distant or vanished during the pandemic? Identify worthy pursuits outside of work that bring you purpose, joy, meaning, legacy, curiosity, enlightenment?

In my 2022 TEDx Talk “The Invisible Schoolhouse: How Epigenetics is changing our post pandemic life,” I presented research and perspective on how COVID-19’s impact and lingering visit changed everything. How our genes are even changing and being altered by the magnitude of the COVID-19’s footprint left on the world. My talks opening sentence “Consider just for a moment that everything has led to this...” was intended to arrest what the audience had considered occurred up to now. Today, as pandemic world subsides, we all are working to return to the “new normal.”

We included many pieces that I wrote prior to the pandemic, as many foretold what professional and personal development practices would be needed in the future. And many of these indeed remain highly attuned to 2023.

## About the curated pieces:

The topics you will read about are purposely random in order. Each piece stands alone with the messaging and is not dependent on other stories. My intention is to give perspective to how the connective tissues of your actions/non-actions; your pursuit of professional development and active learning every month outside of your job; your pursuit of committing to a deeper dive into what goals in life are meaningful enough for you to put to paper and follow. Just “thinking about it,” is not committing—it’s hope—and hope is not an effective strategy. It’s indecisive thinking, non-committal, and presents optics of being undisciplined to leaders in the business community.

These topics also cover a wide range of perspectives from the CEO, hiring managers, job seekers, career transitioning professionals, as well as educators looking to demonstrate skills required in today’s marketplace. You’ll see a solid example of this

example in the interview “Reasons Candidates Don’t Get Interviews and Great Job Offers.” It’s a very direct and blunt piece that really makes one realize what they sound like when trying to explain away the behavior that put them in this particular scenario. Try to read this without internalizing excuses for what you’ve done in the past. Listen, take in the other person’s perspectives and consider how you could modify your explanations and or actions to be more impactful and viable in the marketplace.

Everything has led to this. It is a Snowball around every action/non-action you take going forward that could led to an opportunity you hadn’t considered. Your actions are seen by a larger audience than you had imagined. There are people surrounding you everyday that you have taken for granted could be a conduit to your future career, a referral, an idea, a story you can you—everything can be potential for your future success.

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## SECTIONS 01-07

Click button to access  
5 decades of research:

[EXPLORE MORE](#)

## SECTION 01

### Mastering Interviewing Skills as a Hiring Manager: Your Superpower Skill

- Objective-Based Interviewing [READ MORE](#)
- Why Mastering Interview Skills Matters More Now Than Ever [READ MORE](#)
- How to Increase the Odds of a Successful Hire (Podcast Interview) [READ MORE](#)

## SECTION 02

### Post-Pandemic Job Search & Talent Acquisition: The New World @ Work

- The Science Behind Professional Business Development [READ MORE](#)
- Finding Your Dream Job [READ MORE](#)
- When the Mask Comes Off: Job Hunting in a Post Pandemic World [READ MORE](#)
- Fallout from Failing to Fire [READ MORE](#)

## SECTION 03

### Your Missing Link to Understanding Career Options & Finding Viable Talent

- 24 Ways to Work with an Executive Recruiter [READ MORE](#)
- Are You a Boss or a Beggar? [READ MORE](#)
- Monitor on Psychology (p.70) [READ MORE](#)

## SECTION 04

### Are you in the top 10% in your field?

- Unprecedented [READ MORE](#)
- Reasons Candidates Don't Get Calls or Great Offers [READ MORE](#)
- 6 Critical Factors for Selecting the Right Executive Search Firm [READ MORE](#)
- Entering the New Frontier in Executive Recruiting [READ MORE](#)
- Workplace Violence & Stress: Leaders Please Report to the Podium Immediately! [READ MORE](#)

## SECTION 05

### What's Your Value to the Marketplace? Presenting Yourself to a Skeptical World.

- Pandemic Pause: Job Change Reluctance & Realities in the Age of COVID-19 [READ MORE](#)
- LinkedIn Profiles Reveal You to The World. What's in Your Profile? [READ MORE](#)
- 10 Clever Questions You Should Ask Every Job Candidate [READ MORE](#)

## SECTION 06

### Professional Development Creates Personal Wealth

- Lack of Interview Skills Fueling Post-Pandemic Hiring Crunch [READ MORE](#)
- Your Next Great Job is Hiding in Plain Sight [READ MORE](#)
- Sales Training Success on a Low Budget... How About FREE! [READ MORE](#)

## SECTION 07

### The Web's Job Vending Machine is a Gamble

- 10 Tips for Using LinkedIn to Boost Your Career [READ MORE](#)
- National Louis University Career Search Presentation 2022 [READ MORE](#)



#### About the Author:

Dr. Russ Riendeau, PhD, is senior partner of New Frontier Search Company and one of the longest-tenured, retained search professionals in North America, a behavioral scientist, TEDx Talks speaker, author of 13 books, 100s of articles and Mayo Clinic Certified & Trained Wellness Coach, Russ continues to work with client companies to source key sales/management and operations leadership talent.

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