



perQ

Career Coaching + Consulting

# Career coaching & consulting at any stage in the journey.

## Unique needs. Unique service.



Change is constant in any industry, and career & personal growth is part of that change. Whether you are looking to update your resume or change careers, partnering with knowledgeable and compassionate coaches can help you reach your fullest potential.

When making a career transition, the path to the next phase of your career often is not a straightforward one. To find a new position that's a true fit for your needs and goals, talent needs the right resources, specific expertise and ongoing support to rebrand, adjust to a different kind of job market, weather a job search, move to a new industry or make other major shifts. And talent needs the moral support to navigate these life-altering transitions.

Kay & Black Talent Management developed perQ to answer those needs. Current industry knowledge combined with co-active coaching and social work backgrounds provides talent with the industry's best coaching and support.

perQ draws on Kay & Black's expertise gained from 25+ years of placing talent in the advertising and design industries and beyond. We know what it takes for candidates at all levels to attract employers' attention and can expand talent's options by guiding them to different industries where their skills are a fit. perQ also helps job-changers harness the power of Kay & Black's immense network of industry insiders and fellow recruiters. Most importantly, perQ has an uncanny ability to nurture talent through all stages of their careers with an empathetic approach.

# Why perQ?

We started perQ so that talent can benefit from everything we've learned in our 25+ years of connecting talent with advertising agencies, design firms and brands. Now we're sharing that knowledge to help talent get the edge up in a demanding job market and to ease the anxiety along the journey. Using current industry knowledge combined with a co-active coaching and social work approach, we offer a truly holistic career coaching program that combines powerful coaching and mindset focus with current recruiting knowledge to help you reach your highest potential.



## It's built on empathy.

perQ knows that a transition takes more than job leads and a new resume. From many years of working with candidates and from backgrounds in co-active coaching and social work, perQ provides the support candidates need to step into the next great opportunity.

## It's customized.

perQ never takes a "one size fits all" approach. Each perQ program is customized according to your specific needs.

## It's backed by current knowledge.

Created by in-demand ad industry recruiters, perQ gives talent the most up-to-date insights on the job market and what employers expect now.

# What perQ offers

perQ offers everything from a single session power hour on one or two primary topics (resume edit, interview coaching) to ongoing coaching programs that support your career growth on many levels. Depending on your needs, the following are some areas that perQ can focus on along the way, whether in one session or over the course of a few months.



## In-depth discovery.

After an initial consult, perQ uses a questionnaire to determine the best areas of focus. How do you want to grow? What are your greatest strengths and opportunity areas? Where do you want to go next in your career? Do you want to stay in your current field?



## Expectation setting.

perQ meets with you to get a clear sense of what you hope to gain from the process and how we can work together to meet those expectations.



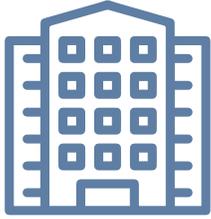
## Counseling.

Change and growth stirs our emotions. Job searches and re-examining our resumes can be frustrating. As you move forward in your career, we will take stock of where you stand. This is a chance for talent to speak candidly, work through those thoughts & feelings and be heard.



## Personal assessment.

Through our coaching and consulting programs, you will receive guidance and feedback as you identify your purpose and passion so you can move forward with intention.



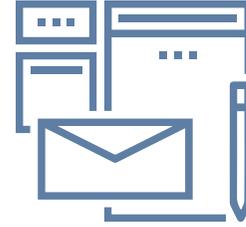
## Exploring all options.

The best next move might be to a different role or even a different type of business. perQ can introduce transitioning talent to opportunities where their skills are in demand but where they may not have considered before.



## Action steps.

Throughout the process, perQ will help design and facilitate a plan that turns goals and intentions into actions.



## Personal branding.

perQ teaches talent ways to stand out in a challenging job market and how to strategically reinvent your brand if you are targeting new roles or industries.



## Resume and professional bio update.

A cookiecutter resume or bio won't always open doors for transitioning talent. That's why perQ guides talent in tailoring both documents based on your strengths and goals, as well as the current preferences of employers.



## Social networking essentials.

Talent learns how to optimize a LinkedIn profile to be found by recruiters and hiring managers, as well as other ways to leverage social media throughout your job search.



### Job search strategies.

perQ introduces the array of Internet resources available for job-hunters, as well as strategies to stay organized and efficient. perQ shares best practice techniques in organizing a strategic search.



### Working with recruiters.

Collaborating with external recruiters or talent managers can expand the possibilities for a jobhunter. perQ can advise on getting the most from these relationships.



### Applying for jobs.

perQ offers up-to-date insights on what may help capture an employer's attention to advance to the interview.



### Mock interviews & following up.

Talent gets coaching on pre-interview research. perQ can also take talent through practice interviews and follow-up. perQ provides the most up-to-date insights on post-interview etiquette and expectations.



### Negotiation education.

perQ prepares talent for the last step before getting hired with advice on navigating one offer, no offers or multiple offers.



### Wrap up.

perQ concludes its work with talent with a chance to talk through the changes they've experienced and to review their plans for the future. perQ provides talent with the space to reflect on the process with a sense of closure, accomplishment and continued possibility.

# About us

Kay & Black, a leading talent management firm that connects top creative talent with advertising agencies, design firms and brands. Through its three core service offerings, the firm offers talent representation and recruitment, talent outplacement and creative “boot camps” for students and individuals. Based in New York, the team has offices in New Jersey, Texas and California.

## Hillary Black

### How it all began:

Her first job was managing incoming portfolios at Kirshenbaum & Bond, and she has been working with creative talent ever since. Hillary had found her way into advertising with a desire to make ads the way Charles Bukowski and ee cumings wrote poems, but taking classes at the School of Visual Arts helped her realize that her true mission was helping talent identify and showcase their core strengths to find their perfect creative home. She started recruiting in 1995 and became partners at Kay & Black in 2007.

### What she brings to perQ:

A keen understanding of creative talent, organizational culture and team dynamics. A Masters Degree in Social Work (MSW) and CTI co-active coursework combined with a unique nurturing style has given her an educated understanding in aiding those who need assistance in achieving their goals. A deep commitment to mentorship and helping people realize their true potential. Hillary has experience speaking at One Club, 4As, Ladies Get Paid, Hustle Fest, WeWork, Marist, School of Visual Arts, FIT, Ladies Wine Design and more.

The feedback and advice perQ gave me was valuable on many levels. In an incredibly competitive job landscape, there's no substitute for getting honest advice from someone you know is truly looking out for you.

LOUIS WITTIG  
Associate Creative Director  
GREY

## **Leslie Kay**

### How it all began:

Her first job was at the global ad agency Lowe & Partners, where she learned how to evaluate portfolios and recognize top talent. From there, she earned a reputation for putting the best people and processes in place at Kirshenbaum & Bond, Greenberg & Associates and TBWA/Chiat Day before starting her own business in 1998 and teaming up with Hillary in 2007.

### What she brings to perQ:

A lifetime spent around creatives, including her family of artists, writers and designers. Creative insights, problem-solving skills and hands-on mentorship, providing advice and counsel to advertising students and professionals at all stages of their careers. Leslie has experience speaking at advertising schools, industry events, workshops and panel discussions, including the Young Ones Education Festival.

Navigating the job search process can be tough and I came out of our session feeling confident that I now have the tools to make necessary changes to enhance my brand, resume and portfolio.

KAIT FRANEY  
Copywriter

## **Kathryn Freund**

### **How it all began:**

Kathryn is an agency designer and creative turned recruiter and coach, who has been with the Kay & Black team since 2015. In her first full-time advertising gig, Kathryn helped build We Are Social's New York office. Over a few years, she grew the creative team from one to six designers, wearing many hats — from art director to designer, project manager to recruiter. Through empowering others to succeed, she realized her true passion was paving the way for others' talents and goals.

### **What she brings to perQ:**

A genuine eye for seeing others' fullest potential and talents. Graduate of CTI's Co-Active coach training program, including 104 hours of hands-on co-active coaching through an ICF-accredited (International Coach Federation) program. A strong intuition and deep empathic sense, which helps her empower clients reach their career and life goals. Kathryn has spoken on panels at WeWork, Marist, Fordham University, School of Visual Arts, FIT, Ladies Wine Design and more.

# Bringing perQ to you.

Set yourself up for success with a complimentary one-on-one coaching consult with perQ today.

**Contact us at:**

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**Visit us at:**

kayandblack.com