

## The Power of Leverage

**Presenter: Jordan Rayboy, President – Rayboy Insider Search**

Jordan Rayboy is president and CEO of Rayboy Insider Search and leads the top storage-focused executive firm in the country. The Rayboy IS team has helped clients hire over 450 sales, engineering, and management professionals in the past 10 years. Jordan is a frequent speaker at recruiting industry events and associations, at both state and national level, with a goal of helping to elevate the level of the recruitment industry. He's a consistent top recruiter biller in the industry and a member of the highly regarded Pinnacle Society.

### Meeting: "The Power of Leverage" by Jordan Rayboy

**If you are reviewing this episode with a team, the entire segment can be used for one meeting – use the guidelines below to expand on what Jordan covers and apply the material.**

**(Facilitator: Start the video and pause at 5:04)** Jordan invites us to dream a little bit. What you envision is what you can become! Start envisioning – and start with what you want to HAVE. If you had all the money and all the time you could possibly want, what do you want your life to be about? Go beyond your dream home in a perfect location – maybe you also have a huge RV, or a yacht, or your own island! What car or cars would you have? Imagine your dream home in the perfect location- maybe in addition to, or even instead of a home, you have a big RV parked in a beautiful place, or a yacht pulled up to a tropical island. What do you want to HAVE in your life?

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Next up, and maybe a bit more challenging. What do you want to BE in your life? If you had all the money you could ever want, what kind of person would you BE? What would be your identity?

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Last but certainly not least, what do you want to DO in your life? What do you want to experience? Jordan gave the example of riding your bicycle through Europe following the Tour De France. Maybe you dream bigger than that, and you want to own or sponsor a team that's racing the Tour De France! Maybe you can't stand France, but you want to travel to every continent, or learn a foreign language. What else are you passionate about? If you had all the money and all the time, and never had to work again for money, what would you DO?

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**(Facilitator: Pick up at 5:05 and then pause at 12:36)** Whether you want to build a team or are just getting started building your desk, we all have limiting beliefs that creep in at times.

If you are a procrastinator, we are talking to you! Procrastination is a symptom, much like a fever, stomachache, or headache, and it usually boils down to one thing: fear. Typically this fear is based in a fear of failing, of not having all the answers, and of making the wrong decision. What is your procrastination a symptom of? What are you afraid of?

If you are the person always saying "I don't have time" – we are talking to you! A quote by Lao Tzu says, "Time is a created thing. To say 'I don't have time,' is like saying, 'I don't want to.'" Perhaps the real issue is that you don't really want to change.

If you feel like you are stretched too thin – we are talking to you! If you feel like you have so many responsibilities that you can't manage to carve out time to start changing your life, then chances are your "responsibilities" have become an excuse for not taking care of yourself. Who and what are consuming your time and energy? Are these people and situations really your responsibility? How can you start to take responsibility for your own life?

If you feel like you are too late in the game to start to change, we are talking to you! Morgan Freeman acted for over three decades before he had his big break in Driving Miss Daisy at 52 years old. Colonel Sanders was 62 when he first franchised Kentucky Fried Chicken. Julia Child worked in advertising and media before writing her first cookbook when she was 50. Focusing on some arbitrary time and date by which you're supposed to have accomplished X, Y, and Z means neglecting to enjoy the amazing journey unfolding right in front of your eyes. After all, who created this timeline by which you're supposed to live your life? Do you compare yourself to others? What do you really want to change in your life, and what steps can you take in that direction?

All of the above are excuses, whether you choose to perceive them that way or not. Take a moment to list out the self-limiting beliefs or stories you tell yourself:

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**(Facilitator: Pick up at 12:37 and then pause at 15:03)** Last step – write down the truth about why you can succeed now that you're not holding yourself back: \_\_\_\_\_

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**(Facilitator: Pick up where you left off and watch through the end of the video)** No matter who you are, it makes sense to put a business plan together for the future desired state of your recruiting practice. If you run an office, run a team, or run yourself, think about where you are going and what you are willing to invest in in order to get there. Outsourcing allows you to spend more time in core money-making activities, which will make you more money – therefore, the responsibility to invest in these resources should fall on the individual's shoulders! So when and how is it time to outsource? Spend some time talking through the below growth points:

**Administration/Operations:** activity/metrics tracking, AR/invoices/collections, hot-sheet updates, updating resumes in PCR, backdoor follow ups, sending interview confirmations with meeting invites, send mass emails & categorizing the endless responses that come in, finance, accounting, health insurance, retirement and pension plans and anything else that is part of the recruiting function that is not purely revenue generating.

When, if ever, would it be time for you to hire an admin/ops for your desk? \_\_\_\_\_

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How many hours a week and what would the weekly investment be? \_\_\_\_\_

**Research:** sourcing new candidates for active searches, building target lists from within your existing database, sourcing job order leads, entering new prospective clients and candidates into the database constantly, updating rollup lists as needed, job postings, and anything in social media related to sourcing candidates.

When would it be time for you to hire a researcher for your desk? \_\_\_\_\_

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How many hours a week and what would the weekly investment be? \_\_\_\_\_

**Recruiters:** responsible for proactively sourcing the passive candidate market for existing searches secured by the rainmaker; requires a significant quantity of quality searches in order to be a full-time and viable role within a team.

When would it be time for you to hire a recruiter to your desk? \_\_\_\_\_

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How much cash flow would you need to have saved for this hire? \_\_\_\_\_