



Optomi Professional Services™

INTRO

Speak with confidence



Optomi Professional Services

Optomi Professional Services is a collection of three elite brands that provide innovative solutions to address the U.S. tech talent shortage.

We take a refreshing approach to identifying and creating the best tech talent to help you define the technology of tomorrow.

TECHNOLOGY TALENT • IMPACT OUTSOURCING • HEALTHCARE IT



IDENTIFY

We **IDENTIFY** the most sought-after talent to fuel your IT projects.

Our unique methodology combines advanced technologies with consultative interactions to find the best fit for your project... allowing your team to focus on successful outcomes.

[CONNECT WITH US](#)

We're your partner for INNOVATIVE alternatives to stale traditional staffing and offshore outsourcing.



Leadership

We are a team of innovative thinkers, industry disruptors and refreshingly enterprising strategists influencing a more purpose-driven world.

AGENDA

SPEAK WITH CONFIDENCE

Definition

WHY OPS

WHO is OPS

Video examples

Pitches

Milestones

Conversation points

Email & Social suggestions

Marketing Material



WHAT IS OPS

A purpose-driven elite
collection of brands
identifying and creating
tech talent to help define
the technology of tomorrow.



WHY OPS

THE GOLDEN CIRCLE

from Simon Sinek



why

Very few organizations know “why” they do what they do. “Why” is not about making money. That’s a result. “Why” is a purpose, cause or belief. It’s the reason the organization exists. OPS exists to identify & create the tech talent that will define the technology of tomorrow WHILE making a meaningful impact on kids, families and entire communities through our mission with a margin business model.

HOW

Some organizations know “HOW” they do it. These are things that make them special or set them apart from the competition. For staff & team augmentation, we partner with our clients to achieve their goals. Currently, only 13% of the talent shortage is being addressed by traditional higher education. You need an innovative partner that utilizes unique recruiting methods to find this high-demand talent.

what

Every organization knows “What” they do. This can be expressed as the products a company sells or the services it offers. We deliver the best tech talent by identifying passive candidates or training/developing our own talent resources out of rural America.

WHY OPS

THE GOLDEN CIRCLE

from Simon Sinek



- Addressing the IT Talent Shortage Head-on
- Bringing Jobs Back to America
- Positively Impacting Rural Communities
- Creating New Careers
- Helping Veterans
- Promoting Women in Technology
- Countering Under-employment
- Disrupting Multiple Industries
- Competing with Offshore Outsourcing
- Growing the Tech Staffing Industry
- Giving Back
- Feeding Under-resourced Children

Michael's speech to TechServe Alliance
<https://vimeo.com/305551761/5784ee5703>

Persuasion cannot occur
in the absence of pathos.

- Aristotle

genuine *passionate*

DEDICATED

CONNECTED

RESPECTFUL

innovative



ELEMENTS

of a great pitch

Make it personal

Connect with the audience

Articulate that we identify & create tech talent

Point out our differentiators

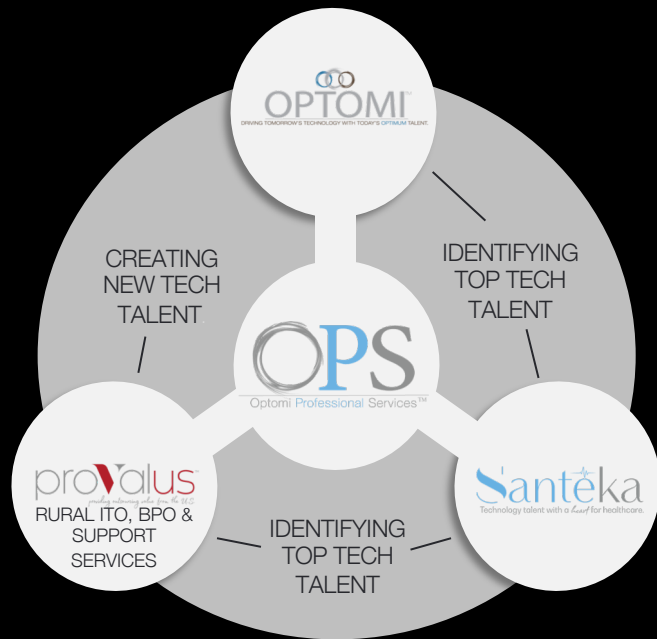
Throw in some stats

Connect the dots between our philosophy and our success

Emphasize that we are purpose-driven...the WHY

Speak with passion and sincerity

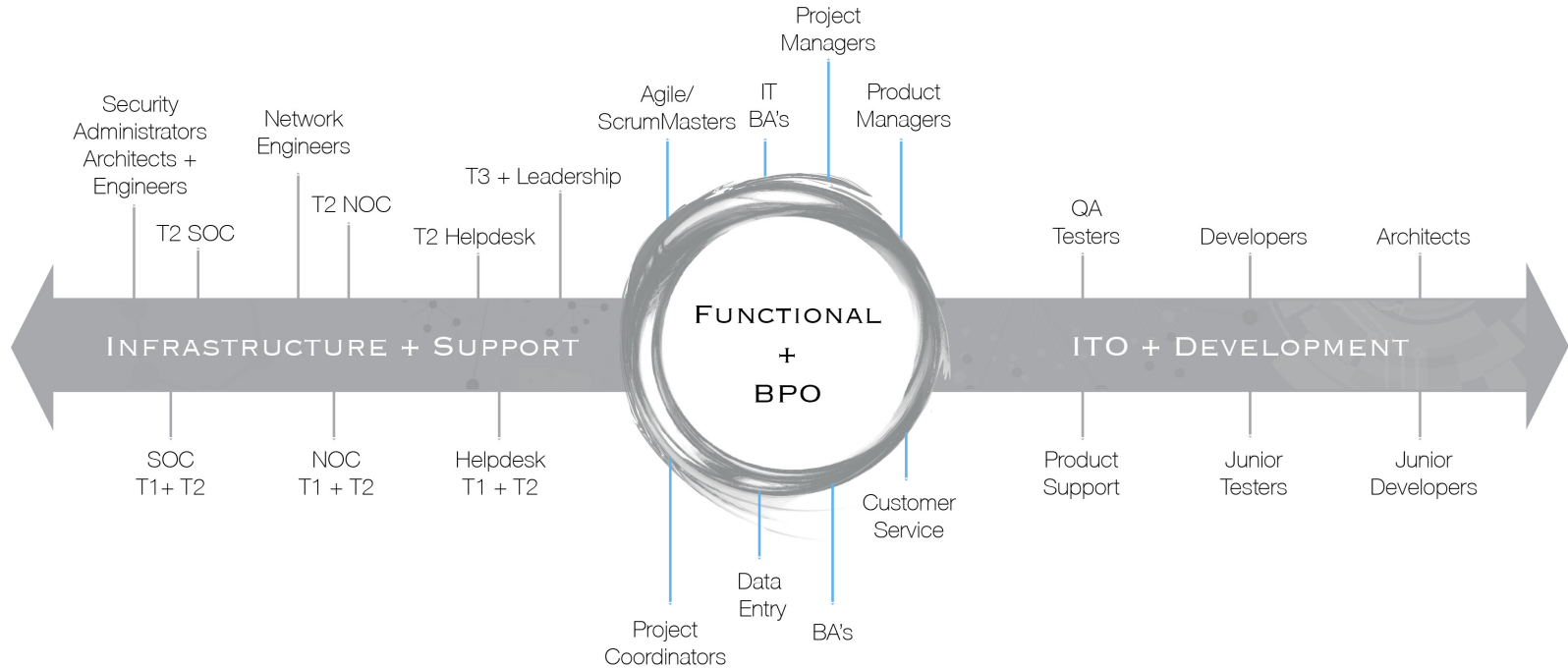




impact



onsite



off-site
domestic outsourcing



WHO IS OPS

A VERBAL INTRO – for Sales

OPS stands for Optomi Professional Services. We are unique in that we provide onsite IT talent as well as offsite domestic resources for a variety of IT initiatives.

Our corporate goal is to deliver talent that will help you define the technology of tomorrow while fulfilling our mission to make a meaningful impact in the lives of families all across the U.S.

We are a purpose-driven organization that identifies and creates IT talent through three elite brands; Optomi (Technology Talent), Provalus (Domestic Outsourcing) and Santéka (Healthcare IT talent). I'd love to share more about all of that later and I can elaborate more on OPS at the end, if we have time.

As an Account Executive for Optomi, I'd like to get to know your business needs so we can identify the right talent for your project. I would love to share more about us, but, as you know, I wanted to take this time to better understand your business. Can we discuss your 2020 initiatives and any challenges you might be facing?



WHO IS OPS

A VERBAL INTRO - for Sales

Optomi Professional Services is a collection of three elite brands - connected by our core values - providing innovative alternatives to stale traditional staffing and offshore outsourcing. So much so, we've been recognized by SIA among the fastest growing IT staffing firms these last couple years.

We take a refreshing approach to identifying and creating the best tech talent to help you define the technology of tomorrow.

I represent our OPTOMI brand, which (etc., etc)



OPS was born out of a passion for making a meaningful impact all across the U.S. We identify high-level skill-set technology talent and we are able to create talent & career opportunity through our world-class rural bootcamps. OPS does all of this while giving back to families and communities through our 3 brands.

Our OPTOMI brand...



WHO IS OPS

A VERBAL INTRO - for Recruiters

Optomi, a division of OPS, prides itself on connecting candidates with high-end skillsets with the ideal technology positions. For the first time in decades, there are more open positions in the _____ space than there are qualified candidates. Which means the right person will be in high demand. We are passionate about what we do, and we leverage our talented teams to make the hiring process enjoyable and efficient.

As a Tech Recruiter, I take a more consultative approach as opposed to traditional recruiting. I am passionate about truly listening and understanding both my candidates and clients needs so that I can find the perfect fit not only in terms of opportunity but culture as well.



Optomi is a technology talent firm focused exclusively on mid to high level IT positions under the umbrella of Optomi Professional Services. We take a unique and innovative approach in order to create genuine relationships with our clients, candidates and those we serve in the community.

As a Tech Recruiter, I take a more consultative approach as opposed to traditional recruiting. I am passionate about truly listening and understanding both my candidates and clients needs so that I can find the perfect fit not only in terms of opportunity but culture as well.



WHO IS OPS

A VERBAL INTRO - for Recruiters

In an extremely competitive market, Optomi focuses on three key areas that truly set us apart from competition.

Technology Driven

We utilize our innovative video platform called Opt2Vue, which allows us to shorten the hiring process for all parties involved. This technology allows a candidate to come to life for a manager, rather than merely being another resume in their inbox. With this unique approach, we hope to exemplify not only a candidate's technical skills but soft skills as well, giving the client a better idea of who they are prior to an in-person meeting.

Consultant-Centered

We believe that our consultants are our biggest asset, which is why we are committed to creating a streamline and enjoyable process from beginning to end. We actually have an entire team dedicated to their daily needs including care packages, a Consultant of the Quarter program, and even offer opportunities for them to give back to their communities all while providing ongoing support.

Skill-Set Focused

As I mentioned previously, we focus on mid to upper level IT positions which allows us to really understand the technology. Additionally, our recruiters typically focus on a specific skill-set within the industry as well, so they can become SME's. I primarily work roles within the PMO, which has made me very well-versed in this area. I strive to create and maintain relationships with top talent in the XXX market.

Serving **

Lastly, I don't really consider this a differentiator as this is just who we are, but Optomi Professional Services is all about making an impact. We do this in several ways, but in Optomi, we've implemented a program called Opt2Give which allows us to serve our communities in which we live while bonding as a team. With each placement, we provide six weekend meals to food insecure children. These are kids who are school lunch programs, so on the weekends their food supply is small.

WHO IS OPS

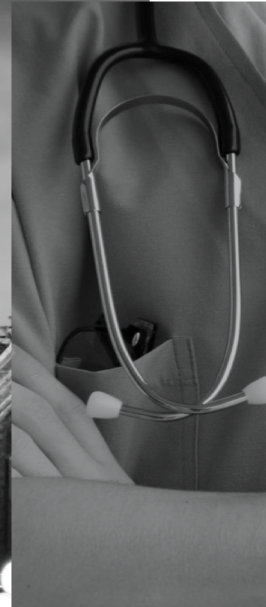
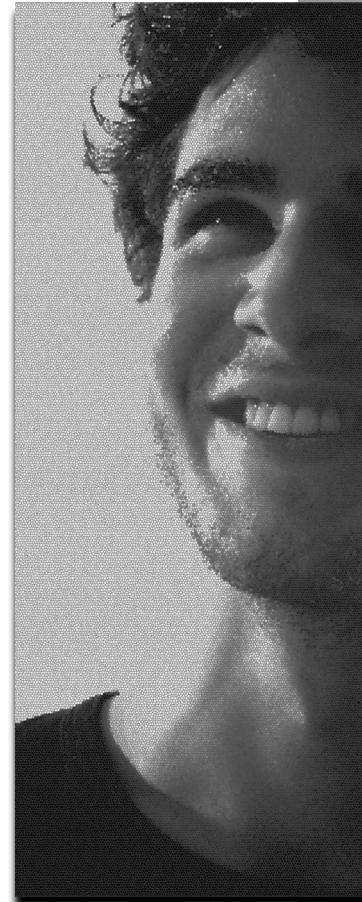
A WRITTEN INTRO

OPS stands for Optomi Professional Services. We are innovative in that we provide onsite IT talent as well as offsite domestic resources for a variety of IT initiatives. We identify talent through unique methods AND have the unique ability to develop talent to meet our clients' needs.

Our corporate goal is to deliver talent that will help you define the technology of tomorrow while fulfilling our mission to make a meaningful impact in the lives of families all across the U.S.

I'd love to share more about that with you. Can we meet to discuss how we can support your (growth, xyz project, 2020 initiatives, ---)

OPS has created innovative alternatives to stale traditional staffing and offshore outsourcing. Let's connect so I can share more.



TECHNOLOGY TALENT
IMPACT OUTSOURCING
HEALTHCARE IT

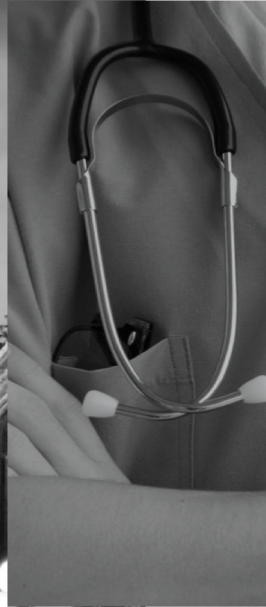
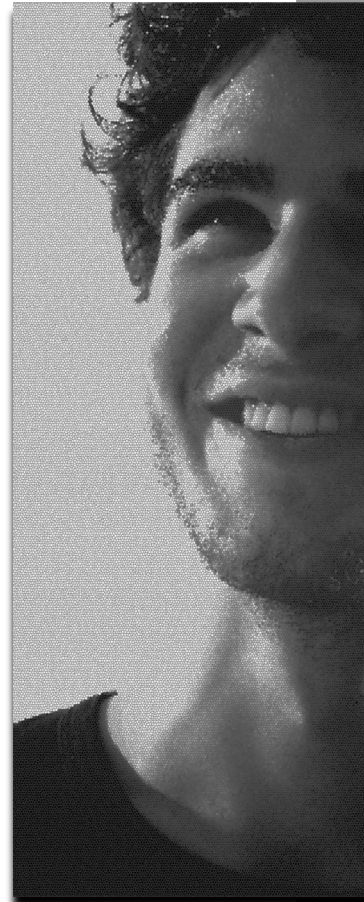
OPS

WHO IS OPS

A WRITTEN INTRO

OPS was born out of a passion for making a meaningful impact all across the U.S. We take a refreshing approach to identifying and creating the best technology talent to provide innovative alternatives to stale traditional staffing and offshore outsourcing.

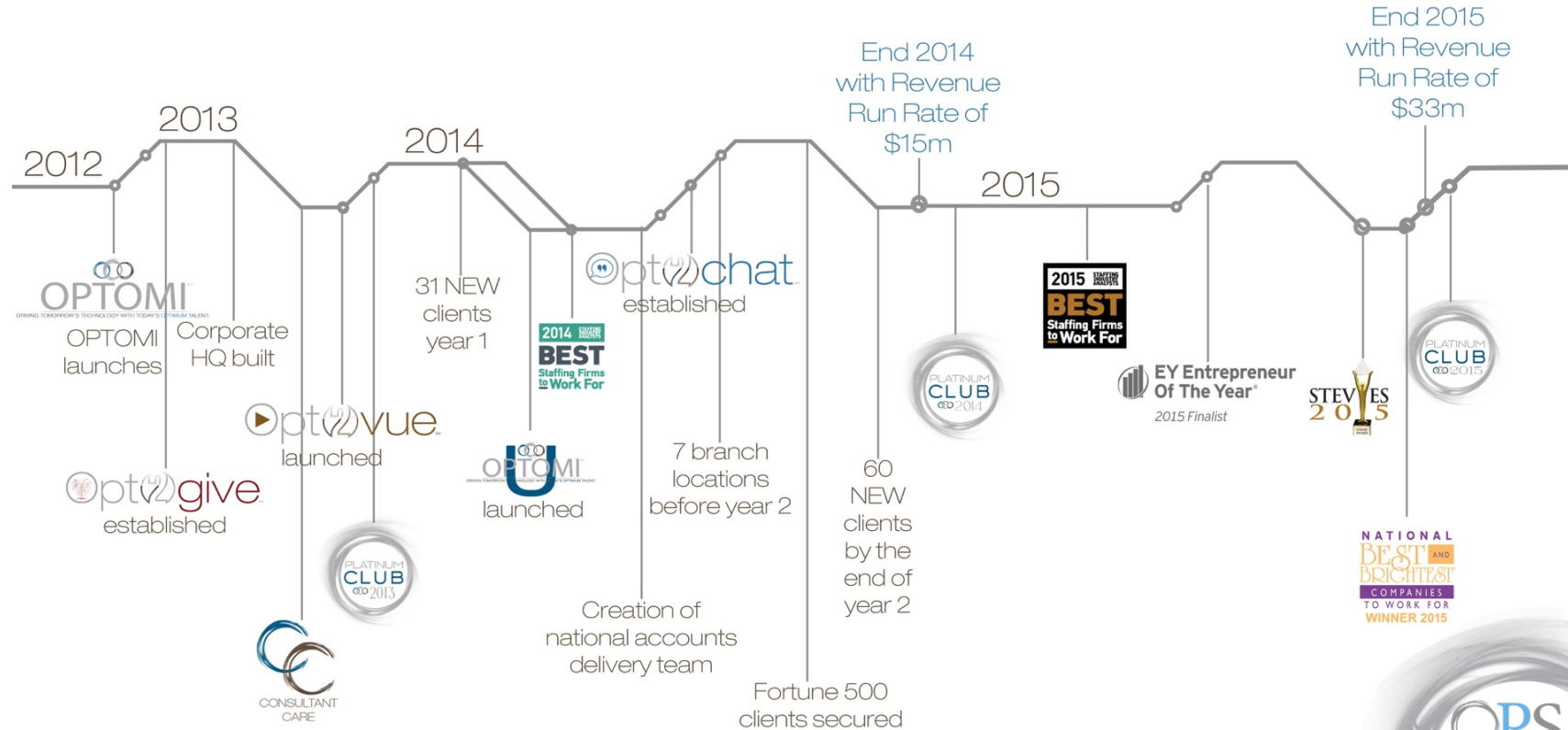
Optomi Professional Services is a collection of elite brands that advance technology while impacting kids, communities and generations to come. As we deliver our holistic solution to address the tech talent shortage, we fulfill our mission to provide meals for under-resourced children, create opportunities for families to thrive through the creation of technology careers and elevate entire communities as a result of the economic growth we enable. We are purpose-driven.



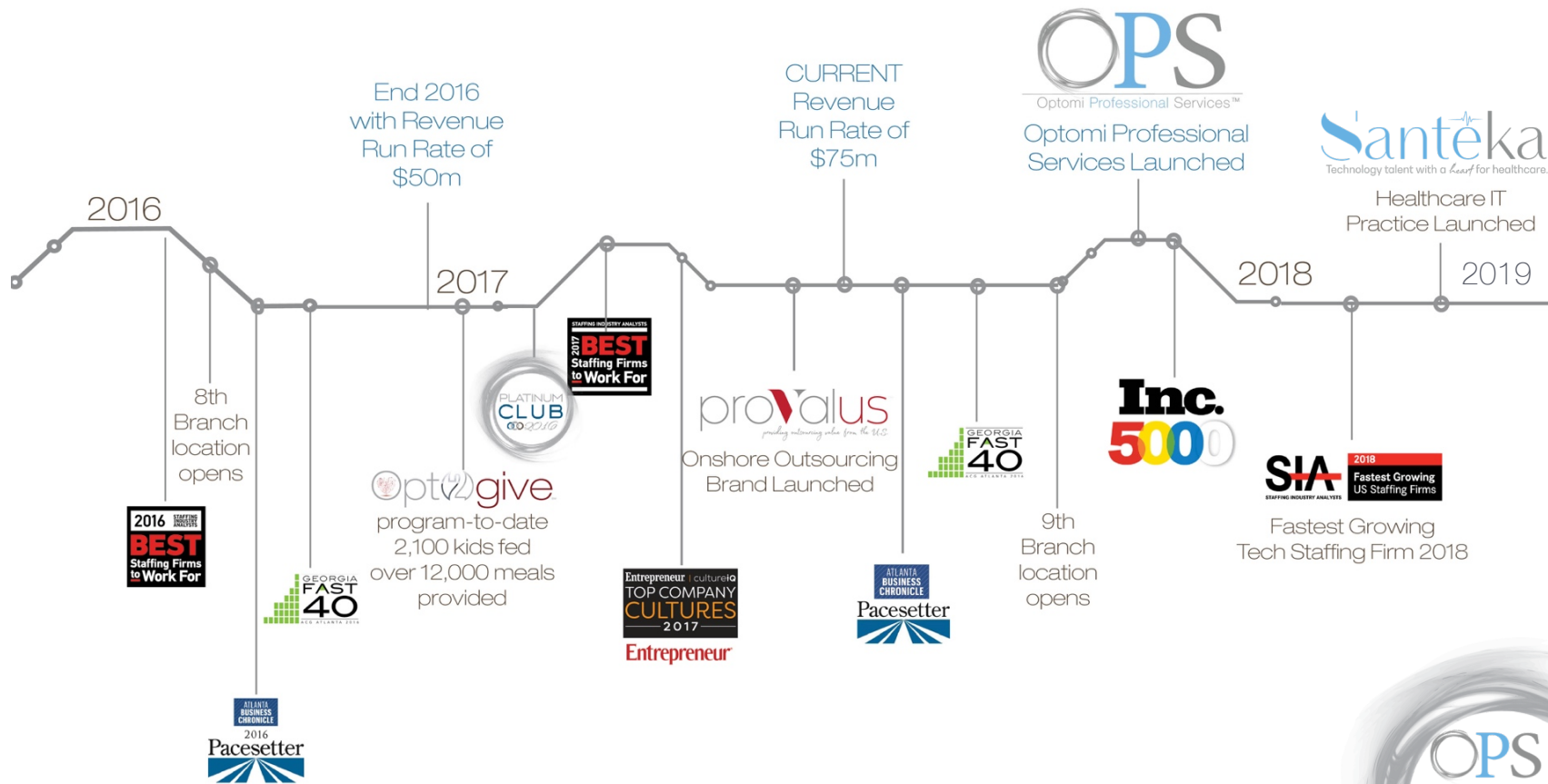
TECHNOLOGY TALENT
IMPACT OUTSOURCING
HEALTHCARE IT

OPS

Milestones



Milestones



Conversation points:

Optomi Professional Services

- a collection of three elite brands - connected by our core values - that are tackling the tech talent shortage in our country
- Ranked the Fastest Growing IT Staffing Firm by SIA in 2018
- As one of the top ranked companies by SIA and the fastest growing tech staffing firm in the country, we are able to attract and draw talent that other firms can't.
- Inc 5000 Fastest Growing Companies in the country the last 2 years
- We take a refreshing approach to identifying and creating the best technology talent to fuel successful business relationships

We are purpose-driven... providing meals for under-resourced children, creating opportunities for families to thrive through the creation of technology careers and elevating entire communities as a result of the economic growth we enable.

Conversation points:

Optomi

- First business practice of OPS that launched 7 years ago
- We identify & place mid to senior level IT talent
- Consulting, contract-to-hire and direct hire
- Key differentiator is our Opt2Vue video interviewing capability
- Our video technology – Opt2Vue – is dramatically changing the entire interview process. We don't just give a resume or submittal package, we provide a video interview of your candidate. It saves time (the industry estimates 50%) and allows managers to make better hiring decisions.
- Our consultant-centered process to recruiting - Over 20% of our consultants are referrals from other consultants.
- Quality & understanding client needs - Over 80% of the candidates that we present to our clients get interviewed.
- Care package program - When you work with us you make an impact. With every consultant we place, we feed a child for the weekend with 6 meals through a local school program.
- In every one of our 9 markets, we volunteer every quarter in our communities. Every November, we spend an entire workday serving in our communities through volunteer projects. Giving back and serving is woven into the fabric of our culture.

Conversation points:

Provalus

- Second business practice launched 18 months ago
- Rural Domestic Impact outsourcing to compete with traditional offshoring
- Cost effective team augmentation in the U.S.
- Mission-minded company with a focus of training and employing under-valued hard-working high-aptitude Americans and Veterans in our rural towns
- Through our Provalus brand we are helping to solve the technology talent shortage crisis here in America
- Support for ITO, BPO and Service Desk

Santéka

- Our newest business practice
- Supporting needs within the Healthcare IT space
- Where complex processes & industry knowledge are critical to success, we engage the expertise of our Santéka team

Conversation points:

Having an IMPACT:

- When you work with us you make an impact
- Our corporate goal is to provide you the talent that will help you define the technology of tomorrow while fulfilling our mission to make a meaningful impact in the lives of families all across the U.S.
- IMPACT through our Care Package Program
- IMPACT through Opt2Give initiatives (quarterly & annual Day of Serving)
- IMPACT through our Provalus which is providing opportunity & careers to under-employed in rural America
- IMPACT by enabling economic growth to transform entire communities

Sample LinkedIn Script



to client for Optomi:

Hi Bill, I wanted to send a quick note to say thanks for connecting with me.

PARAGRAPH #1

1) I see we are connecting through ABC and they are a client, friend, ex-coworker, etc.

2) I see we both attended EFG college and I get nostalgic about networking with Alumni.

If there's anyone in my network that you'd like to connect with, I'd be happy to make an introduction as I know the impact of networking.

I wanted to reach out because XYZ (see examples)

Sample LinkedIn Script



to client for Optomi:

PARAGRAPH #2

Optomi #1 – I am part of a unique tech talent company called Optomi Professional Services . We're a collection of three elite brands that are tackling the tech talent shortage in our country. We've seen the stats and we know 83% of executives like you are struggling to find high-quality talent. I'd love to get your perspective on the marketplace and what you're goals are for 2020.

Optomi #2

We keep seeing the statistics about the shortage of talent in the IT space which is why we are creating innovative alternatives to traditional talent and outsourcing models through Optomi Professional Services – Optomi tech talent + Provalus impact outsourcing + Santéka healthcare IT. I would love to hear where you think the landscape is headed and explore if we are aligned to bring you value.

Optomi #3

I see that both you and ABC company are heavily invested in the community and giving back. One of the missions of OPS is to have an impact in the lives of families and in our communities across the country. Everyone in our company volunteers as a team every quarter in their neighborhoods and - with every consultant we place - we feed a food insecure child, through our Provalus brand, we are uplifting rural communities.

I would love to grab some time on your calendar to see if there are any potential synergies or ways that might be able to make an impact together. Are you free next Tuesday?

Sample email Script



to client for Optomi:

SUBJECT: Let's make an impact on families, together!

Hi Bill, How about those Cubs! I noticed you're a Cubs fan from your LinkedIn. I'm from Chicago and get to as many games at Wrigley as I can.

If you're like 83% of tech leaders, you're feeling the pinch of a diminishing pool of technology talent here in the U.S. Which means you need a partner that is going to find you the very BEST for your projects. Our corporate goal is to provide you the talent that will help you define the technology of tomorrow while making an impact on families and communities all across the U.S.

OPS/Optomi Professional Services is a collection of three elite brands that are tackling the tech talent shortage in our country in unique ways. We have created innovative alternatives to stale traditional staffing and offshore outsourcing through Optomi, Provalus and our healthcare focused IT brand Santéka.

I'd love to hear more about your initiatives. Can we set up a time to talk next week?

P.S.

The best thing about working with us is our philosophy of serving. Through our three brands, we are able to give back to families and communities so we can make a impact in the world. OPS is genuinely PURPOSE-DRIVEN.

MARKETING MATERIALS

Use these as a leave-behind or a follow-up mailer communication.

- OPS postcard/graphic
- Optomi postcard/graphic
- Provalus postcard/graphic
- Santéka postcard/graphic

WEBSITES

All can be found in the MARKETING GUIDEBOOK

