

iO / BY REBEL HAIKU

A Talent Branding Program Launching April 2021



INSIDE OUT

If you lead or help run a high-growth company that requires top notch people, then chances you are ALWAYS worrying about...

Talent. Where to get it. How to keep it.

Call it “recruiting” call it “talent acquisition”- call it whatever you want but at the end of the day this is the REAL challenge of growing your business, especially if you’re in tech, cyber, government contracting, or professional services. In other words, if you don’t attract and retain top talent, you can only grow so far.

Yet why do so many leaders of small and midsize companies struggle to get it right when it comes to communicating their unique culture and differences to prospective hires?

It’s because they don’t know how to go inside out with their culture.

For example, tell me if any of these statements ring true with your leadership team:

- “We have a great culture but don’t know how to share it externally.”
- “We have awesome staff that love working here but we rarely get referrals.”
- “Employee engagement seems good but honestly, it’s just a hunch- we’re not really sure.”
- “We want to share more about our culture but neither HR, Marketing, nor leadership knows what to do.”



Imagine what it would be like to have a *turnkey recruiting brand that turns your organization’s culture “Inside Out” to attract, retain, and engage top talent.*

I’m Jon Barnes and for the last 10 years I’ve helped tons of companies go inside out with their culture. Today, I help tech, cyber, govcon, and growth-focused services companies go inside out with their culture so they can be confident in their total talent acquisition efforts and spend and find and keep the best people possible.

How does it work? It’s called *iO: Inside Out*.

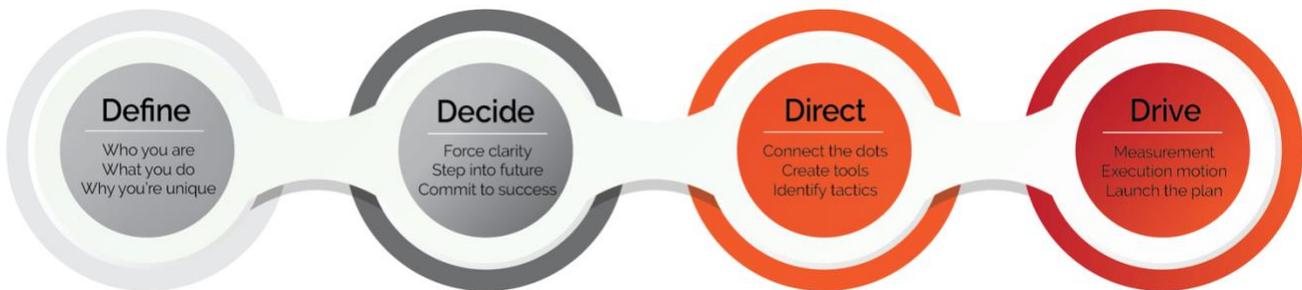
Keep reading if you think you’re ready.

This A-to-Z program moves you and your organization from guesses and hunches to measurable progress when it comes to going inside out with your culture and brand.

This is for CEOs, senior leadership, HR, marketing staff, and anyone in charge of people (finding them/keeping them) at your organization. It's a 6-week done-with-you program where we ALL dig in, have some fun, do the work, but really get laser focused on the cultural brand of your company. We'll go through the 4D process (see below) to move your talent brand from guesswork to measurement with a clear plan.



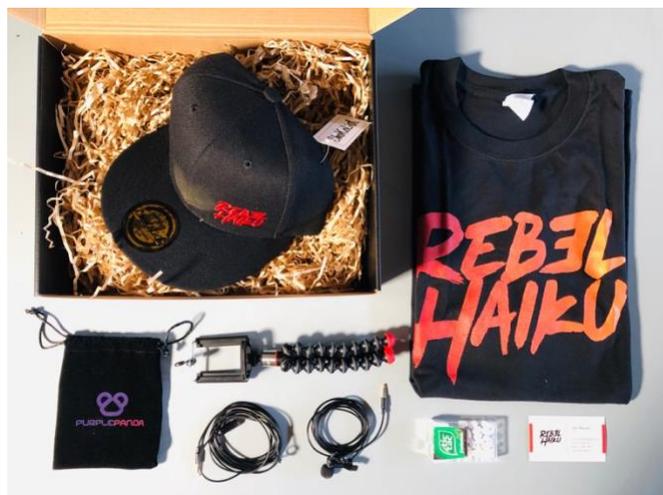
This all-virtual program starts April 2021. You'll have an initial 1:1 kickoff with me directly and then weekly group calls with everyone who is part of this iO cohort. These weekly 1-hour trainings will also come with work you'll need to do each week along with other stakeholders on your team (it'll be more fun than writing proposals, seriously).



The cost? \$7000 (up to 3 participants per organization, discounts available for single attendees)

Ready to roll? No need to fill out any forms, just send me an email at jon.barnes@rebelhaiku.com and let me know you're in.

PS: I'm also providing a TON of bonus goodies to program participants. This includes my top content creation templates, easy breezy blog starters, best stock and creative sites, list of free creative asset sources, gear buying list and access to my inner circle for whatever else you need beyond this program. And yes, I'll mail you a box of swag and some video gear.



BELIEVE.



"Jon did an awesome job with our team. Jon navigated our leadership super well, leading us through a detailed process which helped us define and beef up our personal brands, and then apply his guidelines, checklists, and processes toward building a comprehensive content plan for ourselves." - *Steve Smallman, CEO, Fifteen4*

"Jon has the ability to convince you that with energy and enthusiasm - once you set your mind to something, anything is possible, and he provides the tools to help create the strategy to get you there." - *Margaret Barry, Former Director of Brand Development and Merchandising, The Greene Turtle*



"Jon provided some of the most relevant tools and tactics to bringing our marketing strategy into better focus than I have found from anywhere else." - *Logan K. MacDonald, GSEC, Social Media Director, Cyber Watch Systems*

"Jon's deep knowledge and insightful advice for using LinkedIn has helped us deploy our content and execute our initial on-line marketing strategy. Having an experienced guide, concrete plan and detailed roadmap makes all the difference." - *Steve Pimpo, Principal, Greenhouse Consulting*



"Jon knows how to get content moving! From YouTube to SEO we've been able to splash gasoline on our marketing fire and tackle bigger and badder challenges than ever before. Get some of his brains!" - *Dave Lowe, CEO, isiFederal*