

# Duffy Group

RECRUITMENT REDEFINED.

2020  
MEDIA  
KIT

**Until 1991**, there was only one recruiting model, and it was based on only one variable: compensation. Today, that concept seems almost quaint. Of course, compensation is a key criterion, but there is so much more that goes into a perfect match between employer and candidate.

The “more” is the foundation of Duffy Group’s Recruitment Research model. Developed in 1991 and constantly evolving, it delivers real-world, actionable knowledge to employers and guides the Duffy Group to unearth hidden talent. Our approach, combined with a flexible pricing model that enables clients to pay only for services performed, is the core of the Duffy philosophy: to be a vigilant steward of clients’ recruiting dollars and serve as a virtual extension of the client’s team.

Our rigorous and comprehensive recruitment process is designed to both streamline the process and ensure the delivery of optimal candidates. The result? Searches that reveal interested, qualified candidates quickly and that save employers up to 50 percent on traditional recruiting fees.

Headquartered in Phoenix, Arizona, Duffy Group represents and recruits for national and international clients across a variety of industries. Its extensive global network allows Duffy Group to source candidates in the United States, Canada, Mexico, Central America, Europe and Asia.

## COMPANY OVERVIEW



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4727 E. Union Hills Drive, Suite 200 • Phoenix, AZ 85050 • 602.861.5840 • [www.duffygroup.com](http://www.duffygroup.com)  
Lisa Noble • (602) 317-1589 • [lisa@noble-media.com](mailto:lisa@noble-media.com)

**Becoming one of the most respected** recruiting firms in the country did not just happen. It was Kathleen Duffy's single-minded dedication to helping individuals find joy in their work that became her life mission. She, in fact, embodies her fundamental value: that people deserve to be enriched by the activity they focus at least 500,000 hours of their lives on.

She imparts the same strength of purpose to her entire staff, and the result is one of the strongest recruitment teams, from top to bottom, in the business. Her commitment to serving candidates and clients alike motivated Kathleen to develop the Recruitment Research model which enables the Duffy Group to harness marketplace intelligence, work as a discrete (and transparent) partner and deliver quality candidates with up to 50 percent savings over traditional recruitment fees. The ability to scale and customize processes to deliver an optimal outcome benefits both employers and job seekers.

Kathleen is a highly-regarded keynote speaker on recruiting techniques, processes, and entrepreneurship. Recently, she was selected as a 2019 Most Admired Leaders honoree by the Phoenix Business Journal. In 2018, Kathleen was honored for her leadership, community service, and dedication to mentorship by being awarded the ATHENA Business Woman of the Year Award in the private sector. Kathleen was also recognized by Arizona Society of Human Resource Management with the Al O'Connor Lifetime Achievement Award. In 2016, 2017, 2018, and 2019 Kathleen was an honoree of the Sun Devil 100 which celebrates the achievements of Arizona State alumni who own or lead businesses across the globe and exemplify the spirit of ASU as the New American University.

Kathleen serves as Co-Chair on 2020 Woman on Boards and is Co-Chair of the No Longer Homeless Capital Campaign Cabinet. A founding member of the Arizona Human Resource Executive Forum, Kathleen was Past Board Chair for the ASU Alumni Association. She served on the ASU Board of Trustees and Leadership Counsel. Kathleen is an active member of the Kappa Delta Advisory Board.

Kathleen earned a B.A. in Communications from Arizona State University.



**KATHLEEN  
DUFFY  
PRESIDENT**



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**Duffy Group, Inc.** is doing something very different in the recruiting arena. Employers think they are limited to a pricing model based on the candidate's compensation. Not so. Now companies have a recruiting resource that is scalable and cost-effective. Duffy Group's Recruitment Research model delivers both.

What is the competitive landscape? What do potential candidates think of your company/organization? Is local talent available or will we get stronger candidates if we search outside the region? CEOs, company leaders and HR managers depend on Duffy Group for ongoing analyses of market intelligence to answer questions like these.

Our Practice Leaders are the recruitment experts in their fields. They know the people, the companies, and their industries inside and out.

- Alternative/Renewable Energy
- Healthcare
- Financial Services
- Food Manufacturing
- Higher Education
- Human Resources
- Lean/Six Sigma
- Non Profit
- International
- Venture Capital/Private Equity



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**EXPERTISE**

## How is Recruitment Research different from retained or contingent search?

We conduct “real-time” sourcing by following the classic strategy of targeting companies and surfacing candidates by direct sourcing over the telephone. As an extension of your organization, we uncover quality candidates who are not visible in the industry. Our comprehensive process starts with in-depth Client Consultation/Intake Sessions which help us develop a targeted strategy to meet your project specifications. Then, our strategy is implemented which can include company identification, candidate identification, pitching and candidate assessment. The process is completed with full Research/Business Intelligence reporting and value-added back-end support components where needed.

## What are the deliverables?

We deliver candidates, not just resumes! We provide a slate of quality candidates that are pre-screened based on the criteria you set forth... PLUS a detailed report of business intelligence that has been gleaned from the marketplace. This report can be used for future recruiting as well.

## How does the Recruitment Research model integrate with my company’s internal recruiting team?

We offer an unbundled approach for you to select the service level that best fits your needs. For example, some clients require a full-scope, outsourced recruitment solution for large volume hiring projects. Other clients choose front-end name generation and candidate screening, whereby we submit a qualified candidate slate to your team for follow-up and manage the back end of the search process.

## Who will be managing and sourcing my research project?

Our research teams are led by our Practice Leaders who have extensive experience in sourcing and staffing. You will work directly with a designated Practice Leader who aligns internal resources based on your requirements.



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## FREQUENTLY ASKED QUESTIONS

## **What is your fee structure?**

We provide an array of attractive, cost-effective options for clients looking to fill critical openings around the world. The offering of unbundled search services using an hourly fee pricing model is a cost-effective alternative to traditional search fees.

## **In comparison, how cost effective is your research model?**

Compared to a 30-35% retained search fee or a 20-25% contingency fee, our recruiting solutions deliver a higher return on investment. Our average project costs save our clients up to 50% of traditional recruiting firms fees.

## **Are there any guarantees?**

We guarantee that we will speak with qualified individuals within targeted companies to present the opportunity, determine interest and gain competitive intelligence.

## **What types of positions are ideal for Duffy's recruiting services?**

Our Recruitment Research model can be replicated across most levels of an organization including front line/individual contributors up to and including C-level roles. We are successful with niche positions as well as high volume projects that involve multiple positions within one or more job category.

## **Do you have a defined geographical scope?**

We work with a variety of Fortune 1000 clients across the United States, Canada, Mexico, Central America, Europe and Asia. Although we are headquartered in Phoenix, Arizona, our team of seasoned recruiters live and work across the country.

## **Are there other research related services you provide in addition to recruiting?**

We transfer our proven research skills and conduct primary research for clients to uncover key business information in their respective markets.



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# **FREQUENTLY ASKED QUESTIONS**

## Duffy Group, Inc. Clients

*We spent time upfront with Duffy's Practice Leader to discuss the job description, role, organization, and what the person needed to accomplish strategically. The quality of candidates presented assured us Duffy understood the profile of the right candidate.*

*Duffy Group's research team knows how to find the people that we want to recruit. Their research expertise provides a comprehensive approach to the marketplace. We were presented a slate of candidates and together narrowed it down to a group of finalists. We were active in the process; controlling not only the activities of the search but also the cost.*

*Upon the completion of our searches, the Duffy Practice Leader sends over the cost analysis of the project. We have been floored by the savings!*

— **Matt Mcelrath, EdD**

*Chief Human Resources Officer, Keck Medical Center of USC*

*I was referred to Duffy Group by a couple key leaders in my organization. This was my first experience working with their business model and what surprised me was their speed orientation. They found highly qualified candidates quickly!*

*They follow a strong recruiting process and developed a talent bench that I could draw on for future recruiting; I wish I had known about this model sooner. It took nine months to fill five positions; the fee was 20-25% of the compensation per position.*

— **David Smith**

*General Manager, Pentair Ltd*

*I'm very impressed with how you have attacked a brand new industry! I think you'd probably say that the tricks of the trade apply wherever you are looking. We REALLY appreciate you and we consider you a huge asset. We'll want to work with you wherever we go...*

— **Confidential testimonial from the Private Equity industry**



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**WHAT  
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SAYING**

Duffy Group's model is truly collaborative. The Practice Leader spent the time getting to know our business and culture and as a result, we didn't get 'just candidates', we got 'great candidates' for our company. The candidates matched our job specification and qualifications – exactly what we asked for.

When working with other recruiting firms, blind resumes are sent and no pipeline of talent developed. The candidate data base and market intelligence the Practice Leaders shared was of great value. Not only did we get an overview of the pool of candidates, it ensured we were making decisions having the perspective of the marketplace at our finger tips.

— **Traci Blackstone**

Director of Human Resources, The Americas, Axway, Inc.

Duffy's process is unique from other recruiters in that they will go out and mine companies for us. They do a thorough intake upfront, asking the right questions about target companies and critical requirements for the position.

The quality of the candidate is spot-on. I love the executive summaries that accompany the resumes; it is evident the candidate has been thoroughly vetted out.

Duffy's pricing model is unique in that you pay upfront but it is far more cost effective than traditional recruiting firms who charge a percentage of the candidate's total compensation. For high-level roles, I am confident I'm making a good investment with my recruiting dollars by partnering with Duffy Group.

— **Vicki Brouillette**

HR Manager, Energy Infrastructure, FMC Technologies

Historically we have been able to find candidates on our own; working with Duffy Group was our first experience with a recruiting partner. We could not have found the quality of candidates without their assistance. What I found unique is how much work they do to find candidates. They research the industry and cold call candidates; they don't pull from a network of people looking to make a job change.

— **David J. Barazoto, CTS, DMC-D**

Sr. Vice President, Technology Providers Inc.



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