



dot connect
Vivid Vision 2024

Snapshot

It's **December 31st, 2024**, and DotConnect leads the conscious connector movement.

We change the way companies hire and bring forward a paradigm shift to transform the recruiting industry: From being reactive to intentional and chaotic to calm. *From being shitty to being fun.* **Hiring doesn't have to suck.** We shine a light on the necessary evil and bring out its bright side by fusing consciousness into organizations. **Less corporate, more conscious.**



Core Values



Mindfulness

We show up ready to collaborate with a mindful attitude, positive energy, and compassionate awareness of ourselves and others.



Willing To Help

We have the grit and self-determination to persevere when things aren't easy.



Driven By A Growth Mindset

We're hungry and eager to learn, so we stay coachable, curious, and never play defense.



Ownership + Delivery

We genuinely care about our work and the lives we touch, always hit goals, and deliver excellence.



Have Fun

We understand that regardless of what happens, it's all going to be okay, so we bring the fun and humor to every situation.



Culture

As conscious connectors, **we liberate corporate cultures from outdated, toxic mindsets.** But it's not enough to merely carry the torch and fan the flames of growth; we embody the change we wish to see. We show up with awareness and intention, seeing one another for the whole of who they truly are and emboldened by the confidence of being valued, appreciated, and cared for. **Because we know it's brutal out there, no one will ever feel like a lone wolf here.** *We start at the good part of everyone's career journey, where ego-centric division is rejected and inclusivity is restored.*

Our culture is heart-led and human-first. We're grounded in our authenticity and never project our emotions. We may change lives, but we don't save them. So we keep things lighthearted. Our warmth, approachability, and complete honesty set the tone for internal interactions just as much as external—and that's why candidates and clients can feel the Dot difference. **We always create environments for our team to connect,** from daily stand-ups to express gratitude and improv sessions to bond with clients to standard all-hands meetings, informal town halls, AMA's, and fireside chats. **Mistakes are coaching opportunities—we meet them with curiosity and love rather than defensiveness and closedness.** Questions are always welcome, and team members are encouraged to ask for help. Everyone is highly confident in their roles, taking leadership and ownership within their responsibilities but always remaining open to feedback.

Our culture runs on happy files. Slack channels light up with praise from clients and sharing the wins from major accomplishments while our monthly Get-Shit-Done award spotlights a new victor. **We speak everyone's love language.** Individual voice memos and handwritten notes express our appreciation for a team member going above and beyond, while weekly win waterfalls resound with our natural inclination to collectively cheer each other on. **We are the creators of our reality.** *A reality where wishes come true.* Each quarter, team members submit their wishes for a chance to have their aspirations fulfilled. If we hit major goals, we'll celebrate with a few Fridays off, and when we achieve a major milestone, our entire global team gets together to have some fun.

You are your own best investment. If team member's are passionate about an educational event or pursuing professional certifications, we will support them in their desire to reach new heights. Leaders and high-potential team members have access to group coaching programs to build a cohesive foundation of tools and values. **We always experiment with the evolution of growth and development.** Spiritual retreats are either team excursions or gifted to individuals who will benefit from the experience. And if we can't make it to the sacred soil, healers and guides come to us. Aveda, breathwork, and meditation practices led by local mindfulness teams are just as baked into our process as training programs, masterclasses, and opportunities for mentorship and mobility within our ecosystem.



Team

Dominique Farnan, Founder and CEO, is the visionary behind our mission. Primarily focused on thought leadership and teaching within the conscious connector space, she holds the torch for bringing consciousness to corporate, evangelizing the way we do our work, and creating possibilities for others to do the same.



Erica Downing, COO, is our integrator and mastermind behind the running of all operations. **Michael Grippo, Head of Growth**, fuels our forward expansion by overseeing all partnerships and client management. The **Client Engagement Lead Team** owns the health and happiness of client relationships by serving as their primary point of contact. Matt Bettes, **Portfolio Delivery Director**, oversees a team of **Delivery Leads** who manage recruiters and serve as guiding lights and beacons of deep recruiting expertise. They remain in the trenches while **Recruiters** serve on the frontlines.

Our off-shore **Sourcing Department** owns the top of the funnel, constantly pulling in talent and partnering with recruiters to uncover the best candidates while maintaining a pulse on

the market. The **Recruiting Coordination Department** acts as our candidate concierge and base of support for recruiters by scheduling and managing the candidate experience. The **Growth & Marketing Department** is the rocket fuel for amplifying our brand story and supporting our partners across the board. Our **HR & Legal Department** oversees strategic functions and back-end compliance while the **IT Department** ensures our systems, processes, and security enable us to thrive in our remote-work environment. The **Finance & Accounting Department** takes charge of our fiscal fitness and empowers us to make the best business decisions. Our **Training & Development Department** is dedicated to leveling up our talented team and nurturing future all-stars.

Core Business Activities

DotConnect is a boutique recruiting company that offers embedded, on-demand support. As talent advisors, we transform businesses based on the quality of people within them and support candidates in finding cultures that align with their values. *We help organizations build their dream teams and job seekers build their dream lives.* With our recommendations, clients are enlightened to new ways to improve their hiring process. Our RPO partnerships focus on long-term relationships that give us the time to truly showcase our value. Through recruiter and talent acquisition enablement, we reimagine what internal recruiting can look and feel like by keeping the hiring manager and candidate experience at the forefront of the process—making it a more high-touch consultation with the client. **We don't just fill jobs; we build companies and teams.** Globally, we lead the charge on upskilling recruiters, repurposing people skills, and early rotation career development for recent graduates and underrepresented groups with our **DotAccelerator**. Our **Work Within** mastermind

cascades the forthcoming positive change from the top, helping leaders develop their own inner work practice to create the high-performance culture they wish to see.

We leave an impression. Some like us right off the bat, and others eventually come around to our continuous positive feedback loop. **Because we're real.** When you work with DotConnect, people feel it. Most recruiters are transactional, but this business is all about the soft skills, from strategically navigating office politics to providing intentional career coaching and knowing how to repurpose someone's existing skill set. Humans are irrational. Understanding people dynamics requires both emotional intelligence and the emotional mastery to not get upended in the process. It's just like playing chess. As masters of the game, we invite you to bring us your longest laundry list of everything you thought couldn't be possible. **We make it possible for you.** We work with you to come up with a creative solution to your hardest problem that no one else will touch.

Offices

We are a remote organization that thrives in the **freedom and flexibility to create a day that's in service to our greatest joy.** But we also relish the chance to collaborate in person from time to time. **Team members are welcome to come as they are, show up in their own authenticity, and float in and out of our California offices as they please.** Our virtual meetings always kick off with a song and dance session, so it's only natural that our physical space reverberates with the same high-frequency enthusiasm. The airy, casual environment is continuously active, punctuated by the sound of our favorite playlist, keeping the positive energy going and flowing throughout the day.



Growth & Marketing

Our work with enterprise transformation clients gives us great fulfillment. It allows us to impact massive corporate ships, exponentially expanding our conscious connection ethos. The majority of our clients are either return clients or new business that results from the exceptional **word-of-mouth referrals of our long-term relationships**. We love working with people we have a history with and starting at a level of trust that's been carefully cultivated—but we also love a fresh challenge.

Our new website launch offers a more humanized approach to the industry, leveraging **email campaigns, blogs, and resource sections that support both talent and hiring managers**. Combined with our investment in social media content and PR campaigns, we meet more new clients and sink our teeth into the endless opportunities of jobs to fill, people to talk to, and different stories to hear that keep our work exciting.



Media & Awards

Dominique steadfastly evangelizes our conscious approach to corporate culture through **TED Talks, a book tour, podcast interviews, and various speaking engagements**. Her commitment to lead by example and ability to teach by pulling anecdotes, stories, and lessons from decades of experience magnetize media attention just as much as it does new clients and potential talent. **National publications light up with our success in conscious connection**, headlining our proven programs, standout processes, and the secret to our thriving remote-first, global culture.



Financials

This year we've doubled our year-over-year growth and deftly **exceeded \$30M in gross revenue with a profit margin over 40%.**



Giving Forward

As a female-led company, **helping women find and own their power makes our hearts sing.** Our non-profit foundation **supports victims of domestic violence and empowers women to achieve their own financial independence** with upskilling, training, and job sourcing. By helping them create their own portal to exit toxic, harmful situations, we can free mothers and their children from the continuous cycle of disempowerment and abuse.



Founder Feeling

DotConnect was named after my grandmother, and the more time I spend building this company, the more I realize that this is really her mission. She had a pretty hard life and never had an opportunity to work and create anything for herself. And that's a situation that many women find themselves in. **Our future is in service to creating opportunities for women and giving them opportunities to be financially independent, making their own money, and doing their own thing.**

This is my dream life, and living it is nothing short of surreal. I spent two decades living an unhealthy, workaholic lifestyle (if you can even call it a *lifestyle*) that cost me everything from relationships to the beginnings of motherhood. It wasn't until I surrendered to deep inner work that I realized I had it all wrong: **It's not just about accolades and validation, but personal relationships and inner peace.** You can be the best and still have balance. You can be in your consciousness and also be successful. *You can truly have it all.* I now choose to live my life as an example rather than a warning.

I sit in awe of the reality that I've created for myself and want my team to do the same—to **use their time with this company to expand in all areas of their lives.** I invite them all to level up with me as I ascend to my next level of potential, creating a world where people can be in harmony between their personal and professional lives. The difference is remarkable and resounding. Where I once felt like I was climbing up a mountain with heavy rocks strapped to my back, I now feel like the climb is weightless with hundreds of balloons rising all around me.

Recruiting can be a very cut-throat, high-stress, toxic job. *How do you stay centered, grounded, positive, and high-frequency when the industry doesn't match that?* By creating space for it and becoming the energetic match of all that you wish to see. **There's no work-life balance; it's all just life.** It's all connected because you're one human being. People's expectations have shifted, and they've shifted permanently. They don't want to put up with shit anymore, *and they don't have to.* They're taking their power back and coming into authentic alignment. **People are waking up; consciousness is waking up.** And we're spreading the word.

We are the creators of our own life.

If our vision calls to you, get curious and reach out to set up a time to talk. In our business, one conversation can change your life.