

Jenifer Lambert Responds to Jeff Skrentny



Hi, Jen Lambert here.

If you are unaware of the drama surrounding a blog post broadcast by Jeff Skrentny last week blasting me, NAPS and Danny Cahill while dragging Barb Bruno's good name into some imagined controversy, please feel free to disregard this email and go back to more productive work.

For those of you who read [Skrentny's post](#) in which he accuses me of "contemptuous mocking" of Barb Bruno, I need to clear the air.

My first thought was to ignore his rant and move on with my life. If he had just taken aim at me, I wouldn't have given it a second thought. He and I can have different opinions. I'm cool with that.

But he didn't just take a shot at me. Not only did he falsely claim that I was disparaging a woman whom I greatly admire, but he also accused NAPS and Danny Cahill of endorsing my "contemptuous mocking."

His evidence of my "mocking" is that in an email that was sent by NAPS and Danny Cahill inviting recruiters to attend my free webcast [Recruiter Revival](#), I said:

*"Have you been to a training recently and noticed, well, all the *B.S.* when it comes to selling from the desk and building a sustainable flow of revenue?"*

He asserts that my use of the term "B.S" could only be in reference to Barb Bruno because she publishes a newsletter called "No B.S." Wow! That's a leap.

Let me be as clear as I possibly can:

1. I have nothing but **admiration and respect for Barbara Bruno**. I consider her to be a luminary in our industry and I am grateful for her leadership and contributions to the recruiting profession.
2. NAPS is the voice of the profession and Danny Cahill is an icon in the industry. Neither Danny nor anyone at NAPS would have agreed to distribute content that they believed was in any way meant to harm, mock or diminish anyone who has made the level of contribution to this industry that Barb has.

So, what was I referring to when I mentioned "B.S." training?

- Any training that offers impractical, theory-of-the-moment content that is safely interesting but in no way helpful.
- Any training that is offered by a trainer who has been only marginally successful in the business and is more interested in creating a following than creating meaningful transformation.
- Any training that disrespects the audience by offering ideas that aren't field tested and proven effective.

If you have ever been the fortunate recipient of Barb Bruno's training, you know like I do, that none of those descriptors fit her or her work. There's a reason Barb calls her newsletter "No B.S."-she's not a B.S. trainer. She's the real deal! I look up to her and use her "No B.S." standard as a measure against which I evaluate my own work.

So, please forgive the interruption to your day. This so-called controversy is unnecessary drama. Let's all get back to something more productive like making placements and making a positive impact. For those of you signed up to attend my free webcast on January 14th, I look forward to seeing you there. If you haven't yet reserved your seat, you can do that at [Recruiter Revival](#). More than 1100 people have registered already and I want to make sure we reserve enough space.

Onward and upward,

Jen

Jen Lambert, CPC
Jenifer@ElevatePerformanceSystems.com