

**‘Hire By Design’ Hits #1 on Best Seller List in Six Categories  
on Amazon, same day it is released**

(Loveland, OH, USA, September 18, 2020) – Launched today on Amazon.com, *Hire By Design* has already become a best-selling book in six different categories: Organization Change, HR and Personnel Management, Knowledge Capital, Strategic Management, Total Quality Management and Management Skills.

“I was compelled to write this book because there is so much negativity from candidates related to the recruiting and hiring process. There are several areas that need to be fixed or enhanced,” said *Hire By Design* author, Jodi Brandstetter. “After learning about design thinking, I saw a way to create a unique and innovative solution to improve the process for candidates as well as hiring managers.”

Jodi Brandstetter has 20 years of talent acquisition experience and is certified through IDEO University in Design Thinking. Jodi is the CEO and founder of Lean Effective Talent Strategies which includes The Hiring Blueprint, a talent acquisition consulting firm, and Talent Acquisition Evolution, a community for recruiting professionals to connect, learn, and work together. She is passionate about talent acquisition and uses design thinking in creating selection and hiring processes focused on people and business. She Jodi lives outside of Cincinnati, OH with her husband and daughter.

*Hire By Design* describes design thinking and explains the different ways you can utilize design thinking in talent acquisition. The book covers the various aspects of the talent acquisition strategy and then provides examples of how to use design thinking in each area. Templates are provided which enables readers to implement design thinking into their business and hiring practices right away.

For questions, or to receive a review copy, contact:

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Books can be purchased on [Amazon.com](https://www.amazon.com)

**About Lean Effective Talent Strategies, LLC**

Lean Effective Talent Strategies, LLC (LETS) was founded in 2018 in Loveland, Ohio. LETS focuses on providing consulting, training and education around talent acquisition and design thinking. The Hiring Blueprint is the division that specializes in talent acquisition and design thinking consulting for small to midsize companies. Talent Acquisition Evolution is a community for talent acquisition and recruiting professionals to network, learn and work together.

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