

# Talent Sikat

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**From:** SINGER WILLIAM RICK (01452138)  
**Sent Date:** Monday, May 27, 2024 7:50 PM  
**To:** talent@thesikatagency.com  
**Subject:** THE QUESTIONS ASKED ANSWERS

QUESTION 3 -- Please add after Directors of Admissions, Academic Department Chairs and high ranking Collegiate Administrators. -- The rest is great - Oh there needs to be a comma between COO's and parents in the first line.

\*\*\*\*\* I am not afraid to tell people who I am and that I made a mistake, took full responsibility and want to share my expertise, passion and desire to help shape our next generations leaders by helping each find a college and career that is the "right choice" for each individual.

1. IDFS is different than The Key Worldwide because it is a For Profit entity and will not have a Non Profit attached like my past company and where I got in trouble - solely from my Non Profit. IDFS will Not play in the Grey Area like my Non profit did in the past. We will continue to utilize our deep relationships with the Decision Makers at Colleges and University's but will not stray from staying and living in Good Standing.

2. The Lessons I learned from my past experience is to Hire the Best and most knowledgeable attorney's to help me protect my business and decisions. In my past company both For and non Profit, I utilized MY Common Sense instead of acquiring the appropriate guidance in small and impactful decisions that effect others.

3. The important values I learned in my journey is to stay away from the Grey Area in College Admissions and Institutional Advancement (the colleges Fund Raising arm). If I am a little concerned that I am not traveling down the right side of the road then immediately get help and support from Legal Counsel.

4. I want to do the College and Career Life Coaching again because I LOVE IT! The energy and passion that exudes from me when I work with our future leaders and their families is like Rocket Fuel or in my case eating my favorite a piece of Chocolate Chip Cheese Cake - it is mouth watering. Additionally, why not go back to doing something that I am the Best at worldwide based on our successes in the past. When I receive calls, emails, texts, tik tok, instagram and facebook messages from my ex students and his or her family's I Beam with Fulfillment that is hard to get from anywhere else.

5. The Value proposition we provide to students and families is they will get the best sense of urgency and follow up, expertise focused on the Social, Cultural, Academic and Career strengths of All colleges and university's in the US and many, many abroad, the Deep relationship we build with each student and family to a point where we become a Family member after time and the connections with the Decision Makers at Colleges and University's.

6. To me Success is Peace of Mind - my personal mantra is Always Be the First Pick -- to be the First Pick I have to exceed the expectations of others.

7. Bike Road Racing, Lap and Open Water Swimming, Paddle Boarding, Traveling Worldwide and Reading are my passions. I try to do the first three every day no matter where I am in the world.

8. MORE TO COME