

## **AESC Americas Conference: *The New Rules*** **Small Firm Forum**

March 8<sup>th</sup>

The Harvard Club, New York City

8:00 am – 12:30 pm

8:00 – 9:00 am

### **Networking Breakfast**

An opportunity to meet with colleagues and view products and services integral to executive search

9:00 am – 12:30 pm

### **Small Firm Forum**

**Susan Chadick**, AESC Chair of The Small Firm Forum, will facilitate the session. You will be seated at a table with others that have a practice in your sector/function. The morning will be divided into four sessions

### **More At-Bats, More Home Runs: Growing Your Business in a Competitive Field**

No matter what the size, every search firm is facing the same dilemma: How to grow the business. **Tracey Riese**, President of T.G. Riese & Associates, a firm which provides branding, marketing and business development strategy for professional services firms, will provide a proven framework for getting onto the short list and winning the business. Tracey has worked extensively with executive search and strategic consulting firms. The Discussion will cover:

#### **The Field of Play**

Where new business comes from

Who the competition is

#### **Getting on the Short List**

How clients *really* make decisions

How to target the right clients

How to define your value propositions to appeal to clients' real motivations

#### **Winning the Pitch**

How the importance of decision factors shift over the course of the pitch

How to structure the story to create desire and trust

How to create chemistry in the room

### **What Is Happening in Your Market**

With colleagues at your table share your observations concerning

**What's new in your market?** Challenges, changes, opportunities, restructurings, mergers & acquisitions, downsizing, new players, new roles etc.

**2007 Forecast for search business** – Where do you expect it to come from? Where is business “on hold”?

**Client expectations and pressures** Contracts, timing, metrics, pushbacks, gate keepers etc. How are you managing client expectations? What are you doing to insure that your business model works in the face of client pushbacks?

**Candidates** Is there a talent shortage? If so, what are you doing differently to find the right talent? What is the general climate for change? Are candidates driving a hard bargain? Are they getting what they want? Under what circumstances are clients making concessions? How are work/life balance issues being addressed? How prevalent are counter-offers and how often are candidates accepting them?

**Challenges particular to your practice** What strategies are you putting in place to meet these challenges?

**Crystal Ball** What will your industry sector/functional market look like in 5 years? Ten years?

### **Compensation in Executive Search**

Most executive search firms spend between 50%-75% of their total operating cost on recruiter compensation. **Brad Smith**, COO of Kennedy Information Inc. will share findings from their recent report, *Compensation in Executive Search*. He will help you understand:

- **How compensation models are changing in the current environment**
- **Average and top quartile trends in compensation**
- **Ratios of base to bonus**
- **If your firm’s compensation practices are competitive with comparable firms**

### **What is Keeping you up at Night**

Ask your colleagues questions and share how you are meeting challenges

12:30 – 1:30 PM

### **Networking Lunch**

An opportunity to follow-up with colleagues on the morning’s discussion and a last look at our sponsors’ offerings