

# Certificate in Executive Research

## Foundation Course

### MODULE ONE

Introduction to Executive Search

### MODULE TWO

Starting Your Search and  
Establishing a Search Strategy

### MODULE THREE

Name Generation and Creating  
Your List

### MODULE FOUR

Initiating Outreach and Managing  
a Gatekeeper

### MODULE FIVE

Referral Sourcing

### MODULE SIX

Pitching Your Search

### MODULE SEVEN

Qualifying Candidates

### MODULE EIGHT

Presenting Your Candidates

### MODULE NINE

Due Diligence, Privacy, and Data  
Protection

## The Expert Forum

### DAY 1

### REFERRAL SOURCING

Starting a New Search &  
Creating an Acid Test

What is Referral Sourcing?

Finding Great Referral Sources

Making a Sourcing Call

*How do you handle specific sourcing scenarios?*

### DAY 2

### MANAGING A GATEKEEPER & PITCHING YOUR SEARCH

The Art of Persuasion in Speech

Managing a Gatekeeper

Pitching Your Search

*What is pitching?*

Crafting an Outreach Message

*How do you tell the story of your search?*

### DAY 3

### QUALIFYING A CANDIDATE

How to Qualify a Candidate

*Qualifying Questions*

*Assessing Interest*

Discussing Compensation

Managing Objections