AESC EDUCATION PROGRAMS

We Shape. Connect. Educate.
Our programs offer:

- New hire training
- Professional development
- Team development
- Interactive Q&A sessions
- Workshops
- E-mobile learning

join 240+ alumni firms

Who should enroll?

- All executive search professionals
- Corporate recruitment teams
- HR personnel

30+ topics that fit your career needs

AESC partners with leading institutions to offer cutting-edge educational content:
JOIN THE ESTEEMED ALUMNI OF AESC’S EDUCATION PROGRAMS

Abrahms Executive Search
Academic Search International
Accord Group/ AltoPartners
ACH Consultants
AIMS International
Alberta Corporate Human Resources
ALC Executive
Alder Koten
AltoPartners
Amrop
ANZ
AON Hewitt
Aplin Executive
AstraZeneca
Atkinson MacLeod
BAE
Bain & Company
Bank of America Merrill Lynch
Barracuda Search
Biesinger Management Consulting
Big Break Consulting
BluEra
BoardWalk Consulting
Booz Allen Hamilton
Borderless Executive Search
Boyden
Buffkin Baker
BuysideResources Inc.
CA Technologies
CapMan Consulting
Capstone Partnership
CareerSMITH
Carmichael Fisher
Carnelian Search
Carnovale Recruitment
Carrington & Carrington
Catalyst Advisors
Ceja Search
Cellence Plus
Cenera
CGI
Citigroup
Cognizant
Conners Consulting
Contevence
Cornerstone International Group
Cornerstone Search Group
Cox Communications
Crist | Kolder Associates
Crown & Marks
CT Partners
Curzon Partnership
David Aplin Group
Davidson Recruitment
Davies Park
De Sailly Search
Deloitte
Diversified Search
Drakely Strategies
Dr. Björn Johansson Associate
Dr. Pendi & Dr. Piszanger
ECS Partners International
EFL Associates
Egon Zehnder
EMA Partners Saudi Arabia
Engie Insight Services Inc.
Epsen Fuller/ IMD
Equation Partners/ AltoPartners
Eric Salmon & Partners
ERI
Ernst & Young
Eton Bridge Partners
Executive Access
Executive Source Partners
Experian
Expers
Expertus Solutio Group
Fesa Group
Fisher Leadership
Fitco - Consulting Pte Ltd
Fortune Hill Executive Search
Fourmi Formidable
GMPTalent International
Godlman Partners
Google
GOSECO International
Executive Search
Grant Thornton
Griffith Research
Hanover Search
Harvard Group International
Heidrick & Struggles
Hebling and Associates, Inc.
Henley Research International
Hess
Hightech Partners
Hill & Knowlton
Hobson Leavy
Hodges Partners
Hoeschmann & Company/ IIC Partners
Holborn Assets
Holtby Turner
HVS Executive Search
Ichor Leadership Search
ICICI
Ili PE International Executive Search
IMS Talent Ltd
InTell Executive Search
Invenias
Invesco TRANSEARCH
IRC
IRG Executive Search
Jackstone & Partners
Jebson & Jessen
Johnson Executive Search
Kaiser Permanent
Kaneko & Associates
Kast & Partners
Keep Steadfast
Kerridge & Partners
Kincannon & Reed
Konsul Personalberatung
Korn Ferry
Koya Leadership Partners
Krebs
L.E.K.
Laing O’Rourke
Leaders Trust/ AltoPartners
Lefebvre & Förtier
Lend Lease
Leonard Burgess
Lloyds Banking Group
Lock Search Group
Loftus Bradford Group
Lordstone Corporation
Lordstone Executive Search
Maes & Lunau
Mandrape
Mangaard & Partners/ Panorama Search
McIntyre Global Executive Search
Medix
Merc Partners
Mercer
Mercuri Urval
Metin Mitchell
Michael Berglund
Mixtec Group
Mphasis
Neumann International
NGS Global
North Search
Norton Rose Fulbright
NSC Norilo Strategy
Consultancy
OC Executive Search
Odgers Berndtson
Omera Partners
Osler, Hoskin, & Harcourt
Osler, Hoskin, & Harcourt
Osler, Hoskin, & Harcourt
Osler, Hoskin, & Harcourt
Oxford HR
Pacific Talent Partners
Parodi & Associates
Pearson Partners International
People First HR Services
Phoenix Executive
Piedmont Ltd.
Pinion Forrest & Madden
Preng & Associates
Progress Residential
Providence St. Joseph Health
Prudential
PW
Quinton Anthony
Qwazent Health Search Limited
Raines International
Rasd Executive Search
Rayson & Rush
Reed Hamilton
Research Direct International (ROI)
RGF Executive Search
RLC Recruitment/ Cornerstone International Group
Robert Half International
Rothley
Rothschild
RSR Partners
Saxon Bampflyde/ Panorama Search
Saxon Bampflyde
SCS Executive Research Consulting
Seba Search
Sheffield Search
Sidley Austin
Signium International
Silvester & Co
Six Recruitment
Slayton Search Partners
Sockwell Partners
Spencer Stuart
Stanton Chase
Steinbach & Partner
Stratos Executive Search
Sub Zero Group
Sullivan Search
Summit Search Group
Talengo
Teamppeople
The Bedford Consulting Group
The Executive Network
The Executive Source
The Ken Blanchard Companies
The Ropella Group
The RSA Group
The Talent Studios
TJP Executive Research
Towers Watson
TRANSEARCH
TriNet
TriVista Recruitment
Tuesday Consulting
Tyler & Company
UBS
UTMB Health/ The University of Texas Medical Branch
u&u
Ward Howell
Ward Howell International
Watson Advisors Inc.
Wavelength International
Weichert Workforce Mobility
WittKieffer
WPP
Write Research Company
Xerox
ZS Associates
READY TO TAKE YOUR CAREER TO THE NEXT LEVEL?

TABLE OF CONTENTS

ADVANCED CERTIFICATE IN EXECUTIVE TALENT ...................................................................................(page 5)
Designed in partnership with Cornell University’s ILR School, this comprehensive, interactive program provides a robust understanding of the landscape impacting executive talent today. The course examines the technological, sociodemographic and economic shifts shaping organizations and the world of work.
TAKE ME THERE >>

ADVANCED CERTIFICATE IN LEADERSHIP AND CULTURE ............................................................(page 5)
Designed in partnership with Cornell University's ILR School, this virtual program covers the critical and strategic lens to help shape solutions for executives and organizations today. Offering effective strategies and tactics, participants will leave being able to demonstrate bold leadership, take comprehensive action and foster an environment that both builds and sustains change.
TAKE ME THERE >>

CERTIFICATE IN EXECUTIVE RESEARCH (CER) ...........................................................................................(page 9)
AESC’s CER program is an essential credential for those looking to strengthen and more effectively implement their executive research and candidate development skills. A recognized qualification within the profession, this highly regarded program covers the complete executive research process from name generation through pitching and qualifying candidates.
TAKE ME THERE >>

CERTIFICATE IN CLIENT RELATIONSHIP DEVELOPMENT ............................................................(page 12)
This unique, mobile learning experience is based on the most extensive research ever done on the ingredients of long-term client relationships. It can help your client-facing professionals win new clients, grow existing relationships, and acquire the trusted advisor skills they need to earn a seat at the table.
TAKE ME THERE >>

EFFECTIVE INTERVIEWING ......................................................................................................................(page 15)
This course explores how professionals who make hiring decisions can utilize the techniques behind behavioral interviewing to culminate successful results and thus, better serve their clients.
TAKE ME THERE >>

CERTIFICADO EN DESARROLLO DE RELACIONES CON CLIENTES ...........................................................(page 17)
Esta experiencia de aprendizaje móvil única se basa en la investigación más extensa que se haya hecho sobre los ingredientes de las relaciones a largo plazo con los clientes. Puede ayudar a los profesionales de atención al cliente a ganar nuevos clientes, hacer crecer las relaciones existentes y adquirir las habilidades de asesor de confianza que necesitan para obtener un puesto en la mesa.
APRENDE MÁS >>
DIFFERENTIATE YOURSELF
Demonstrate to clients you have the tools and knowledge to serve as their trusted advisor for the long-term. Since 2012, AESC and Cornell University’s ILR School have offered the only program uniquely tailored to help executive talent consultants.

To meet the challenges of today’s rapidly changing business environment, AESC and Cornell now offer two advanced certificate programs for individuals that have a strong foundation in executive talent consulting. Each program offers a blend of academic and industry perspectives providing a comprehensive foundation of the frameworks and strategies that can be applied in your everyday practices.

ADVANCED CERTIFICATE IN EXECUTIVE TALENT

THE STATE OF OUR PROFESSION: EXECUTIVE TALENT
The executive search and leadership consulting profession strengthens leadership worldwide. Understand the importance of diverse talent and the impact leadership has on organizations. Weaving in research from clients and AESC members, Karen Greenbaum, AESC President and CEO, will present insights and lead a discussion about the state of the profession through the lens of executive talent.

THE FUTURE OF WORK & IMPLICATIONS FOR TALENT
A host of technological, sociodemographic, and economic shifts are shaping the future of work. These changes will have a significant impact on the way work is done in the future, the skills and capabilities required in the future workforce to meet these changing needs, and critical ways in which organizations must prepare for a new future. Explore key trends impacting the world of work - globalization, economic changes, demographics trends, technological impact, changing social contract, implication for talent. Understand how these changes are shaping the critical imperatives and skills that organizations are focusing on to prepare the workforce of tomorrow to enable resilient and sustainable growth.

TALENT & SUCCESSION STRATEGY
Understand the changing nature of work and associated talent implications (e.g., new models of work, critical skills and reskilling, agile teams, human-machine collaboration); availability of new technologies and data to guide talent strategy; new competencies and capabilities required to maintain agility amidst growing disruption. Gain an understanding of how firms manage their leadership pipeline, and how talent is being managed and developed globally and how that may affect their options in the talent marketplace.

INFLUENCING HIRING DECISIONS
Learn about new insights regarding how the composition of the candidate pool affect hiring decisions, as well as what these insights tell us about how we might help firms avoid bias (and increase diversity) in the hiring process; Learn about the documented costs and benefits associated with considering internal versus external candidates, and how to communicate those tradeoffs to hiring firms.

EXECUTIVE ASSESSMENTS
Advances in technology and increasing competition for talent are driving changes in assessment methods. Learn about the benefits and challenges of using artificial intelligence (AI) in assessments and how this information is being used to inform talent decisions. Learn how leading firms use talent assessments to create a more engaging candidate experience, target talent, and use the information to inform future staffing decisions, “talent audits” and succession planning. Popular assessment options will be discussed, to determine how they could be weighed by the client firm and how to interpret results fairly. Participants will share their experiences with using assessments.

COUNTERACTING BIAS
Inclusive climates impact social networks characteristics, which drive innovation and performance. Explore the dimensions of diversity that matter most in organizations and what gets in the way of inclusion. Recognize unconscious bias and how it affects the way that people perceive, evaluate, and react to others. Reflect upon these dynamics within your own work environment to role model and reinforce inclusive behaviors.

LEADING WITH COURAGE
Pressures to conform are powerful and can often keep us from speaking up or acting courageously. Understand what courage is and why it matters. Explore ways to think critically and act with courage by addressing and managing fear. Build empathy and skills for taking courageous action and learn techniques to use in your everyday practice that can be used to help you lead in a VUCA - volatility, uncertainty, complexity, and ambiguity - world.

APPLY NOW
Contact us at education@aesc.org
THE STATE OF OUR PROFESSION: LEADERSHIP AND CULTURE
The executive search and leadership consulting profession strengthens leadership worldwide. Understand the importance of diverse talent and the impact leadership has on organizations. Weaving in research from clients and AESC members, Karen Greenbaum, AESC President and CEO, will present insights and lead a discussion about the state of the executive search and leadership consulting profession through the lens of leadership and culture.

LEADING WITH AUTHENTICITY, INTEGRITY, AND ACCOUNTABILITY
Trust is an essential element in character and how you are perceived by others. The character dimensions authenticity, integrity, and accountability are intertwined with your ability to build trusting relationships. Discuss how to develop these character dimensions which will, in turn, help you build trusting relationships and become an effective leader. Learn tools to reflect on and develop your authenticity at work and how to communicate with integrity.

BUILDING INCLUSIVE CULTURES: HOW BOLD LEADERSHIP DRIVES SUSTAINABLE CHANGE
Building an inclusive organization begins in the C-Suite, and having a vision of change that values others for their diverse talents and contributions and requires decisively acting on the commitment to ensuring equality for all. But the notoriously ambiguous nature of organizational culture can create obstacles to necessary cultural evolution, resulting in frustratingly slow progress despite a growing awareness of the need to build inclusive organizational cultures. Making equality a reality must therefore be a priority: Committed culture makers need to demonstrate bold leadership, take comprehensive action, and foster an empowering environment that both builds and sustains change.

THE EVOLVING ESG LANDSCAPE
Understand the different protocols that are in place which govern the ESG environment. Examine some recent ESG failures, how culture affects risk-taking and can lead to ESG failures, and the fallout from them. Learn about firms with successful ESG practices and understand how they have structured their talent management practices, internal controls, whistleblower policies, and have set a good ‘tone at the top’.

CORPORATE GOVERNANCE
Corporate governance is central to good or bad outcomes related to ESG practices. Learn about the structures corporations use to oversee ESG and the composition of their Boards (their diversity not just in race or gender but also professional background). Examine how shareholder proxy votes exercised by institutional investors have influenced ESG practices. Explore how company culture affects risk-taking and can lead to ESG failures. Discuss how executive compensation plans that are beginning to incorporate ESG principles and targets for companies.

CRITICAL AND STRATEGIC THINKING
Learn how to make a convincing case by effectively engaging with the decision maker as a partner in the problem-solving. Begin by asking yourself: “What is the problem you and the decision maker are solving together?” Learn how to deeply analyze a problem and structure and prepare possible solutions and proposals. Confidently and convincingly defend your proposal by anticipating objections to and arguments against your solution.

NEGOATION AND INFLUENCE: ACHIEVING SUCCESSFUL OUTCOMES IN COMPLEX NEGOTIATIONS
Understand the power of negotiation preparation. Learn effective strategies and tactics for complex, multi-party negotiations to arrive at successful outcomes by understanding how to balance often competing goals with integrity and insight. Engage in exercises that will help you build valuable learning to apply in everyday practice.

APPLY NOW
Contact us at education@aesc.org
WHAT PAST PARTICIPANTS ARE SAYING

• “A unique opportunity to step out of the day to day cycle of consulting and to reflect on how our profession operates in the company of an immensely talented group of peers from around the world.”

• “I am much closer to my clients. I work hard to build strategic relationships with the board and executive team to understand their businesses and challenges. This has assisted me and my team to find the best possible talent to help achieve their future business objectives.”

• “Encourages seasoned consulting professionals to revisit their approaches to business development, client counseling, board development, and candidate assessment.”

• “The Cornell-AESC Advanced Certificate in Executive Search and Leadership Consulting program was a valuable part of my development as a search consultant and one that I would recommend to others in the field. The topics were both relevant and tangential to business issues that I regularly confront, and the instructors bring a good balance of real world experience and teaching capability to the program. Having a chance to interact with an engaged peer group that represented a broad spectrum of experiences and cultures was particularly valuable.”

FREQUENTLY ASKED QUESTIONS

DO I HAVE TO PARTICIPATE IN BOTH PROGRAMS?
As the content and lessons of each certificate complement each other, we strongly recommend participation in both programs for an optimal learning experience. However, dual participation is not required.

WHO WILL BE TEACHING THE COURSES?
ILR has one of the largest HR faculties in the world, with broad expertise that spans the human resources field. Course work will be taught by full-time faculty. Visit aesc.org/cornell for more faculty information.

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?
You must complete the program requirements in order to earn a certificate from AESC and Cornell ILR School.

HOW IS THE CONTENT DELIVERED?
Each program is delivered over four months enabling participants the ability to balance their studies and work commitments. Individual courses will be offered in an interactive platform allowing for chat and live discussions with faculty and peers. Participants should expect to spend 2-3 hours a month on self-study that will include readings and assignments. A reliable wired internet connection and a computer with speakers is required.

ARE THERE ANY ELIGIBILITY REQUIREMENTS?
Each program features interactive group discussions where participants will contribute insights based off their professional experiences. To ensure the quality of the cohort for group discussions, we recommend participants have a solid grasp of business concepts and a minimum of 5 years of professional experience working in executive search or leadership consulting; as an in-house talent acquisition specialist working on senior-level assignments; or as an individual with extensive industry experience. Individuals that work at a staffing agency or a firm that practices contingent search are ineligible to participate.

WHAT HAPPENS IF I’M UNABLE TO ATTEND A SESSION?
You should make every effort to attend the live virtual sessions since this is the best way to stay engaged and participate in the group discussions. However, in the event that you cannot attend due to a conflict, the sessions will be recorded, and you will have the ability to view them beginning a day after the live virtual event.

HOW MUCH INTERACTION WILL THERE BE WITH THE FACULTY & OTHER PARTICIPANTS?
During each class session you will have the opportunity to chat with faculty virtually and to interact with other participants. In addition to the live chat functionality you will also be asked to participate in online discussion forums. Throughout the program there will be other opportunities to work in groups and to collaborate with colleagues offline.

HOW DO I PARTICIPATE?
Both programs are for advanced participants that possess a strong foundation in executive talent consulting. If you’re interested in participating in both or a specific certificate, apply at aesc.org/cornell.

WHEN IS EACH PROGRAM AVAILABLE?
• The Advanced Certificate in Executive Talent will be offered September – December 2021.
• The Advanced Certificate in Leadership and Culture will be offered March – June 2022.
ADDITIONAL RESOURCES

Adding Value to Client Relationships & Your Career

AESC & Cornell Webinar

PRICING

EARN BOTH CERTIFICATES

<table>
<thead>
<tr>
<th></th>
<th>AESC Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>AESC Member</td>
<td>$7,500</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

EARN A SINGLE CERTIFICATE

<table>
<thead>
<tr>
<th></th>
<th>AESC Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>AESC Member</td>
<td>$4,000*</td>
<td>$5,000*</td>
</tr>
</tbody>
</table>

APPLY NOW

PRICING SPECIAL
*Single-certificate participants that successfully complete the Advanced Certificate in Executive Talent will be eligible to receive dual-certificate pricing upon registration for the 2022 program.

Contact us at education@aesc.org
EXCEL AND DIFFERENTIATE YOURSELF

AESC's Certificate in Executive Research program is an essential credential for those looking to strengthen and more effectively implement their executive research and candidate development skills.

The multi-format program offers an array of learning opportunities for participants and covers the fundamentals of executive research. From name generation to pitching to qualifying candidates, develop core skills that will enhance your ability to succeed.

ELIGIBILITY

This program is open to all individuals who work in the field of executive research. We strongly encourage those looking to develop their executive research and candidate development skills to pursue this program.

Collaborative discussions are an important component of the certificate program. To ensure the quality of each session, applicants must commit to active participation, including participating in role play-based interaction, and meet the minimum requirements:

- Be employed, or have been recently employed, as an executive researcher or associate.
- Be currently responsible for identifying and qualifying executive-level candidates.

EDUCATION THAT FITS YOUR LIFE

FOUNDATION COURSE
These virtual courses offer participants the opportunity to learn the curriculum at their own pace and at a time that works for their schedule.

EXPERT FORUM
Learn from an industry expert. Held throughout the year, this interactive forum, available both in-person and online, gives participants an opportunity to learn in a collaborative environment.

EXAM
Master the content to apply the learnings in your day-to-day activities.
1

FOUNDATION COURSE

COURSE TOPICS:

- Introduction to Executive Search
- Tools for Executive Researchers
- Effective Search Strategies
- Sourcing
- Interviewing and Qualifying Candidates
- Due Diligence and Legislative Issues

2

EXPERT FORUM

The interactive forums are 90-minutes sessions held over the course of 4 days. They are scheduled throughout the year to accommodate a global audience of participants.

View 2021 schedule >>

FORUM TOPICS:

- Getting Past the Gatekeeper and Pitching Your Search Effectively
- Sourcing Conversations
- Qualifying Candidates over the Phone and Talking about Compensation
- Overcoming Candidate Objections and Managing Candidate Interest

3

EXAM

A case study which involves making three role-play phone calls on the topics of sourcing, pitching, and qualifying.

CUSTOM SOLUTIONS FOR COMPANIES & INDIVIDUALS

Questions about customized solutions or want to learn which program best suits the professional development needs for you or your team?

Email education@aesc.org

APPLY NOW
WHAT AESC MEMBERS ARE SAYING

• “I thoroughly enjoyed the course, and would absolutely recommend it to anyone looking to develop their research/recruiting skills.” - Research Associate, Epsen Fuller, United States

• “Great opportunity to learn from experts about their personal best-practice experiences and sharing them with participants from all over the world with various different cultural backgrounds. The excellent structured program provides also extensive insights about the differences in cross-country approaches.” - Researcher, Steinbach & Partner, Germany

• “An excellent and most worthwhile tool for Research at all levels...Rachel Roche gave insight into all the problem areas that we confront almost on a daily basis...the solutions are never easy to define and Rachel’s understanding embraces them all clearly...instructively, an excellent and beneficial forum. Thank you for the opportunity.” - Associate, Maes & Lunau, Netherlands

• “Fosters self-examination; makes one think about best approaches to situations.” - Research Consultant, Russell Reynolds Associates, United States

• “It was a well presented, practical forum designed in such a way that allowed new ideas to be disseminated easily and clearly. The forum also provided an excellent gauge as to what we were doing right as a firm and what we could improve on.” - Business Manager, The Insight Group, Australia

ABOUT RACHEL ROCHE

Rachel Roche is the Founder and President of Smart Search, a consulting firm that specializes in the training and education of retained executive search professionals. She has more than 30 years of experience in retained search and has designed and delivered live, online and webinar training to AESC members all around the world for more than a decade.

FREQUENTLY ASKED QUESTIONS

WHAT ARE THE TECHNOLOGY REQUIREMENTS?

A reliable internet connection, a computer with audio jack, and headset with mic or phone are required.

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?

You must complete the program requirements in order to earn a certificate from AESC. AESC will visibly promote the value of the certification to its members and the client community.

WHAT IS THE TIME COMMITMENT?

The Expert Forums require your attendance for 90 minutes each over the course of 4 days. The Foundation Course can be done at your leisure and takes between 6-10 hours to complete.

If you are interested in opting for the in-person Certificate in Executive Research Workshop to earn the certificate in less time, please email education@aesc.org for more information.

WHAT IS THE COST OF THE COURSE PER PARTICIPANT?

For AESC Members: $849 USD

For Non-Members: $1,149 USD

*Group rates may apply

HOW LONG DOES IT TAKE TO GET CERTIFIED?

Most complete the certificate in as little as three weeks, but it is contingent upon the length of time you commit. You will have 1 year to fully complete the program.

WHAT HAPPENS IF I'M UNABLE TO ATTEND A SESSION?

You should make every effort to attend the live virtual sessions since this is the best way to stay engaged and participate in the group discussions, however in the event that you cannot attend due to a conflict, the sessions are offered regularly and you will be invited to attend the Expert Forum you missed at a later date.

APPLY NOW

Rachel Roche is the Founder and President of Smart Search, a consulting firm that specializes in the training and education of retained executive search professionals. She has more than 30 years of experience in retained search and has designed and delivered live, online and webinar training to AESC members all around the world for more than a decade.

FREQUENTLY ASKED QUESTIONS

WHAT ARE THE TECHNOLOGY REQUIREMENTS?

A reliable internet connection, a computer with audio jack, and headset with mic or phone are required.

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?

You must complete the program requirements in order to earn a certificate from AESC. AESC will visibly promote the value of the certification to its members and the client community.

WHAT IS THE TIME COMMITMENT?

The Expert Forums require your attendance for 90 minutes each over the course of 4 days. The Foundation Course can be done at your leisure and takes between 6-10 hours to complete.

If you are interested in opting for the in-person Certificate in Executive Research Workshop to earn the certificate in less time, please email education@aesc.org for more information.

APPLY NOW

Rachel Roche is the Founder and President of Smart Search, a consulting firm that specializes in the training and education of retained executive search professionals. She has more than 30 years of experience in retained search and has designed and delivered live, online and webinar training to AESC members all around the world for more than a decade.

FREQUENTLY ASKED QUESTIONS

WHAT ARE THE TECHNOLOGY REQUIREMENTS?

A reliable internet connection, a computer with audio jack, and headset with mic or phone are required.

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?

You must complete the program requirements in order to earn a certificate from AESC. AESC will visibly promote the value of the certification to its members and the client community.

WHAT IS THE TIME COMMITMENT?

The Expert Forums require your attendance for 90 minutes each over the course of 4 days. The Foundation Course can be done at your leisure and takes between 6-10 hours to complete.

If you are interested in opting for the in-person Certificate in Executive Research Workshop to earn the certificate in less time, please email education@aesc.org for more information.

APPLY NOW
Client relationships are more important than ever - but they’re also harder than ever to build and sustain. Client sophistication, increased competition, and the use of procurement mean there is a greater need than ever to improve client acquisition and client development skills. Trusted client relationships are one of the few remaining competitive advantages that cannot be rapidly imitated. For executive search and leadership consultants, there is a pressing need to differentiate themselves and demonstrate more value to their clients.

A PROVEN SOLUTION

Building Your Clients For Life is a proven eLearning system for developing and growing clients developed by Andrew Sobel, the leading authority on the strategies and skills required to build lifetime client loyalty. It builds new, powerful individual skills and organizational capabilities. Andrew’s books are considered the definitive guides to client development and include the international bestsellers Clients for Life and Power Questions. An AESC collaborator for over ten years, Andrew has consulted to many of the world’s leading executive search firms.

You will discover how to:

• Differentiate yourself in crowded markets
• Develop more sole-source business
• Use proactive agenda-setting and powerful inquiry to learn more about your client's needs than any of your competitors
• Build deep loyalty and become the provider of choice
• Move up and build C-suite relationships
• Broden key accounts and deliver the whole firm, not just the solution they are an expert in
• Stay in touch and add value—even when there is no business

Reimagining how you develop and sustain trusted client relationships.

ELIGIBILITY

Professionals from a broad range of client sales, development, relationship management, service, and support roles will benefit, including:

• Those who have recently joined our profession from industry and want to hit the ground running in terms of becoming a trusted client advisor
• Individuals who need to sharpen their skills and build client relationships that last
• Those who are beginning to develop client relationships and build on proven skills that will create a strong foundation for long lasting client relationships

To apply, please register online here.
LEARN ON-THE-GO, ANYWHERE

This elearning program can be done at your own pace in your home, office, or on-the-go.

Audio Lessons
These are the core of the program content. For each of the 26 Sessions (or Topics) in the course, there are around 3 short audio lessons—82 in total.
• 82 audio lessons covering 26 essential client development topics
• 5-9 minutes each
• Downloadable and used in iTunes or a similar audio player

Workbook
This is a comprehensive PDF that contains brief summaries of each session as well as the application worksheets.
• 168-pages

Videos
These are optional and complement the core audio program. Each video is around 4-5 minutes long, and provides a quick summary of the key ideas for each topic.
• 27 supplemental videos

Quizzes
After each lesson, we strongly recommend you complete a short quiz that consists of two multiple-choice questions.
• Short lesson quizzes to reinforce learning and track progress

Post-course Measures of Confidence
Session 27 contains a confidence assessment, which will help us assess the impact of the program.

Expert Forum: Q&A Forum with Andrew
Each participant is eligible to participate in a live coaching teleconference with program author, Andrew Sobel.

MASTER 7 CRITICAL CHALLENGES TO BECOMING A TRUSTED ADVISOR TO CLIENTS

You’ll learn the skills that will help you acquire more new clients and grow your existing relationships in short, to build your clients for life. The program utilizes four powerful methods to maximize learning. It employs a unique delivery process that harnesses internal champions and peer accountability groups.

The course offers a total of 16 hours of learning for each participant. It is built around 82 short, digestible audio lessons and 27 HD videos that provide leading-edge strategies and tactics for excelling in seven areas:

Develop Core Trusted Advisor Skills
Cultivate Advanced Trusted Advisor Skills
Build a Powerful Network
Turn Prospects into Clients
Grow Your Client Relationships
Multiply and Expand Your Relationships
Solve Common, Tough Relationship Challenges

To apply, please register online here.
WHAT OTHERS ARE SAYING ABOUT THE PROGRAM

We participated as part of a company-wide training program for all of our client partners and consultants as a key learning and development initiative.

Andrew demystifies client acquisition and relationships for professional services firms, quite brilliantly. It will put a new consultant on the right track at the outset. This course should be required for every consultant to do once.

Our experience was very positive. The program applies a common-sense approach, structured in a 2x2 matrix. We liked the flow of the topics, and the useful frameworks that are suggested.

Those consultants who have been trained in this program will have developed better listening skills and will be more empathetic. They will also be perceived as delivering a benefit with each interaction and hence stand out in the eyes of the client.

- Dinesh Mirchandani, Managing Director, Boyden - Mumbai and AESC Board of Directors, Secretary Treasurer

FREQUENTLY ASKED QUESTIONS

HOW LONG DOES IT TAKE?

Most complete the certificate in as little as three weeks, but depends on the time you are able to put to it. The course offers a total of 16 hours of total learning for each participant.

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?

You must complete the program requirements in order to earn a certificate from AESC. The AESC will visibly promote the value of the certificate to its members and the client community.

WHO CAN I CONTACT WITH MORE QUESTIONS?

Email education@aesc.org or phone our office at +1 212 398 9556.

HOW MUCH DOES THE PROGRAM COST?

$649 USD for AESC Members
$795 USD for Non-Members

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?

You must complete the program requirements in order to earn a certificate from AESC. The AESC will visibly promote the value of the certificate to its members and the client community.

PROGRAM FACILITATOR

Andrew Sobel is the leading authority on the strategies and skills required to build clients for life. He is the most widely published author in the world on this topic, having written eight acclaimed, bestselling books on developing enduring business relationships. His books have sold over 250,000 copies and been translated into 21 languages.

Andrew’s programs have been delivered in 52 countries for many of the world’s most successful companies. These include public corporations such as Citibank, Cognizant, Experian, UBS, and Lloyds Banking Group as well as private firms such as PwC, Booz Allen Hamilton, Bain & Company, Grant Thornton, Deloitte, Spencer Stuart, and Norton Rose Fulbright.

To apply, please register online here.
LEARN INTERVIEWING SKILLS FOR THE REST OF YOUR CAREER

Selecting the right people is one of the most important decisions you'll ever make.

This course explores how professionals who make hiring decisions can utilize the techniques behind behavioral interviewing to culminate successful results and thus, better serve their clients.

By evaluating a candidate’s past and present behavior through competency-based behavioral interviewing, future on-the-job performance can be predicted.

A PROVEN SOLUTION

Who is Interview Edge?
An early pioneer in behavioral interviewing training, Interview EDGE® works across the country and internationally with start-ups to Fortune 500 companies within a wide range of industries. Behavioral interviewing assesses candidates not only through their competencies related to education, knowledge, and experience, but also in key relation to behavioral attributes that are essential for success in a specific job. Interview EDGE® has provided training and coaching based on a proven and effective model to support overloaded administrators for over 430 companies in over 25 countries.

You will discover how to:

• Define jobs in behavioral terms
• Examine 3 key performance areas not found on any resume
• Strengthen your team interviews
• Apply the Interview Funnel™ questions to drill down and clearly identify competencies
• Determine the candidate’s fit with your company’s or client’s values and culture
• Keep your interviews legal
• Make solid hiring decisions based on documented competencies

ELIGIBILITY

This certificate is open to all individuals and is ideal for:

• Individuals looking to learn and reinforce the key interviewing skills you need to make competent hiring decisions for your client
• Individuals that have come from industry and need assistance with basic interview skills or need a refresher

For more information or to apply, please visit register online here.
BEFORE, DURING & AFTER THE INTERVIEW

Step-by-step guidance for before, during, and after the interview:

**Before:**
How to prepare for an interview and the importance of using behavioral competencies

**During:**
How to utilize the 'Interview Funnel' Model to its fullest potential

**After:**
How to move from the interviewing phase to making a hiring decision phase

Which program is right for me? Interview Edge or AESC Certificate in Executive Research?

Researchers who seek a comprehensive industry credential that strengthen and more effectively implement core executive research skills are advised to participate in AESC Certificate in Executive Research program. This course will cover the fundamentals and building blocks of executive research from name generation to pitching to qualifying candidates.

Individuals who seek further training or a refresher course on foundational interview skills are advised to participate in Interview Edge course.

WHY PURSUE THIS PROGRAM?

**CONVENIENCE**
Learn interview skills when you want and at your own pace

**MULTIMEDIA**
Engaging audio narration and video exercises

**EXAMPLES**
Real world case studies to clearly demonstrate what is taught

**REINFORCEMENT**
Interview tools to continually apply what you learn after the training

**ACCOUNTABILITY**
A completion certificate and final score is generated upon completion of the exercises and a final quiz

FREQUENTLY ASKED QUESTIONS

**WHAT IS THE TIME COMMITMENT?**
The course will take 2 hours to complete. Once you start the eLearning course, you have 7 days to complete it. If you do not complete in 7 days you may request a 7 day extension. You also have 1 year access to the HirePath Tools and Refresher.

**HOW MUCH DOES THE PROGRAM COST?**
$250 USD for AESC Members at an exclusive rate
$290 USD for Non-Members to access the full program
Custom pricing available upon request.

**WHO CAN I CONTACT WITH MORE QUESTIONS?**
Email education@aesc.org or phone our office at +1 212 398 9556.

**WHAT TYPE OF CREDENTIAL WILL I RECEIVE?**
You will receive your generated certificate upon completion of the program requirements, including a final quiz.

To apply, please register online here.
CÓMO CONSEGUIR CLIENTES DE POR VIDA COMO UN CONSEJERO CONFINABLE

Lecciones de Audio
82 clases en audio que cubren 26 temas esenciales del desarrollo de clientes.

Libro de Actividades
Libro de actividades de 178 páginas con resúmenes de las clases y ejercicios para aplicar las estrategias a sus propias relaciones con clientes.

Videos
27 vídeos complementarios que entregan un resumen conciso y completo de los temas que se cubren en profundidad en las clases en audio.

Pruebas
Pruebas breves sobre cada clase para reforzar el aprendizaje y llevar registro del progreso

Foro de Expertos: Preguntas & Repuestas con Andrew Sobel

ELEGIBILIDAD
Se beneficiarán los profesionales de una amplia gama de ventas de clientes, desarrollo, gestión de relaciones, servicio y roles de soporte. Incluso:

- Aquellos que recientemente se han unido a nuestra profesión de la industria y desean comenzar a trabajar en términos de convertirse en un asesor de clientes de confianza
- Individuos que necesitan mejorar sus habilidades y construir relaciones con los clientes que duren
- Aquellos que están comenzando a desarrollar relaciones con los clientes y desarrollar habilidades probadas que crearán una base sólida para relaciones duraderas con los clientes

Para aplicar, por favor regístrese en línea aquí.
¿QUÉ TIPO DE CREDENCIAL RECIBIRÉ?
Debe completar los requisitos del programa para obtener un certificado de AESC. El AESC promoverá visiblemente el valor del certificado entre sus miembros y la comunidad del cliente.

¿CUÁNTO TIEMPO?
20 horas de aprendizaje individual (30 horas si se utilizan grupos pequeños)

¿A QUIÉN PUEDO CONTACTAR?
Enviar un correo electrónico a education@aesc.org o llame a nuestra oficina al +1 212 398 9556.

¿CUÁNTO CUESTA EL PROGRAMA?
Miembros de AESC: $649 dólares estadounidenses
No Miembros: $795 dólares estadounidenses

FACILITADOR DEL PROGRAMA
Andrew Sobel es la autoridad líder en estrategias y habilidades necesarias para conseguir la lealtad del cliente de por vida y desarrollar relaciones comerciales confiables. Él es el autor más publicado en el mundo en este tema, y ha escrito ocho aclamados libros superventas sobre relaciones con clientes. Sus libros han sido traducidos a más de 20 idiomas.

Sus estrategias de Desarrollo de relaciones han sido aprendidas por más de 50,000 profesionales en 53 países, a quines ha ayudado a conseguir nuevos clientes y a desarrollar considerablemente sus relaciones actuales. Además, cuenta entre sus más de 100 clientes líderes a nivel mundial a PwC, Citibank, Booz Allen Hamilton, Bain & Company, Grant Thornton, Deloitte, Spencer Stuart y Norton Rose Fulbright entre otros.