



MELBOURNE 2019

EXECUTIVE RESEARCH WORKSHOP

An immersive experience towards an
industry credential

21 NOVEMBER, 2019
10:00 AM - 05:00 PM

Bringing executive research training to a city near you!
*Today's event allows you to receive step-by-step guidance while
exchanging best practices with fellow search professionals.*

A live face-to-face Expert Forum series as part of our Certificate in Executive Research (CER) course. This is a comprehensive opportunity to develop core skills that will enhance your ability to succeed and become AESC certified in a shortened span of time.

EXECUTIVE RESEARCH WORKSHOP

Rachel Roche, Founder & President of Smart Search, will lead the event in building core executive research skills.



CERTIFICATE IN EXECUTIVE RESEARCH

Essential credential in the field or executive research

From name generation to pitching to qualifying candidates, the course covers the fundamentals of executive research. Completion of the course yields an industry-recognized credential. The program is divided into three parts:

1. Foundation Course,
2. Expert Series,
3. Examination.

FOUNDATION COURSE

The Foundation Course provides a comprehensive understanding of the profession.

Topics will cover the history of executive search, a constructed kit of tools and strategies, and due diligence and legislative issues pertinent to the role.

*The Foundation Course must be completed before attending the Workshop.

1

EXPERT TRAINING

Industry expert, Rachel Roche, who has 30+ years of experience in retained search, will deliver a unique experience with live guided direction and direct face-to-face feedback as researchers partake in role-play scenarios addressing challenges that they face on a daily basis.

Learn in a collaborative environment while obtaining key insights and exchanging best practices with fellow peers.

2

EXAMINATION

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

Su Jin You, the Education & Outreach Coordinator, will be in contact with the results of your Foundation Course review. Should you receive a passing grade of 70% or above, you will be scheduled for the final examination,

3

WORKSHOP TOPICS

01 GETTING PAST THE GATEKEEPER AND PITCHING YOUR SEARCH EFFECTIVELY

Overcoming barriers of communication and comprehensively framing the pitching call

02 SOURCING CONVERSATIONS

Mastering the 'sourcing first' strategy

03 QUALIFYING CANDIDATES OVER THE PHONE AND TALKING ABOUT COMPENSATION

Organizing and controlling the qualifying call while quantifying what you hear

04 OVERCOMING CANDIDATE OBJECTIONS AND MANAGING CANDIDATE INTEREST

Uncovering the real candidate objection and maintaining candidate interest every step of the search process

A networking lunch will be served at noon with networking breaks throughout the day.

*For inquiries about next steps and the program, please contact
Su Jin You at syou@aesc.org.*

TESTIMONIAL NO.2

"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

TESTIMONIAL NO.1

"Wonderfully thoughtful, clear, and encouraging presentation." - Research Associate, Janet Wright & Associates, Canada

TESTIMONIAL NO.3

"The course provided an excellent opportunity to learn from industry experts, gain practical insights, and exchange knowledge with an exceptional cohort of fellow researchers around the world." -Senior Research Associate, Stanton Chase

TESTIMONIAL NO.4

"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

TESTIMONIAL NO.5

"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

TESTIMONIAL NO.6

"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