AESC EDUCATION PROGRAMS
We Shape. Connect. Educate.
Since 1959, AESC has set the standard for quality and ethics in executive search and leadership consulting across the globe. We strongly believe in investing in the future of the profession and our educational programs are designed to elevate professional standards.

AESC offers both online and in-person programs for those looking to advance their skills—at any stage in their career—in executive search, executive research, leadership consulting and client relationship management. Ensure you deliver long-term value for clients and your own organization. AESC educational programs are available for AESC members, nonmembers, and corporate recruitment teams.

We Shape. Connect. Educate.
Our programs offer:

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

join 215+ 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

Abrahams Executive Search
Academic Search International
Accord Group/ AltoPartners
ACH Consultants
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
CareersMTH
Carmichael Fisher
Carnovale Recruitment
Carrington & Carrington
Catalyst Advisors
Cejka Search
Cellence Plus
Cenera
CGI
Citigroup
Cognizant
Conners Consulting
Conteneva
Cornerstone International Group
Cornerstone Search Group
Cox Communications
Crown & Marks
CT Partners
Curzon Partnership
David Aplin Group
Davidson Recruitment
Davies Park
De Saille Search
Deloitte
Diversified Search
Drakely Strategies
Dr. Bjørn Johansson Associate
Dr. Pendi & Dr. Piszwanger
ECS Partners International
EFL Associates
Egon Zehnder
EMA Partners Saudi Arabia
Engie Insight Services Inc.
Epsen Fuller/ IMD
Equation Partners/ AltoPartners
Eric Salmon & Partners
ERM
Ernst & Young
Executive Access
Executive Source Partners
Experian
Experis
Expertus Solutio Group
Fesa Group
Fisher Leadership
Fitco - Consulting Pte Ltd
Fortune Hill Executive Search
Fourni Formidable
GMPTalent International
Godliman Partners
Google
GOSECO International
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
Holby Turner
HVS Executive Search
Ichor Leadership Search
iCICI
II 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 Permanente
Kaneko & Associates
Kast & Partners
Kerridge & Partners
Kincannon & Reed
Konsul Personalberatung
Korn Ferry
Krebs
L.E.K.
Laing O’Rourke
Leaders Trust/ AltoPartners
Lefebvre & Fortier
Lend Lease
Leonard Burgess
Lloyds Banking Group
Lock Search Group
Loftus Bradford Group
Lordstone Corporation
Lordstone Executive Search
Maes & Lunau
Mandrape
Mangoard & 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
Osse & Osse
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
PwC
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
Rothley
Rothschild
RSR Partners
Saxton Bampflyde/ Panorama Search
Saxton 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
Talago
Teampeople
The Bedford Consulting Group
The Executive Network
The Executive Source
The Ken Blanchard Companies
The Koppel 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
Utah Death
Ward Howell
Ward Howell International
Watson Advisors Inc.
Wavelength International
Weatherford 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 CONSULTING ................................................ (page 6)
In partnership with Cornell University’s ILR School, this comprehensive MBA-level certificate program is for those who have a desire to raise their game in the marketplace. The rigorous curriculum provides participants with the knowledge and frameworks to achieve success in today’s complex business climate.

TAKE ME THERE >>

CERTIFICATE IN EXECUTIVE RESEARCH (CER) ................................................................. (page 10)
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 13)
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 16)
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 18)
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 >>
**INCREASE YOUR IMPACT**

This MBA-level virtual certificate program takes participants through a rigorous learning experience by applying cutting edge theory and industry best practices to their client assignments. In partnership with Cornell University’s ILR School, the certificate program takes an integrated approach to teaching and will include virtual lectures, interactive learning, group activities and case studies.

The program is designed for professionals looking to further develop their skills and leverage their expertise to add greater value to their clients, firm and career.

You’ll find in this brochure information about the course, testimonials, frequently asked questions, and details on enrollment.

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**ELIGIBILITY**

We strongly encourage those looking to advance in the in executive search and leadership advisory profession, sharpen their consulting skills to better leverage their industry expertise, or better understand the tools and frameworks in executive-level talent pursue this certificate.

This certificate is open to individuals working at a retained executive search firm or are part of an internal talent acquisition team that works on senior-level assignments. Individuals who work at a staffing agency or a firm that practices contingent search are ineligible to participate.

Collaborative discussions are an important component of the certificate program and to ensure the quality of each session, applicants must have a solid foundation in retained executive search.

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GET STARTED Contact us at education@aesc.org
ENTER INTO A TRULY GLOBAL CLASSROOM

THE CHANGING ROLE OF EXECUTIVE SEARCH
Explore the changing landscape of executive search through the lens of the client relationship. Review how each stage of client engagement is being affected by technology, competitors, and changing client and candidate expectations.

TALENT MANAGEMENT & SUCCESSION STRATEGY
Gain an understanding of how a firm manages its leadership pipeline, and how talent is being managed and developed globally, in order to be able to quickly understand the primary approach a company has adopted, and how that may affect their options in the talent marketplace.

EXECUTIVE ASSESSMENTS AND SELECTION
Learn how executive assessment is typically used in leading firms, how those evaluations affect career progression, and pitfalls to avoid. 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.

NEGOTIATION TOOLS AND TECHNIQUES
Learn leading frameworks and practices 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 yield valuable learning to apply in everyday practice.

INCLUSION AND DIVERSITY
Consultants will share perspectives on diversity and inclusion and study examples of how leading organizations have made the shift to inclusion at organizational, managerial, and work group levels in an effort to fully engage employees, partners and customers to be more competitive globally.

EXECUTIVE COMPENSATION & TOTAL REWARDS
Learn key considerations pertaining to total rewards, and a framework to understand an executive compensation package, negotiating points, and opportunities to analyze marketplace alternatives.

EARNING CLIENTS FOR LIFE AS A TRUSTED ADVISOR
Gain insights to the trust-building behaviors that foster deep personal engagement between the consultant and the client by developing an empathetic understanding of the client’s interests and how to serve them to deepen and expand the relationship.

LEADERSHIP CONSULTING
Through discussion with a panel of experienced leadership consultants, better understand the unique leadership challenges clients face, ways to shape a portfolio of services to meet client needs and extend their competitive advantage. The panel discussion will also focus on ways you, or your firm, might deepen or leverage your leadership consulting capability.

BOARD ADVISEMENT TRENDS & PRACTICES
Learn the latest trends and frameworks to facilitate and advise on board effectiveness processes. Enhance your effectiveness by mastering best practices in board composition, board practices and clarity.

TRANSFORMATIVE LEADERSHIP: BUILDING PERSONAL LEADERSHIP CAPABILITY
Learn how to have collaborative conversations that create mutual understanding and productive engagement. Enhance dialogue skills to strengthen rapport, increase the collaborative nature of interactions, and produce high impact results. Is the collaborative conversations transformative leadership?

GET STARTED

Contact us at education@aesc.org
WHAT ALUMNI 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.” - John Sparrow, Director, BoardWalk Consulting.

FREQUENTLY ASKED QUESTIONS

WHAT IS NEW FOR THE PROGRAM?
The program will be offered both in an in-person format and a virtual format. The in-person format is scheduled for June 2020 in New York, NY and the virtual format will run from January – June, 2021.

HOW IS THE CONTENT DELIVERED?
For the in-person format, the program will take place at Cornell University’s ILR School in New York, NY. The program will span from Monday-Friday from 9 am–4 pm. For the virtual format, the program is delivered over six months enabling consultants the ability to balance their studies and work commitments. Individual courses will be offered each month in using Adobe Connect, allowing for chat and live discussions with faculty and peers. The live sessions will require a 4 hour time commitment and you should expect to spend another 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.

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.

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.

GET STARTED
Contact us at education@aesc.org
ADDITIONAL RESOURCES

WEBSITE

Complete the application form at aesc.org/cornell
AESC will review your application and reach out with more information.

PRICING

AESC Member: $7,000 Early Bird • $7,500 Standard
Nonmember: $8,000 Early Bird • $8,500 Standard
AESC Member Group Rate (2 or more from the same firm or network): $7,000
Nonmember Group Rate (2 or more from the same firm or network): $8,000

CONTACT

Brian J. Glade, Managing Director, AESC
Gwyneth L. Dobson, Director, Human Capital Development, Cornell University ILR School

APPLY NOW TO STAY AHEAD OF THE COMPETITION

We can help you add value to your client relationships and your career. Contact us at education@aesc.org.
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

AESC offers two versions of the interactive expert forum to meet your needs: an in-person workshop and online.

View the dates for the online sessions >>

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.

Interested in attending the expert forum in person?

AESC hosts in-person trainings, Certificate in Executive Research Workshops, for those looking to earn the certificate in less time.

Email education@aesc.org
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

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.

WHAT ARE THE TECHNOLOGY REQUIREMENTS?

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

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.

WHAT IS THE COST OF THE COURSE PER PARTICIPANT?

For AESC Members:
Online - $849 USD
Live - $999 USD

For Non-Members:
Online - $1,149 USD
Live - $1,299 USD
*Group rates may apply

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
- Broaden 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.

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

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.

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?

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

To apply, please 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 videos 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.

¿QUÉ TIPO DE CREDENCIAL RECIBIRÉ?
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¿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 quienes 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.

Para aplicar, por favor registrese en línea aquí.