Search Firms: Shedding Light on the Search Process

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Setting the Stage

What information or insight do you want to obtain from this discussion?
Search Firms - Our Role

- Assist client in defining the role, the agenda, the qualifications and essential experiences
- Inform expectations about the candidate profile(s) that are appropriate and recruitable
- Map the appropriate candidate universe
- Tell an accurate, compelling story to the candidate universe
- Build a diverse pool of qualified candidates (‘active’ or ‘passive’)
- Work with selectors to move from long list to short list
- Prepare candidates and selectors for interviews
- Due diligence - on/off list references
Appearing on the Radar

Get involved and network!

- Participate in conferences - EDUCAUSE (!), user groups, etc.
- Publish - EDUCAUSE Review, websites
- Social Networking
- Leadership Development Programs - MOR, EDUCAUSE
- Offer referrals/nominations - become known for your network (e.g. rising stars, IT professionals of color, etc.)
- Position yourself to referred by a leader/peer/mentor
Effective Engagement with a Search Firm

During an Active Search

- Ask for informational interview to learn more about the position and the institution
- Respond to overtures even just to network/provide suggestions
- Network - introduce yourself in person or via email
- Ask questions that demonstrate you’re thinking about success in the position
- Do your homework
- Respond to position postings where you are qualified

Beyond the context of a search

- Approach search firm if you are aware they do work relevant to you / your next career step
- Partner on a conference presentation
- Make thoughtful referrals (Would I recommend this opportunity to my best friend?)
Preparing to be a Candidate

- Cover letter - tailor (and proofread)
- Resume - tailor (and proofread)
- Talking points: how do you pitch yourself - know your story, use examples
- Good questions of recruiter: org structure, leadership, culture, comp expectations
- References
“Showing well”

- Homework, homework, homework (strategic objectives, recent news including leadership changes, interviewers)
- Review Position Profile and your proudest accomplishments
- Engage interviewers in dialogue (be curious)
- Ask search consultant about “sacred cows”
- Demonstrate humble confidence
Partnering to Get the Deal Done

● Communicate the hurdles early
● Be prepared for success
● Know your non-negotiables upfront
● “Once bitten, twice shy”
Candidate Do’s and Don’ts

**Do’s**
1. Do your homework about the institution, leadership, position, geography, etc
2. Personalize your materials to the institution and the position
3. Review your social media presence
4. Understand the role of the search firm, timeline and milestone dates for hiring
5. Discuss the opportunity with your loved ones
6. Do your homework about cost of living, salary expectations, etc
7. Share other searches that you are participating in
8. Ask thoughtful questions

**Don’ts**
7. Send materials that you used for a different search
6. Try to go around/over the process
5. Contact the recruiter too frequently for an update
4. Last-minute surprises - e.g. can’t relocate after all!
3. Mess around in comp negotiations
2. Participate in more than one search without disclosing it
1. Contact the recruiter too frequently for an update!
Your questions and concerns?
Questions from EDUCAUSE Listservs

- Is it necessary to meet each and every requirement in a position advertisement?
- Is it okay to call a search firm to learn more about an advertised position and explore whether I’m qualified?
- How can early career professionals, who are often in very transactional roles, craft their professional profiles to interest search firms?
- How can an individual leverage search firms to make a career switch to another area or field, e.g., lateral or diagonal moves?
Please take a moment to evaluate this session
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1. In the online agenda, click on the “Evaluate Session” link

2. From the mobile app, click on the session you want from the schedule > then click the associated resources > and the evaluation will pop up in the list