



# Recruit only the **best**

...to **grow & protect** your **business**

## In a tough economic climate, you can't afford to recruit the wrong executive.

- We know what strong executive presence and powerful communication skills look like.
- We know how to test for them.
- We can help you find the best and avoid a costly hiring mistake!
- We provide ongoing business coaching support for successful candidates in their new job.

### Why are executive presence and strong communications skills a vital element in recruitment?

Testing candidates' business and communications judgement, their understanding of what constitutes 'executive presence' and sound communications is vital for you to win business and should be an essential part of any recruitment programme.

Senior Executive candidates only get one chance at first impressions, to establish trust and land a winning message. Without this your business

will never grow. In a crisis it will also protect your reputation when you need it most. Clients, the media and key stakeholders then give you the benefit of the doubt.

Senior Executive candidates should want to get to the heart of the matter, make an impact and secure action. Just looking good on paper won't cut it. If you have hired the wrong person your potential clients will take their business elsewhere.

Spotting these attributes requires years of watching and learning from human behaviour.

Our thorough testing of what candidates understand Executive Presence to mean, how to communicate powerfully, and use the appropriate media channels is crucial in recruitment and help you make the right appointment.



## Where do we start to help you test for the best?

Bespoke tests are designed in cooperation with the client. These are designed to thoroughly assess candidates' verbal and written skills and their client pitch approach.

We research your business, consider your growth strategy and your company values.

## There are four stages of assessment:

### 1. Presence and Performance:

**Executive Presence:** What mindset do candidates display? We examine and explore candidates' general behaviour.

### 2. 'Live' Business Communication:

Client pitch, speech presentation and interview tests are designed specifically. From these it will be obvious whether they have planned their tactics or have just reacted to the scenarios?

### 3. Written Communication skills:

Discovered through practical tests.

### 4. Media management and performances

How they approach the media – all platforms – and whether they have researched the business profile prior to engagement with the media.

## Post Recruitment

Once you have recruited the best for your business, we can help them further hone their skills with our Executive Communications Coaching Programme, which provides on going support in the early stages of their new role.

**The Assessment Team** – Chrissie Smith and other colleagues chosen as appropriate for client's business/sector.

- We work globally online across all regions to enable global clients to bring together all their management for individual assessments.
- Simultaneous online translation can be arranged during interactions with candidates.

## The Team

The Team is led by **Chrissie Smith** and includes specific recruitment sector skilled consultants.

We work online across all regions and sectors.

Who do we work with? Global data, and digital technology companies, defence manufacturing, healthcare, bioscience, and many other sectors.

## Why us?

Chrissie is an experienced International communicator and board adviser and she and her team are passionate about helping you grow your business and communicate your story, so that people want to work with you and recommend you to others.

The team offers strategically sustainable solutions across many sectors. We use our expertise to help you recruit well to achieve your goals, plan ahead and protect your reputation.

## Occupational Psychologists

We are privileged to work with values-driven occupational psychologists with more than 20+ years industry knowledge, providing leadership advisory services to some of the world's most dynamic and significant organisations – from blue-chip multinationals to heritage brands, and government departments as well as public sector bodies and regulators.

Talent interventions include Executive Search and Leadership Assessment, coaching, board reviews along with Team and organisational development as well as recruitment process outsourcing (RPO).

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