



Carefully Defining Your Company's Future:

Leadership Success services versus traditional retained search.

About Stybel Peabody Associates, Inc.:

Founded in 1979, Stybel Peabody's mission is "leadership and career success" at the VP and above levels. We are most appropriate for Board level positions and positions that touch the Board of Directors: CEO, CFO, and Chief HR Officers.

Stybel Peabody is an appropriate choice for companies that have "been there, done that" with respect to traditional retained search. We have a model that provides more value.

Stybel Peabody is an appropriate choice for companies that view our work as helping to define the future of the company rather than finding a person to fill an open position.

Stybel Peabody Networks:

The leaders we help to hire often touch the client's Board of Directors. We begin the search by networking for Board of Director recommended candidates.

Check out our proprietary database of 800 Board of Directors around the world:

<http://boardoptions.com/bod.php>

Stybel Peabody manages the Boston area chapter of the national Chief Operations Officer Forum so we have a natural access to business leaders with titles such as EVP and COO:

<http://cooforum.org>

As equity partners in Arbora Global, we have 200 professionals in 25 U.S. cities and 28 countries we can network with to find the talent.

<http://arboraglobal.com>

Stybel Peabody has a “Special Relationship” with the world’s leading professional association of senior corporate finance leaders. We give talks regularly at the Boston Chapter of the Financial Executives International and also at their national meetings:

<http://financialexecutives.org>

The Problem with Traditional Retained Search:

Our mission is not only to find qualified candidates but also to help reduce the risks of failure for candidates and for our client companies.

THE FINANCIAL TIMES reported that one of the world’s leading retained search firms conducted research on its last 2,000 successful candidates presented by the firm and hired by its clients. Within 18 months of hire, 40% of these candidates were no longer with the client companies.

Within the search industry, “successful” search is defined as surviving to month #12. The traditional retained search warranty is for twelve months.

Stybel Peabody statistics are 92% of candidates are still in their jobs 18 months later. We help manage risks by providing an 18 month warranty versus the 12 month standard warranty. If the person leaves before 18 months, we will do the search over again and only charge only out of pocket expenses.

There is a reason why our statistics are so compelling and our warranty is the best in the industry: the problem with retained search is that it is “search:” a transaction-based intervention starting with the need for a leader and ending when the selected leader begins the job. And if the retained search firm becomes a public company, the emphasis on transactions increases even more.

Stybel Peabody’s Approach:

We have been in the leadership success business since 1979.

This means that search is only the first part of what we will do for companies.

After the candidate begins work we will begin our onboarding program, “Platform for Success.”™

We believe Platform for Success™ accounts for at least 50% of our success in retained search. Platform for Success™ has been featured in BUSINESS WEEK and MIT SLOAN MANAGEMENT REVIEW.

Our typical candidates have experience in “hitting the ground running” in new situations. They will swear that they popped out of their mother’s womb wearing track shoes. They will say, “Save your money: I don’t need onboarding. I’m experienced in hitting the ground running.”

First, we do not charge additional for “Platform for Success”™ so there is no money to be saved. Secondly, most of our candidates are grateful for having the service two weeks after they start their jobs. They do not appreciate what we can do for them...until we do it for them.

DETAILED STEPS IN THE SEARCH PROCESS

1. *Position Definition* (Week 1 and 2). A complete analysis of the client’s needs is conducted. This will be accomplished by meeting and working with you and assisting you to identify key components for success in this position. We would also interview staff and board members. We might also complete two job descriptions: a “positive oriented” one that would serve on the public communications front and a more detailed “full” description that you would actually recruit from and share with the top finalist.
2. *Research* (Weeks 2 and 3) Based on the analysis completed in Step 1, our team identifies target industries and organizations and spotlights top prospects within them with the required discipline expertise.
3. *Telephone Prospecting and Sourcing* (Weeks 3 – 5) Approximately 35-100 calls will be made to prospects and selective sources to identify qualified candidates.
4. *Prospect Interviewing, Evaluation and Screening* (Weeks 5-7) Each of the promising prospects and any additional new prospects will be thoroughly interviewed to evaluate them for the approximate skills and personal chemistry.
6. *Candidate Presentation* (Week 8) Three to five finalists will be presented. A written “Confidential Executive Profile” will be prepared for each finalist.
7. *Candidate Interviews and Evaluation* (Week 8+). Client interviews are scheduled and client candidate responses are reviewed.
8. *Reference Investigation*. Following the selection and before hiring, a complete reference check is performed to ensure that the candidate is suitable. We will check court documents and research for articles. We will confirm college and graduate degrees.
9. *Formal Offer* – Guidance and assistance are provided in the preparation of the compensation package.

PROFESSIONAL FEES

Instead of a professional fee based on a percentage of total cash compensation, we have a flat fee that is paid out in three installments.

The first portion is the retainer and pays us to spend the time to get to know you and to draft the job description, do a job of compensation analysis, etc.

The second portion is only paid when we present at least three candidates you would want to interview for the job. If we cannot produce at least three candidates we do not get paid. Our goal is to present five candidates you will want to interview.

The final portion is paid when the individual begins the first day of employment.

In other words, 66% of our professional fees are performance based.

Out of Pocket fees are billed to at our cost.

LINKS OF INTEREST

THE "COST VERSUS COHORT" DILEMMA FOR NONPROFITS:

<http://www.stybelpeabody.com/newsite/pdf/nonprofitleaders.pdf>

HOW TO IDENTIFY TEAM PLAYERS WHEN EVERYBODY TELLS YOU IN JOB INTERVIEWS THAT THEY ARE TEAM PLAYERS.

http://www.youtube.com/watch?v=dETEUTzmohs&feature=player_embedded

STYBEL PEABODY INTERVIEWED ON RECRUITMENT IN **INVESTORS BUSINESS DAILY**:

<http://www.stybelpeabody.com/newsite/pdf/howtohiretherightpeople.txt>

USING THE ARGYRIS TECHNIQUE CAN REDUCE THE RISKS OF MISHIRE:

<http://www.stybelpeabody.com/newsite/pdf/argyristechnique.pdf>

<https://www.psychologytoday.com/blog/platform-success/201311/use-the-argyris-technique-make-better-hiring-decisions>

WHY STYBEL PEABODY RECOMMENDS THE CONSTRUCTION OF TWO DOCUMENTS: (1) THE JOB DESCRIPTION AND (2) THE GOING-IN MANDATE.

<http://www.stybelpeabody.com/newsite/pdf/managingtheinnercontradictionsofjobdescriptions.pdf>

REDUCING RISKS IN EMPLOYMENT INTERVIEWS.

<http://www.stybelpeabody.com/newsite/pdf/reducingrisksinemploymentinterviewss.pdf>

HOW TO CREATE "PLATFORMS OF SUCCESS" FOR NEWLY HIRED/NEWLY PROMOTED LEADERS:

<http://www.stybelpeabody.com/newsite/pdf/creatingplatformsforsuccess.pdf>

The Stybel Peabody partners write monthly perspectives on leadership for **PSYCHOLOGY TODAY:**

<https://www.psychologytoday.com/blog/platform-success>

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