

SHULMAN ASSOCIATES URGES COMPANIES TO EVALUATE HIRING PRACTICES FOR KEY POSITIONS AS MISTAKES CAN BE VERY COSTLY

May 22, 2007, San Francisco, CA – Barry Shulman and Gordon Chiang, partners of Shulman Associates (www.shulmanassoc.com) a leading boutique executive search firm, urge companies to carefully evaluate using in-house resources versus outside search firms when seeking high-level talent as mistakes in hires can be costly, disruptive and counterproductive.

In the spring 2007 issue of *Employment Relations Today*, Shulman and Chiang wrote that competition for executive talent remains intense and that hiring the wrong person can cost as much as three times the salary to replace with the right executive. Their article is entitled “When to Use an Executive Search Firm and How to Get the Most Out of the Relationship.” *Employment Relations Today* is a Wiley publication widely respected by senior executives and HR professionals throughout corporate America.

Some of the key questions to ask, the authors suggest, include:

- Does your company have the bandwidth and enough in-house talent to conduct searches for all of your key senior level positions?
- Does your in-house staff members have the skills to scan the marketplace to find and evaluate the best candidates and attract them to your company’s key positions?
- Do internal recruiters have enough depth of industry knowledge to be viewed by candidates as credible?

Unless a company has a fairly robust in-house capability, it is probably smarter to hire an outside executive search firm, the authors claim. Executive search consultants spend all day every day conducting searches in their areas of expertise so they are consistently speaking with targeted talent. As a result of this intense everyday activity, they have acquired in-depth knowledge that may not be easily duplicated in-house. This knowledge

includes how key positions in competing companies are structured, where the best talent can be found in the marketplace, what the issues are for candidates in specific industries, and new trends in the profession.

The authors' firm, Shulman Associates, is a 20-year-old highly successful executive search firm that specializes in sourcing key talent in corporate communications, public relations, public affairs, marketing communications and other brand-building positions for companies, PR agencies and venture capital firms.

To learn more about Shulman Associates, visit www.shulmanassoc.com.

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