

SHULMAN ASSOCIATES SAYS HIRING EXECUTIVE RECRUITER IS FIRST STEP TO ENDING COSTLY MISTAKES OF RECRUITING THE WRONG TALENT

May 8, 2007 – SAN FRANCISCO -- Barry Shulman and Gordon Chiang, partners of Shulman Associates (www.shulmanassoc.com) a leading boutique executive search firm, advise companies in high-growth, highly competitive industries to work with outside resources when hiring key management positions. This is the only way to tap the largest pool of qualified candidates. Compared to in-house resources, outside executive search firms have access to extensive databases they have developed over the years as well as vast knowledge of the talent in the marketplace.

This is a key message in their recent article in *IndUS Business Journal*, a business publication read by leaders and owners of technology and other companies in the US and India as well as other competitive economies.

So, how does a company select and manage an outside executive search firm? The authors recommend that companies follow six essential steps to assure the highest level of success:

1. **Hire an expert firm.** Be sure to hire a firm that is known for the right specialization.
2. **Demand their top talent.** Conducting a high-level search is a complex task that requires the skills of an experienced professional. Therefore, ask for principal participation.
3. **Engage them early in the process.** Your costs do not increase by engaging your executive search firm early in the process. Therefore, work only with those firms that will agree to get involved in the early stages.
4. **Make them part of your team.** Make sure your search firm's reps meet all significant players, including those who will be peers and subordinates of the new hire.
5. **Use Their Negotiating Skills.** One of the most important elements of the search is the

negotiation stage. Here is where the expert executive search firms separate themselves from the pack.

6. **Pay a retainer fee.** With a retainer arrangement, you'll get a firmer commitment from your executive search firm as well as more personalized attention, dedicated time and customized searches.

The authors' firm, Shulman Associates, is a 20-year-old highly successful executive search organization 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. For more information, visit www.shulmanassoc.com.

To set up interviews with authors Barry Shulman or Gordon Chiang, contact Patricia Coate at emerson consulting group: 415-309-2231 or patricia@thoughtleading.com.