

SRA VALUE PROPOSITION

CONSULTING AND COACHING

Consulting and coaching may very well be the most valuable component of our value proposition.

Legendary basketball coach John Wooden stated *"It is what you learn after you know it all that counts"* - and Sanford Rose Associates shares that same belief.

Every SRA Office is assigned a **tenured coach** who has a demonstrated track record in helping owners and recruiters around the globe reach their fullest potential.

Each office is encouraged to launch each year with an **annual planning session** with their head coach, which provides a structure for the coaching relationship, goals, and objectives throughout the year.

That coach is dedicated to helping each office accomplish their own individual and unique professional objectives - whether it's to grow your office by adding additional talent to your team and perhaps launch new practice areas, or simply increase your personal production, or to repeat the banner year from the year before.

Through regular consulting calls with our SRA owners, our leadership team is accountable and dedicated to helping you with the numerous challenges faced in areas such as hiring, leading and managing others, operational issues, and culture which are but a few critical areas of one's business. We not only work to maximize proficiency as a search consultant but also as a leader and owner of a search firm.

Coaching and consulting is not limited to only the owner; coaches are available as a resource for motivation, reinforcement, or training to the entirety of your team. For owners and recruiters alike, one of the benefits of being a part of a network is to take advantage of the intellectual capital that exists within the entirety of the talented and tenured group of search professionals within SRA.

In addition to this strategic work, our team can also serve as your **professional emergency room**. This could be that you have a key issue on a placement and need some fast advice on how to save it. You might find yourself in the critical situation where you have an employee who is considering leaving, and you need immediate help. You may be on the brink of landing a new client and need help in crafting a powerful presentation, creating a proposal and looking for creative approach to landing the business.

There are countless examples where potential crisis were averted and placements made that were resuscitated. The value of having immediate access to our bench of talented coaches is truly priceless and is not available to anyone outside of the Sanford Rose or Kaye/Bassman organizations.

In short, there are numerous challenges that an owner will face throughout their lifetime in this industry and it is both comforting and encouraging to know that our team is only a phone call away when helping you solve those challenges!

Our **MasterMind groups** are designed to create a forum for similarly situated individuals to discuss challenges, solutions, and real-time scenarios on a bi-weekly basis.

Our Client Development MasterMind groups are for search consultants desirous of expanding their current methodologies to business development, and pairs accountability with the continuous learning of best practices from other successful rainmakers.



Our Teambuilding MasterMind brings together the owners of our larger SRA offices and creates a forum for open discussion around all facets of building, maintaining, and operating a successful and scalable executive search firm. Of course, additional groups and topics are created based on the needs and desires of the network.

The existing and future coaching and consulting initiatives are all designed to assist our SRA offices and recruiters reach their fullest potential.