



**SANFORD ROSE ASSOCIATES®**  
EXECUTIVE SEARCH

## SRA VALUE PROPOSITION

### CULTURE

Our culture within SRA is one of the value propositions which may be most difficult to quantify but easiest to appreciate and experience.

Surrounding oneself with the right people is a significant contributor to professional growth and success for most any professional - but in a pure people business like recruiting, it is crucial.

There is an obscure yet incredibly relevant word in the English language called conation. Simply put, conation is the will to succeed, the quest for success, the treasure of true grit and the attitude that *'to stop me you'll have to kill me.'* It is an that elusive 'fire in the belly' that manifests itself in the form of drive, enthusiasm, and single-mindedness in pursuit of a goal.

All consistently successful people have it. Many well-educated, intelligent, endearing, and presentable people don't. Our mission at SRA is to create a culture that fuels the conation of every recruiter and owner within our family. We are able to accomplish this through a variety of ways - one is through our annual SRA network conferences and workshops.

Not only do these events allow for the interaction and sharing of best practices with one another, Owners can forge both long-term professional relationships and personal friendships with many like-minded entrepreneurs.

Our conference speakers and trainers are flown in from around the globe and give the entire Network access to numerous approaches, sophisticated methodologies and innovative ideas.

Our conferences are also the opportunity for our academy awards, an event that highlights the best of the best performers within the network.

Whether it's from a yacht on the bay in San Diego or overlooking the sandy beaches in Miami, we all appreciate the opportunity to be recognized for our achievements amongst our peers.

The SRA team is fanatical about celebrating both individual as well as organizational performance through monthly, quarterly, and annual awards and recognition programs. It's a simple fact that recruiters are competitive by nature - and thus allowing recruiters to benchmark themselves against other recruiters within the network fuels that conation even further!

We believe that not only do our franchisees attract a higher caliber of talent as a result of our brand, network, and reputation, but that talent can produce at a higher level as a result of healthy internal competition and training.

Being part of something bigger than oneself is something most people crave. It may be cliché but if there was an illustration in the dictionary of the expression that the whole is greater than the sum of the parts, the image would be a group photo at one of our conferences!