



SANFORD ROSE ASSOCIATES®
EXECUTIVE SEARCH

SRA VALUE PROPOSITION

TRAINING AND PROFESSIONAL DEVELOPMENT

Once you've hired a new recruiter, one of the biggest time commitments is the time required to teach the fundamentals of the search business and ensure a solid ramp up!

Every SRA office has the opportunity to enroll an unlimited amount of recruiters into our **Facilitated Foundation Training Program**, which is a small-group, distance-based program designed to provide students the benefits of interacting with recruiters outside their firm, role play with new and tenured associates, and complete a structured curriculum that covers the life cycle of the placement process.

Over the course of the six-week program, your recruiter will complete 30 hours of web-based training, an additional 18 hours of live facilitated learning in daily and weekly recap sessions, and individual one-on-one training as needed to ensure understanding and implementation.

As the owner or manager, you will receive frequent one-on-one feedback and personalized coaching regarding your new hire. Facilitated discussion, quizzes, collaborative questions, group accountability, role-playing, and script development are all eased off a manager's plate so you can continue to focus on core tasks or maintain a higher level of personal production than otherwise possible.

The Facilitated Foundation program alone would cost thousands, if not tens of thousands, for firms hiring more than one recruiter a year - yet all SRA offices have this unlimited access to this robust program as part of the value proposition provided for being in the network.

In addition to the Foundation Training Program, every SRA office has complimentary access to all of the **Next Level Exchange**, what we believe is the leading online training program in the entire recruitment industry.

NLE is a collaborative portal that brings together the best practices of innovative recruiting industry trainers, tenured big biller producers, and fresh up-and-coming recruiters, with content and programs for new associates and veterans - all in one place. This is the *one and only place* where recruiters can get fresh new material that's available on demand at any time, from anywhere.

We can create customized meeting curriculums and schedules for our SRA offices that combines the hundreds of hours of professionally produced training videos and the learning library that is rich with documents, forms, scripts, email templates, articles, and recorded calls spanning the life cycle of the placement process.

SRA Owners have access through the exchange to our 30 **Owner Therapy Episodes**, each covering specific subjects that resonate with search firm owners, ranging from compensation plans, establishing new practice areas, creating an equity program, or creating a culture of retention - just to name a few.

The bottom line is that one of the strongest value propositions a leader can give to an employee is the ability for that individual to perpetually grow in all dimensions - in a search firm, that perpetual growth comes from the broad term of training, but a more accurate term is learning.

Learning is a journey, not an event - and the vast resources on the Exchange allow SRA owners the opportunity to foster an ongoing environment of learning, growth, and new perspectives on a perpetual basis.



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In addition to unlimited access to Next Level Exchange, the SRAI corporate team conducts a **network-wide Webinar** every month exclusive for the owners and recruiters within SRA. These Webinars cover subject matter ranging from developing your proficiencies as a search professional, to best practices related to growing your search business, to the latest tools and technologies that will keep recruiters one step ahead of their competition.

All monthly webinars are recorded and archived on the SRA Intranet, so if, as an example, you hire a researcher and need that researcher to become proficient in a sourcing technique that was the subject of a past SRA Webinar, you'll be able to provide that researcher the benefit of archived SRA training sessions.

Through Next Level, SRA owners have the ability to enroll recruiters in on-demand live small group workshops that cover the subjects of **Candidate and Client Mastery**, designed to help tenured recruiters better execute advanced consultative techniques for client and candidate development, as well as our **Performance Management** course which serves as a producing manager's guide to coaching and managing.

As an additional invaluable resource, the **SRA Intranet** hosts all relevant documents, fee agreement templates, supplemental materials, and proprietary information in a central location that provides access to archived training webinars, conference sessions, and business forums and can help facilitate an ongoing learning and development process.

As you can see, training and professional development truly is our passion.