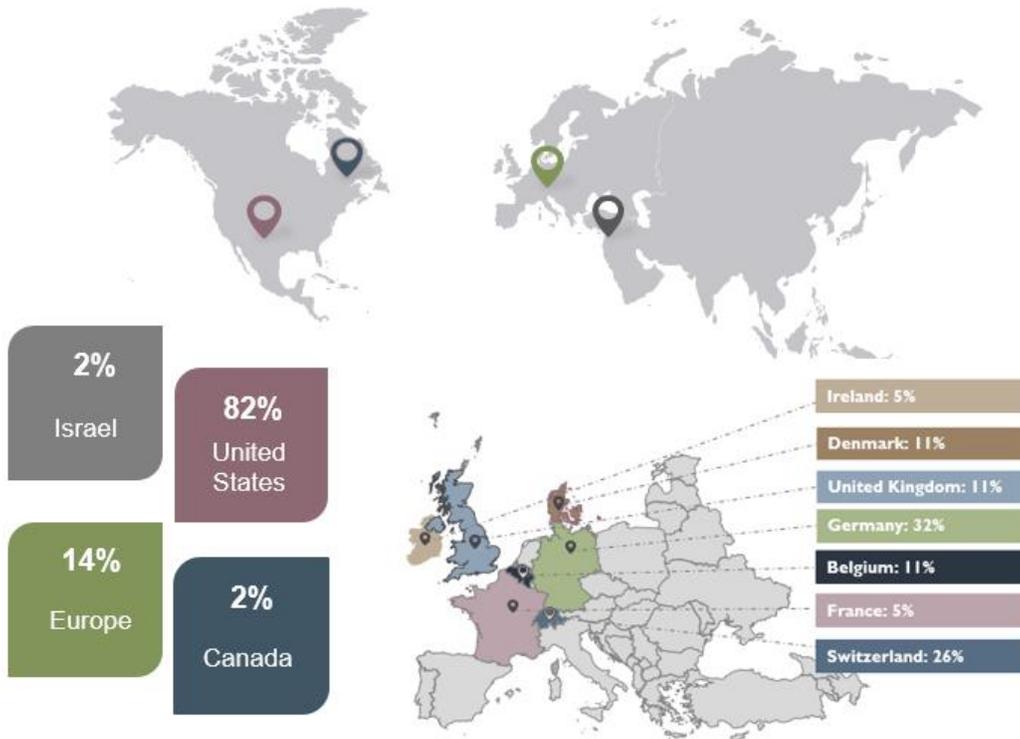
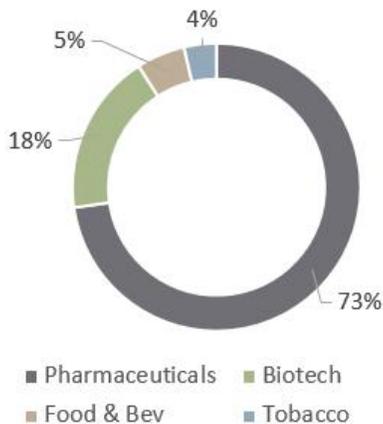


Bringing Competitive Talent Analytics Forward

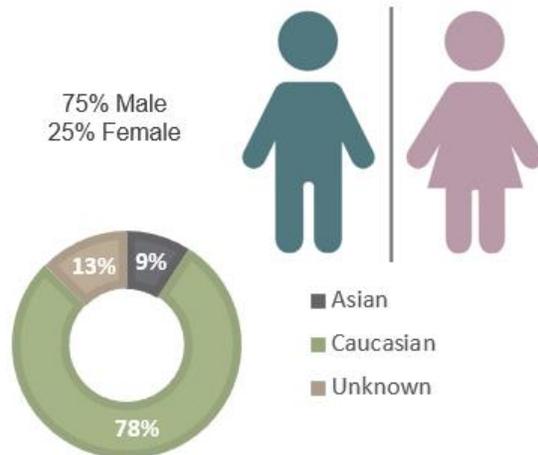
CANDIDATE MAPPING



TARGET MARKETS



DIVERSITY STATISTICS



*Research identified 55 potential candidates across the targeted industries.

Waiting is a search for clarity, an elusive look into the crystal ball before making any decisions. If we had all the answers before a decision was made, choosing a path forward would be easy. So is there a way to bring forward those answers *before* you start recruiting for a critical hire?

The days of the traditional search project are waning. Challenges are different, more strategic. Companies are focused beyond the day-to-day fire drill of filling current vacancies. Each new project deserves a fresh look at how it should be best approached. And, the traditional, prepackaged approach to executive search is more the exception than the rule.

Beaker developed competitive talent intelligence and analytics as one such strategic service, and the practice has now been adopted by most of the leading life sciences employers as an effective new solution applied toward executive recruitment. Today, it remains the fastest growing segment of our business in providing executive recruitment to the life sciences industry. Yet the majority of HR professionals have never seen a competitive intelligence and analytics report. So, what is it?

Competitive talent intelligence is less cumbersome than traditional search. It provides a look into the market to bring forward insight and analysis of the complete talent pool and the candidates within.

Far more than Research. The two are easily confused or muddled in comparison. Basic name generation services dominate the research industry. In comparison, competitive intelligence is far more dynamic in its results and analytical in its evaluation and comparison of the talent pool.

A Client-centric, Custom Focus. Competitive intelligence and analytics projects are offered as a stand-alone service or in conjunction with a recruiting effort. They can be broad and wide ranging, focused on an entire geography or a competitive organization. Or, they can be highly specific, targeting an executive level, position-based skill set, diversity gaps, non-traditional markets or a relevant functional specialty.

Look, Before You Act. Oftentimes, intelligence serves as a prelude to a major hiring decision, designed to provide perspective and calibrate direction before candidate outreach begins. When considering internal promotions or reorganizations, competitive intelligence serves as a valuable component to those decisions. This process matches perfectly with the sensitivity and limitations of a confidential recruiting effort or a well-defined role

focused on a smaller, specialized pool of candidates.

Higher ROI. For larger companies, competitive intelligence is the fuel that powers and unleashes the potential of your internal recruiting staff. A modest investment in strong competitive intelligence yields a far higher return on investment when your team can apply those candidates to immediate and longer term needs within the organization, with no supplemental or placement fees.

Every November, the approaching end of the calendar year opens a two month window providing a strong recruiting opportunity. What challenges are you facing? How clear is your crystal ball? And, how might competitive intelligence bring forward the clarity you need for your next recruiting challenge?

