



**ROPELLA**  
GROWING GREAT COMPANIES

## “LIKE SIX SIGMA FOR EXECUTIVE SEARCH”



**SMART**  
SEARCH SYSTEM  
RECRUIT SMARTER, NOT HARDER

The **SMART Search System**® has revolutionized hiring in the same way Six Sigma revolutionized manufacturing. We've invested more than 25 years researching best practices, developing our own tools and continuously improving our SMART Search System®. We provide our clients precise and predictable hiring results **unparalleled in the search industry.**

### STAGE 1 | SMART STRATEGY & LAUNCH



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#### ALIGNING EXPECTATIONS

Ropella aligns expectations with everyone on the hiring team to ensure we're partnering efficiently and effectively. We've created a 3-step launch approach. Through a comprehensive Intake Interview we 1) Discuss the hiring process. 2) Evaluate the research needed. 3) Review the overall search strategy to ensure we are all on the same page.

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#### SEARCH PREP QUESTIONNAIRE

At the beginning of each search, we conduct a comprehensive Intake Interview with the hiring team to ensure Ropella fully understands the most effective way to present your opportunity. This includes questions about cultural dynamics, management style and the MUST HAVES for each search. We'll also evaluate your position description, looking for potential improvements. We then identify the preferred companies and best titles to target to be sure we are focusing on the most effective recruiting paths.

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#### OPPORTUNITY MARKETING PIECE

Once we understand your search, our team designs an Opportunity Marketing Piece, custom created for your specific opportunity, used to attract the best passive candidates. This piece is a comprehensive 6 to 12-page pitch book, filled with what's exciting about your organization your products and their markets, as well as a description of your culture and even your management style. It also includes your position description and a thorough overview of the location where the position is based.



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#### SKILLS SURVEY

We create a custom skills and experiences application based on the MUST HAVES for your opportunity. This helps us identify and select for submission the most qualified A and B candidates that meet all your parameters. The C candidates are set aside.

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#### SCORECARD

We thoughtfully score all candidates as we move through the screening and interview process. In order to help you make the right hire, we assess based on skills and experience, cultural dynamics, management style, compensation and relocation fit.

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#### PERFORMANCE STANDARDS ASSESSMENT

We can dive deep and assess past performance as well as corporate and team cultural fit with a variety of personality, communications and leadership style profiling tools. We also offer pre-hire, function specific assessment tools, as well as on the job testing exercises.

## STAGE 2 | SMART RECRUITING & INTERVIEWING



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### RECRUITING

We run comprehensive recruiting campaigns to source, target and recruit the right candidates. We then submit the best candidates and schedule interviews as we help cultivate relationships between our clients and candidates.

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### INTERVIEWS

While you're interviewing and evaluating your first slate of candidates, Ropella continues to recruit, building an additional slate of optional candidates, so we don't lose momentum and experience unnecessary time delays.

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### CANDIDATE INTERVIEW DEBRIEF

After each interview, we debrief with each candidate to ensure the opportunity continues to be the right fit for their career.

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### HIRING TEAM DEBRIEF

After each interview, we debrief with the hiring team to discuss each candidate as we continue to move through the interview and final selection stages.

## STAGE 3 | SMART HIRING & ONBOARDING

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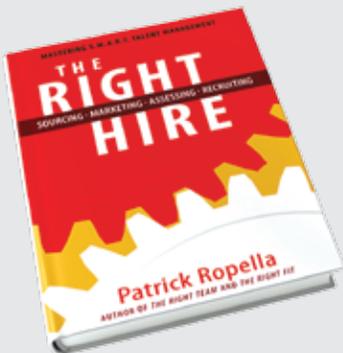
### REFERENCES & BACKGROUND CHECKS

We offer a variety of reference checking options. CHECKSTER is a unique and highly productive web-based tool we prefer to use on most searches.

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### COMPENSATION BENEFITS & RELOCATION ASSESSMENT

Our proprietary *Compensation Comparison Calculator* merges the variety of complex compensation factors into one document. This allows for easy comparison of current and competing offers, to ensure you don't lose the perfect candidate to any competitor.



### Real. Expert. Advice.

With more than 25 years of recognized search experience, Patrick Ropella knows how to find and recruit the right talent.

“Patrick, Thank you for all that you and Ropella do for Dow. The processes and systems you have applied (from *The Right Hire*) while working with Dow have proved very valuable over many years of service.”

**Andrew Liveris**, Chairman and CEO,  
Dow Chemical

“Patrick Ropella's current book, *The Right Hire*, gives us proven principles and focused strategies to identify, attract, motivate and measure talent in any field. If you need relief fast, read and put into practice what's in this book.”

**Gerry Roche**, Sr. Chairman,  
Heidrick & Struggles