



Effective Global Communications

STREAMING MEDIA APPLICATIONS FOR EXECUTIVE SEARCH BUSINESS

I. **Additional Capacity to Attract, Screen and Qualify Search**

Candidates: All 3 streaming media tools are available for the firm to attract, screen and place candidates.

1. **Already synergistic with requests to submit resumes for the data-base.**

- ➔ Addition of a video Resume as distinctive and substantive

II. **Providing Search Clients More Evaluation Tools:** All 3 streaming media tools are available to support all recruiting and placement efforts. The 3 streaming media tools are: Video E mail, Live Webcasting and video conferencing.

1. What is more effective than providing a conduit for your clients to directly interview or review video of potential candidates?
 - ➔ Personalized cliff notes from your search consultant to the client summarizing the candidate done face-to-face with the opportunity to review the recommendation as many times as needed.
 - ➔ Provides both the Search Firm and the Client to differentiate between and among the candidates.
2. Each V Mail can be customized and branded specifically to your firm and link back to your website.
3. As part of the communication, branding and marketing mix, streaming media tools will be both cost effective and memorable.
 - ➔ Ability to **PERSONALLY** thank someone for their referral.
 - ➔ Thank the people interviewed for providing references.
 - ➔ Enhance and strengthen the relationship between search consultants and clients.

III. **COMMUNICATING WITH POTENTIAL SEARCH CANDIDATES:** All 3 tools are available: Video E mail, Live Webcasting, and Video Conferencing

1. Send web cam to the candidate as part of the process of interviewing them and/or getting them ready for an interview.
2. Send web cam to your very best Clients in order to facilitate communication back and forth.
 - ➔ Everyone on the exact same page
 - ➔ Much more effective than phone calls, phone messages and text based e mail.

SUMMARY

- The use of streaming media in the Search business will be adopted sooner rather than later.
- Using streaming media tools right now will differentiate any company from its competitors.
- Using the tools will enhance current relationships by providing a personal touch no other communication medium can offer.
- Applying the technology should create more placements, shorten decision making cycles and increase revenues.