



“ We are what we repeatedly do. Excellence, therefore, is not an act but a habit. ”
Aristotle



ODGERS BERNDTSON



Finding the very best needs a personal touch

Global Reach	2
Canadian Expertise	3
Why Clients Choose Us	4
Industries/Functions	5
Our Knowledge	6
Our Process	7
Global Offices	8

Odgers Berndtson is designed to serve the needs of organizations in key markets both locally and internationally.

As the largest search firm in Canada and one of the leading global firms in our industry, we specialize in recruiting board members and executives for outstanding organizations. We establish client relationships thoughtfully, study corporate cultures thoroughly and assess candidates rigorously to ensure cultural compatibility and a successful match. We measure our performance by the long-term contributions made by the executives we recruit.

Global Reach...

We are where our clients are.

Globally, Odgers Berndtson has over 50 offices in more than 24 countries, making us the largest privately owned retained executive recruiting firm in the world. We believe that the strength of our culture and values have made our firm unique. Our approach to the complexities of the search process is consistent around the world, and our commitment to client service and client satisfaction is absolute.

Designed for optimal client service, our partnership is a true multinational organization for recruiting top talent. Our global services are based on a foundation of local expertise, with our consultants integrated into key business, government and cultural networks in their respective regions.



Canadian Expertise. local knowledge, national perspective.

The power of leadership.

We have offices in Vancouver, Calgary, Ottawa, Toronto, and Montréal, keeping us locally connected to the best candidates across the country.

Our collective resources, vast experience and extensive industry knowledge enhance our ability to deliver outstanding leadership talent to our clients. Our consultants apply the knowledge they have gained working in a variety of sectors to generate solutions that work for our clients.

Odgers Berndtson is known for delivering innovative and strategic solutions to satisfy our clients' leadership requirements.

"Overall, how satisfied were you with Odgers Berndtson?"

19 out of 20 replied "satisfied or exceptionally satisfied."

Figure based on independently audited Deloitte & Touche survey results

We're working on the other one.



Why clients choose Odgers Berndtson.

Exceeding Expectations is our Top Priority.

We continually strive to maintain a level of service that is second to none. We use an independent firm, Deloitte & Touche, to conduct a confidential quality survey with each client at the end of every search.

Read what our clients have to say...

"They spent the time up front with us to understand the role and the type of candidate that was required. They were very good at keeping us informed on progress, candidates, etc. Odgers Berndtson are the best in terms of their *customer focus* and willingness to do what it takes to meet the client's needs."

"*Excellent customer service* – they went out of their way to address customer issues and concerns. Very proactive. Excellent database. Good methodology to assess candidate fit and likelihood of success. Good support for candidates – good follow-up."

"They took lots of time to *understand the requirements* of the position and prepared an excellent short list. The screening was good – they matched the job requirements to the individual – they gave us good value for our money."

"*Extraordinary database* of potential candidates. They work very well with their other offices – they are teamwork personified. They presented an excellent, high quality group of people for the position. Excellent process and documentation."

"They have an *excellent third party quality assurance program*. The independent opinion from an audit firm was a key factor in choosing Odgers Berndtson. We liked reading the comments from so many clients, assuring us what kind of service we could expect."

We would be pleased to provide a contact person at Deloitte & Touche for any questions regarding the audit.



For the past five years,
4 out of 5 of our
clients have rated us
"better than any other
firm they have used."

Figure based on independently audited
Deloitte & Touche survey results

The reflection of knowledge.

At Odgers Berndtson our expertise plays a vital part in helping our clients identify emerging trends and corresponding strategies for success. Clients benefit from the knowledge, focus and added value that our search teams provide – much of which is a result of successful careers in the areas in which they specialize. Through our knowledge base and strategic contacts, we know where to find and how to recruit the best talent worldwide.

We have significant national, as well as international practice groups including, but not limited to, the following industries and functions:

Private Sector

Business & Professional Services
Consumer Products & Services
Defense, Aerospace & Security
Energy
Entertainment & Media
Financial Services
Industrial Products & Services
Life Sciences
Manufacturing
Natural Resources
Technology & Telecommunications
Retail

Public Sector

Academia & Education
Agencies
Boards
Commissions
Crown Corporations
Government (all levels)
Health Care

Not for Profit Sector

Arts & Cultural Institutions
Associations
Charities & Foundations

Functions

Board
Chief Executive Officer
Communications
Financial Management
Human Resources
IT Management
Operations
Procurement & Supply Chain
Sales & Marketing

Our experience. Your advantage.

We pride ourselves in generating solutions that meet the needs of the organization as a whole – we don't look at each recruitment in isolation from the impact on the total organization.

- Our clients include many of Canada's largest corporations as well as small and medium businesses coast to coast.
- We conduct over 650 successful searches per year.
- Over 100 of Canada's largest companies, as measured by the Globe & Mail's Report on Business, have used Odgers Berndtson in the last three years.
- 70% of our executive level searches are in the private sector, 20% in the public sector and 10% in the not for profit sector.
- Our attention to quality is recognized by our clients. In the past three years, 75% of our business has been repeat business.

Bringing our knowledge and experience to you.

Our firm has authored many articles on leadership and recruitment. Some recent examples include:

- Chairing a Search Committee
- Beyond Control, Five Roles of Today's CFO
- Interviewing at the Executive Level
- Recruiting Board Directors
- Recruiting CEOs to Early Stage Companies:
10 Pitfalls and How to Avoid Them
- Successful Leaders in the Nonprofit Sector
- Succession Planning
- Sustainable Thinking, Sustainable Leadership – The New E.Q.
- The Chair CEO Relationship
- The Environmental Technology and Sustainability Sector:
Smart Recruiting in an Evolving Industry
- The New Executive: Making the Transition a Success

To request copies, please email us at: info@odgersberndtson.ca.

“We work with our clients to strengthen and build the human capital side of their organization enabling them to compete more effectively in their marketplace.”

W. Carl Lovas,
President, Odgers Berndtson Canada



Our process.

Defining the Need

Every organization has a unique culture and different opportunities and challenges that it faces. We spend the time at the start of a search to learn about your culture and your organization. Key steps in this phase are:

- In-depth consultations with key stakeholders
- Defining the overall search strategy
- Defining the compensation
- Developing a profile of the ideal candidate

Recruitment

Odgers Berndtson provides its clients with the most extensive and complete recruitment program in Canada. The key to our success is our positive, proactive approach to potential candidates which includes:

- Primary Research: we employ the largest research team in Canada to continually update our database.
- Our Network: with over 150 employees and consultants who have specializations in almost every function and industry, we have an extensive network of contacts.
- Our Database: we have invested in industry leading software designed specifically for executive search. Our database contains hundreds of thousands of contacts from thousands of search assignments.
- Advertising: Odgers Berndtson is the largest career advertiser in the Globe & Mail. Clients that choose print advertising benefit with reduced advertising costs. Our website is also one of the leading sites in Canada for executives.

Evaluation & Decision

We support you throughout the evaluation and decision process, provide our advice and counsel, and help you and your colleagues as you make your decisions. Key elements of this phase include:

- Preliminary interviews by the consultant
- Support throughout the long-list and short-list interviews
- Reference checking and background checks
- Relocation support
- Assistance with negotiating the offer
- Post-hire follow-up



Global Offices

Aberdeen	Ho Chi Minh City	Ottawa
Amsterdam	Hong Kong	Paris
Atlanta	Istanbul	Philadelphia
Barcelona	Johannesburg	Rome
Beijing	Leeds	Sao Paulo AlphaVille
Birmingham	Lisbon	Sao Paulo City
Brussels	London	Shanghai
Calgary	Los Angeles	Singapore
Cape Town	Madrid	Stockholm
Cardiff	Manchester	Sydney
Chicago	Miami	Tokyo
Copenhagen	Milan	Toronto
Dubai	Montréal	Vancouver
Frankfurt	Moscow	Warsaw
Glasgow	Munich	Washington
Hamburg	New York	Zurich
Helsinki	Oslo	

Vancouver
(604) 685-0261

Calgary
(403) 410-6700

Toronto
(416) 366-1990

Ottawa
(613) 749-9909

Montréal
(514) 937-1000



ODGERS BERNDTSON

www.odgersberndtson.ca