



*“When I let go of what I am, I  
become what I might be.”  
- Lao Tzu*

Come join us  
to discover  
new and  
refreshing  
best practices  
to take your  
firm to the  
next level.

## **Building a Next Level Search Firm** Recruiting Leadership Forum May 20 & 21, 2010

**Who should attend?**

Search firm owners and senior leadership.

**What is offered?**

The most comprehensive training in the search industry.

**When?**

May 20 & 21, 2010

**Where?**

Next Level Recruiting Training Offices  
19111 North Dallas Parkway  
Dallas, Texas 75287  
Tel: 1 (214) 556-8000  
Fax: 1 (972) 265-5329

**Why attend?**

The most efficient way to improve search firm performance is to connect and learn from other leaders. This forum is an opportunity to “pull back the curtain” and learn prized best practices from the largest single-site search firm in the country, interact with other search practice leaders, and gather applicable and actionable ideas for your firm. The takeaway includes skills, concepts and action plans that will have an immediate impact in your business.

# Advanced industry insight agenda

This two-day event will expose you and/or your leadership team to the best practices and insight of Kaye/Bassman International. This event will cover in detail the key ingredients of growing, operating and leading a successful search firm.

1. **Performance Management:** As your personal production or organization grows, managing the essential performance metrics is critical. This topic and the take away materials will expose you to the essential ingredients of efficiency, accountability, and the power of driving behavioral change organizationally. Take away materials will include: accountability guidelines, PAR reports, employee review forms, mutual commitment and goal setting forms.
2. **Training:** This material will expose you to an ongoing training philosophy tailored to the individual developmental needs of your organization. We will discuss the training timeline, collateral materials, special courses, morning meeting ideas, and much more. Take away materials will include: rookie training schedule, planning documents, client focused search materials, fee agreements/contracts, and management training topics.
3. **Hiring/Human Resources:** The war for talent is our profession but unfortunately we experience the same challenges in finding the right people for our search business. You will see the intricacies of a hiring model which generates 5-10 hires each month with minimal "draw loss". You will learn our entire recruiting & hiring model. Take away materials will include: recruiting the recruiter postings, employee referral program details, resignation & termination forms, exit interview form, and much more!
4. **Culture:** Building a winning culture is essential for growth and retention. Learn the programs that will create a "best place to work" for your organization. Take away materials will include: incentive programs, kid's day agenda, spouse recruiting program, retention surveys, internal corporate surveys, and milestone programs.
5. **Operations:** At the core, your business needs systems that will adapt to the changing needs of your associates. We will expose you to the compensation models, career path, and stock ownership program that reward the individual contributor, veteran producer and leader. You will learn about all other back-office procedures and tracking systems to help you manage an efficient search firm. We will discuss the pros and cons of the various models and methodologies. Take away materials will include: compensation models, stock program summary, career path overview, team rules, and other beneficial operational materials for your business.
6. **Marketing Communications:** Your image and reputation is at the core of "who you are" and what you stand for. This session will teach you how to build a world class look & feel regardless of your organization's size and experience. You will hear from the person responsible for building our state of the art programs from web and collateral materials to proposals and PowerPoint presentations.
7. **Establishing New Practice Areas:** Diversification of practice specialties will allow your firm to maintain a steady stream of revenue and profit when the market changes. This powerful session will deliver incredible value as you further develop each of your current practice specialties, capture more market share, penetrate ancillary practice areas, and start entirely new practice areas. Take away materials will include a business plan template and the checklist for building a new practice area.

# 100% of our attendees become our references.

## The results are in.

Forum attendees have provided rave reviews! Be prepared to learn more about the recruiting industry in two days than you will ever find on your own. Here's what attendees have to say.

"I felt if they had the audacity to charge \$5,000 for a seminar it must be worth it and I was not disappointed. As a matter of fact this was the best and most open and informative seminar I've attended in my 30 years in the industry. Jeff Kaye and his team are truly going to push you to levels of performance you never dreamed possible and I left the meeting with at least five immediate practice altering concepts that will double or triple my business in the next five years."

**- Tom Duerr, CEO/Founder  
System1 Search**

"I wanted to take a moment to thank you and your staff for the excellent training and consulting forum. I have been to many training sessions in the past several years. Without hesitation, I would rank Next Level Recruiting as the number one training session on recruiting and building a successful office that I have attended since I began my recruiting career seven years ago. The key to its success, in my opinion, is that we are learning from successful working recruiters who are providing us with real, tangible information.

It's not a surprise to me why your business has been so successful. It is a surprise to me that you would openly share all of your business 'tricks of the trade' with other recruiting firms. Frankly, the cost of the class was made up in the first few weeks upon my return home.

We have been using your training tapes, which I began purchasing before I even attended your class. My group – some of who have been with me for several years – regards these as the best training tapes we have. Frankly, I am a little embarrassed to tell you that they far outweigh the MRI tapes that we have been using."

**- Randy Strauss, Managing Partner  
StraussGroup, Inc.**

"I have never experienced a more credible, content-rich event than the Building a Next Level Search Firm Forum. Without compare, the Next Level Recruiting Training team were gracious hosts."

**- Bob Pudlock, General Manager & Owner  
Emerald Resource Group**

**"Awesome!**

**Just awesome...lots of learning and insights. The openness and the quality of the training is just phenomenal!"**

**- Lizzete Ibarra  
Qualifind**

Join your peers at the most exciting and information-filled learning forum ever created for the recruiting and search industry.

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*"Knowing is not enough, we must apply.  
Willing is not enough, we must do."*

*- Goethe*



# Forum Testimonials

## immediate impact on their business

"The Owner's/Manager's forum offered by Kaye Bassman and Next Level Recruiter Training offered us an invaluable peek inside the day to day operations of the world's largest single sight search firm. Built from the ground up, we were able to see how they built it to the level it is today and how they operate now. We were able to go home and start to formulate a plan of action of how to use the principles and the tactics in our firm to help us grow and retain our team; how to provide them with opportunity that will create lifetime partnerships with our firm. If you are looking for a "silver bullet" on how to keep your recruiters from quitting – stay home. If you are looking to create an environment and a structure that ensure a sustainable business model, as well as the opportunity of a lifetime for your recruiters – then take the time, spend the money and fly yourself on down to Dallas for a peek."

**- Heather Looney, Managing Partner  
The Healthcare Initiative**

"The single best workshop regarding how to build a sustainable business I have attended in my 12 years in the search business. Great long term strategic ideas to implement as well as tactical information we can implement Monday."

**- Sean Milius, President  
MRI Colorado**

"It's no exaggeration when they talk about a fire hose of information—there is a ton in a short two days, but it's an efficient use of time and a jumping off point to future development. I don't think there's much of a substitute to seeing it in action and meeting multiple members of the team."

**- Rick Harcourt, President  
Harcourt Recruiting Specialists**

"Fantastic amount of information that was very well presented."

**- Jeff Wilson, Managing Partner  
Key Corporate Services**

"I can tell the effort on your end was extensive... the content is great. I am convinced these two days will help us change our business greatly. Thanks!"

**- Dave Kerns, Managing Partner  
Key Corporate Services**

"The content and openness of every sector involved at NLRT throughout the forum was truly unbelievable. It is one of the best meetings I have attended that focuses on helping me build a quality organization that emphasizes growth through high standards and strong business ethics."

**- Tom Near, President  
Near & Associates**

"Just the information that I needed at the perfect time that I needed it. I thought I had seen all compensation plans and organizational charts in the business until this forum. I've spent 27 years searching for this huge volume of invaluable material!"

**- Jay Adams, President  
Adams, Inc.**

"We've spent plenty of money and time with professionals to try and fix some problems we've had. I couldn't feel more confident in the investment we've made with NLRT to give us the tools to fix many of our problems ourselves."

**- Kevin Krumm, Managing Partner  
Objective Paradigm**

"This is the best applications forum I've attended. The challenging concepts and information were abundant, and I feel much better equipped to bring our firm to the Next Level."

**- Mike Miller, Owner  
KNL Executive Search**

# The buzz continues...

## feedback from your peers

"I have been in recruiting for 25 years and this was a mind blowing experience! I felt the forum had paid for itself by lunch of the first day."

**- Jeff Mitchell, CEO  
The Mitchell Group**

"Thank you so much for the incredible meeting this past weekend. The experience was invaluable to me and I am convinced that the content that you provided holds the tools that we need to experience expansive growth in our firm. The information itself was not only valuable, but also the availability of the ongoing support offered by you, Nick and the rest of your team is remarkable. "Thank you" does not adequately describe how grateful that I am to have been a part of this enlightening experience. The content was unquestionably valuable and the quality of the program was unmatched in my experience.

I am impressed and humbled by the realization that you and your team essentially give away all of your intellectual property, and with such class and grace. This type of generosity is not only unheard of in our industry, I can't think of an industry where this is commonplace. After this experience, it is easy to see why people flock to join Kaye/Bassman to be a part of a truly unique and inspiring organization."

**- Dru De Angelis, Managing Partner  
The De Angelis Group**

"It was worth every minute of my time."

**- Deb Miller, Owner  
KNL Executive Search**

"The single best investment in training and business I've made in my 40 years in the recruiting business. You have exceeded all my expectations."

**- Carlos Rodriguez, President & CEO  
MRI Puerto Rico**

"Absolutely Outstanding! Best recruiting industry training I've ever had, great management/leadership/training, top notch in every way. LOVED IT! Will recommend it to every search firm owner I know. Every owner of any sized office, from 1-100+ people could benefit from this training. It is a must see for anyone looking to take their training to the next level."

**- Jordan Rayboy, Founder & CEO  
Rayboy Insider Search**

"The forum is one of the best investments I have made in my firm. The information was informative, current and executable. It was presented in a way that benefited both long term as well as start up companies. Thank you!"

**- Chris Sharron, CPC, National Practice Lead  
STEWART | PRESCOTT**

"Next Level Recruiting Training should absolutely be a requirement for anyone that would like to take their recruiting firm to the next level! As someone that had 7 years in the recruiting industry and over \$3 Million in lifetime cash-in, I can easily say it was the single most eye-opening and impactful educational experience of my career. In a very intense and packed 2-day session, the Kaye/Bassman Team will take you on a journey that will increase your office earnings and help you build a recruiting business exponentially in a very short time. You'll see and feel the results of a dramatically changing company culture and business strategy - a better way to grow your business!"

**- Jeremy Sisemore, President & Founder  
SearchPath International of Houston**

# Open and honest secrets to success

"Honest and binding information from highly credible experts. Great information which can quickly be applied and will undoubtedly save us time and money."

**- Chris Carmon, Chief Executive Officer  
The Carmon Group, Inc.**

"I wanted to take a moment to say thanks again to you and your staff on a very informative and worthwhile experience at the Next Level Recruiting Training event, Building a NEXT LEVEL Search Firm.

The event was very well organized and I really learned a great deal over the three days. I learned a number of new things as well as validated much that we are already practicing. As an independent firm charting our own course, both are invaluable. You and Kaye Bassman have traveled a road that many of us have not traveled and the sharing of your insights, mistakes, as well as your high performance best practices will literally save us thousands of hours of pain and suffering and earn us millions of dollars. The wisdom you shared is priceless and I can't thank you enough. We very much look forward to continuing to work with you and NLRT now and in the future in the building of our world class professional services organization. Thanks again."

**- Joseph B. Hunt, Senior Partner  
J.B. Hunt Executive Search, LLC**

"This forum truly exceeded my expectations. The training covered all aspects of the business and really got the ideas flowing on new markets, management, hiring and time management in my practice. Thanks so much for giving back so much to this awesome industry."

**- Gayle Tapps, Director of Operations  
NearTerm**

"This was the single most effective use of time dedicated to personal and professional growth that I have experienced in the last 10 years."

**- David Hayes, President  
HireMinds**

"I attended the 2 day intensive training on how to build and take your search firm to the next level. Was it worth it? Absolutely. Was it like drinking from a fire hose turned on high? Yes.

Where else can you go to see an 18+ Million dollar company that does what you do, and will open up and answer any questions you have, then take you through their whole company operations manual from A-Z.

The answer? Not anywhere...until now. They show how they start new practice areas, how they pay their people, how they train and how they manage performance...and a whole lot more. The presenters were powerful and stayed afterwards to answer any questions and best of all you get a huge binder of all their information policies and procedures and all their information you need to take back to implement.

If you truly want to take your search firm to the next level, I would highly recommend you go. I did and am glad I did, it was money well invested."

**- David Thaler, President  
TSG Executive Search**

"This is a team that really "gets it". Absolutely fantastic for anyone that wants to grow a search firm."

**- Roger Brooks, President  
Leading Edge Medical**

# Register now. seating is limited

## “Building a Next Level Search Firm” Forum May 20 & 21, 2010 - Dallas, Texas

Name \_\_\_\_\_ Company \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_  
 Company Website \_\_\_\_\_

### List of Attendees

Name _____	Title _____
Name _____	Title _____
Name _____	Title _____
Name _____	Title _____

### Recommended Hotel



The Aloft Hotel in Plano at 6853 N. Dallas Parkway, Plano Texas 75024.

For reservations, call the Aloft at (214) 474-2520.

We have a group rate under “Next Level Recruiting Training (NLRT)”.

### Forum Event Pricing

- **If a current Premium Member of the Next Level Exchange** ..... 2-Day Forum for 1 = \$4,500  
(Each additional person from the same firm or office - \$500)
- **If previously purchased Candidate & Client DVD Series** ..... 2-Day Forum for 1 = \$4,950  
(Each additional person from the same firm or office - \$500)
- **If you have not previously purchased both DVD Series** ..... 2-Day Forum for 1 = \$5,950  
(Includes Candidate & Client DVD sets & workbooks)  
(Each additional person from the same firm or office - \$500)

\* 50% is due upon booking and is non-refundable

\* Balance is due by May 20th, 2010

\* Cancellations after May 20th, 2010 are 100% non-refundable, however, credit will be applied toward future events or Next Level Recruiting Training material.

**TOTAL: \$** \_\_\_\_\_

### Take it back with you

**Each participant will receive hard copies of the following programs and systems:** Search firm compensation models, equity/stock ownership programs, corporate organizational structures, practice level team structure models, career path outline, custom search and consulting agreements, strategic planning forms for the corporate and practice level, building new practice area checklist, rookie and advanced training schedules, management training schedule and topics, career development curriculum, practice level and performance management metrics, and so much more intellectual capital that you can implement immediately! Disclosure: All materials received at this event are proprietary and confidential and any distribution of the materials outside of the participant's specific office location is prohibited.

Signature of Participant: \_\_\_\_\_

### Print, sign and fax

Please fax the completed registration form to **(972) 265-5329**.

If you have further questions regarding this event please call us at (214) 556-8000 or e-mail:

Jeff Kaye

[jtk@nlrtraining.com](mailto:jtk@nlrtraining.com)

Karen Pickens

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We'll take care of the rest.