



GESALA

RAISING THE PROFILE
OF THE **GLOBAL EXECUTIVE**
SEARCH INDUSTRY

LAUNCHING **WINTER 2021**

www.gesala.org



What is the **purpose** of **GESALA**?

IMPROVING THE INDUSTRY

To improve the profile, reputation, and standards of the executive search and leadership industry globally.

MORE CHOICE FOR CORPORATES

To provide more choice for corporates and the business community of the very best executive search partners for a particular assignment rather than just selecting one based on name and fame as an insurance policy.

How will **GESALA** achieve this?

TRUSTED PARTNERS

With rigorous criteria to join and remain as members, the business community will be reassured that they are always engaged with approved, audited, and ethical executive search partners selected from the whole industry, not just a small segment of it.

INTENSE AND ACTIVE PROMOTION

Through intense and active promotion to corporates and the business community around the world, GESALA will become the global trade association for the executive search industry.

INCLUSIVE MEMBERSHIP

A very affordable entry point for membership and tiered fees according to size and location will enable GESALA to be completely inclusive, attracting the whole of the industry.

What **services** will **GESALA** provide?

The various levels of membership are likely to include the following:





What will be the **criteria** to join?

FULLY RETAINED

The executive search firms that join must be fully retained.

REFERENCED AND AUDITED

New members will be rigorously vetted and referenced, more so than for any other membership organisation.

ETHICS CODE

Members will sign up to a code of ethics and standards.

How much **will it cost**?

AFFORDABLE FEES

Still to be determined; however, the organisation will be lean and not-for-profit so membership fees will be kept very low.

TIERED LEVELS

The base-level membership will be very affordable: for smaller firms as well as the larger firms and irrespective of location.

Who is behind **GESALA**?



TIM CONNOLLY FOUNDER OF ALC ENABLE

Tim Connolly, Founder of ALC Enable, together with several high-profile individuals from both the search industry and the business community.

How will **GESALA** differ from the **AESC**?

REPRESENTING THE WHOLE INDUSTRY

The AESC represents approximately 1% of executive search and leadership firms around the world. GESALA will represent the whole industry.

INCLUSIVE OF SMALLER FIRMS

GESALA will represent all of the smaller executive firms that meet the membership criteria as well as the larger ones and executive search networks.

RAISING AWARENESS TO CORPORATES

Our intention is to invest in dramatically raising the profile of the executive search industry with corporates, some of which do not understand the true value of retained executive search.

IT WILL BE TRULY GLOBAL AND INCLUSIVE

If you would like to
offer your support in
any way or would like
further information,
please **contact us**:

info@gesala.org