

**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:

#### **PROMOTION OF THE INDUSTRY**

Industry events and

peer-to-peer networking possibiliti<u>es.</u>

**NETWORKING** 

Promotion of the association and its members to business sectors all over the world.



#### SYMPOSIUMS AND EVENTS

Symposiums and events with CEOs and CHROs of corporates.



Roundtables on various topics such as future-proofing a search firm, and others.



Advising members on how to successfully diversify their offering and increase revenue and profit: introducing non-search services such as organisational consulting, interim, assessment, coaching, and M&A.



Guidance on best practice.



Up-to-date training and development for researchers and associates.

#### **ONE-TO-ONE**

Development and one-to-one executive coaching for Partners and Managing Partners.



Accreditation and qualifications for Managing Partners, Partners, Associates, and Researchers.



### **REPORTS AND INSIGHTS**

In-depth reports and insights on hot topics such as AI and technology, in-house executive search trends, and what the wider industry is doing.



# 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:

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