



## Lean Recruiting®

Conceived more than fifty years ago, Lean Manufacturing seeks to eliminate non-value added activities while delivering quality products at the least cost and with greater efficiency. The principles of Lean Manufacturing center on continuous process improvement, allowing the customer to be the driver of change based upon shifting business needs and climates.

In an interesting parallel, executive recruiting was also conceived roughly fifty years ago. Born from management consulting firms in the 1960's, search firms emerged with the goal of improving efficiency in the corporate hiring process. Yet today, those processes remain largely unchanged, with pre-defined services to which the customer must adapt. The result is a misalignment between recruiting providers and today's ever-changing talent needs.

Curiously, even with its widespread global acceptance and proven transference to other business functions, the principles of lean process improvement have never been wholly applied to talent acquisition. Over the past decade or so, we have witnessed a sea change in recruiting with the advent of new technologies and far greater access to talent. That period would have been an opportune time to introduce a lean approach to improve the key elements of recruiting – quality, cost and time. Yet, the search industry has yet to

adapt or redefine their services. For half a century, search firms have been reluctant to fundamentally change their model and show no sign of a willingness to start now.

Since our founding in 2008, Beaker has embraced a different paradigm, one that is client-centric, customizable and adheres fully to the tenets of process improvement. Our model moves quickly and with no off-limits to scour the entire industry, relying not on a database but rather on the inclusion of every individual potential candidate within that relevant talent pool. And, our Lean Recruiting® process is driven by quality, resilient in the face of disruption, and able to pivot and overcome obstacles.

At a time when more than one-third of employers around the world are experiencing difficulty filling job positions, clients are demanding more from their recruiting partners. Through the application of Lean Recruiting®, Beaker is changing the rules of talent acquisition. Today, our focus includes a variety of recruiting solutions from individual executive projects to strategic talent pipelines and communities to talent intelligence, each delivered with a steadfast commitment to speed, efficiency and quality and covered by the industry's only service guarantee.

I'd like to personally invite you to learn more.

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All the best,

A handwritten signature in black ink that reads 'Jeffrey D. Clark'.

Jeffrey D. Clark

**Chief Executive Officer**