

The Kick-Off

2024 Forecast For Executive Search

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CLOCKWORK

What Is The Kick-Off?

- ✓ The Kick-Off is a **webinar series for executive recruiters** and executive search firms where we focus on industry topics and best practices.
- ✓ We'll leave the demo at the door. **If you have any questions during the webinar – submit them through the Q&A feature.**
- ✓ Each episode we have a special guest from the industry.
- ✓ Today's guests is Kenneth Vancini, an original Founder of ZRG Partners and Founder of Innova Connect.



Ken Vancini
Founder
Innova International / Rain Global



Thaddeus Andres
Director of Marketing
Clockwork

Roundtable Communities

- CEO
- COO
- Artificial Intelligence
- Technology
- Research
- AI
- Interim (2024)
- “Open to work”(2024)

57 Professional
36 Firms



What We Saw In 2023

Executive Search in 2023?

1. Search Revenue was mostly down
2. Increased Competition
3. Major shift from 2021 - 2022
4. Macroeconomic headwinds
5. Focus on productivity with existing team
6. Leading a remote workforce
7. Retirement drove search activity
8. Other revenue streams became more important



What's In Store In 2024.

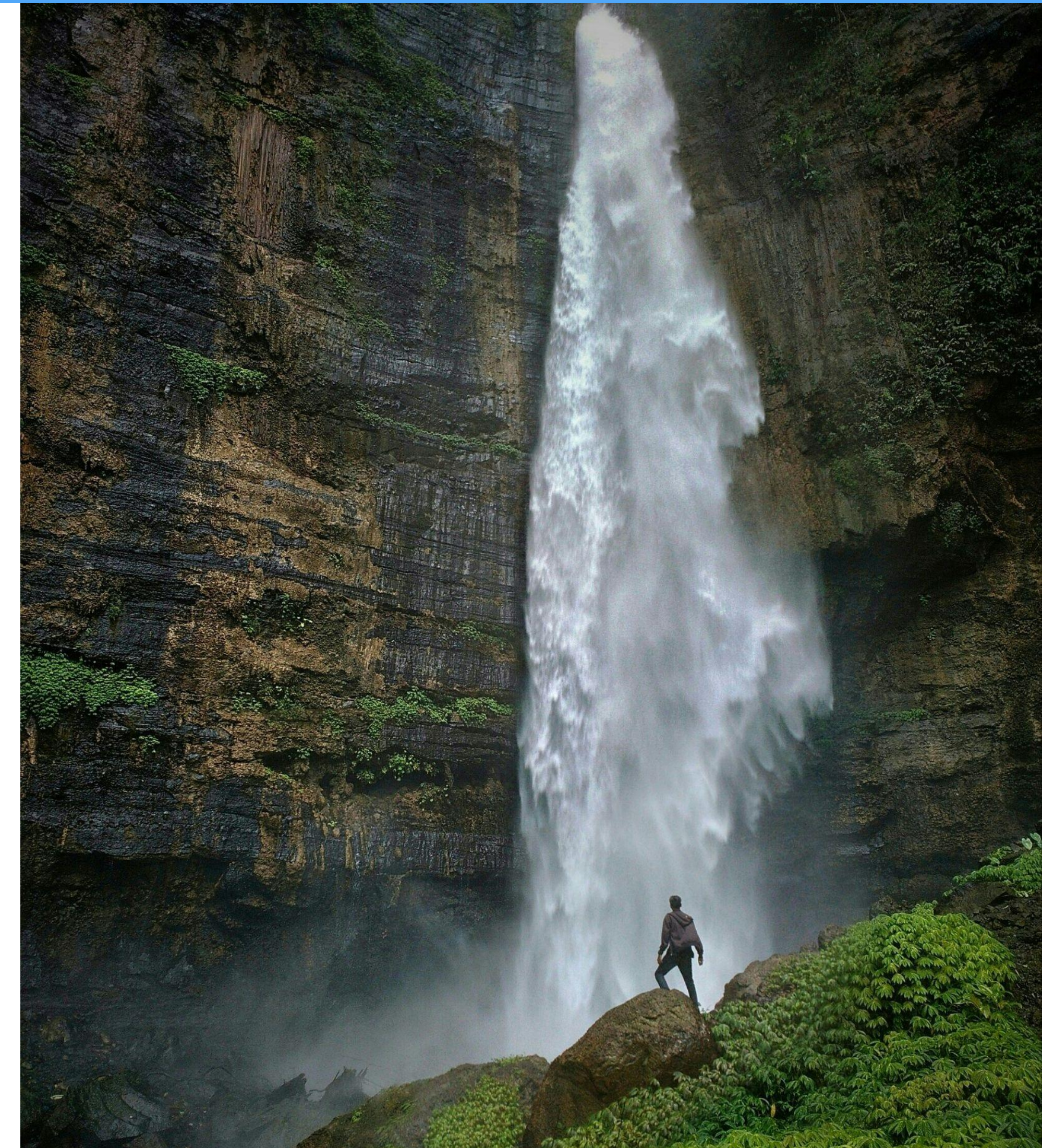
Key themes in 2024 and the year ahead.

1. Business development focus (Entire firm and partners)
 - a. maintaining database, Research, segmenting and qualifying leads effectively, and the need for consistent, disciplined execution of outreach strategies.
 - b. Back to Basics with Partners
2. Training and development
3. Increased importance with Technology Stack
 - a. Integrations, front to back and full lifecycle.
 - b. AI
4. Diversified revenues (Coaching, Consulting, Interim, RPO, Assessment)
5. Leadership
6. Strong start to 2024



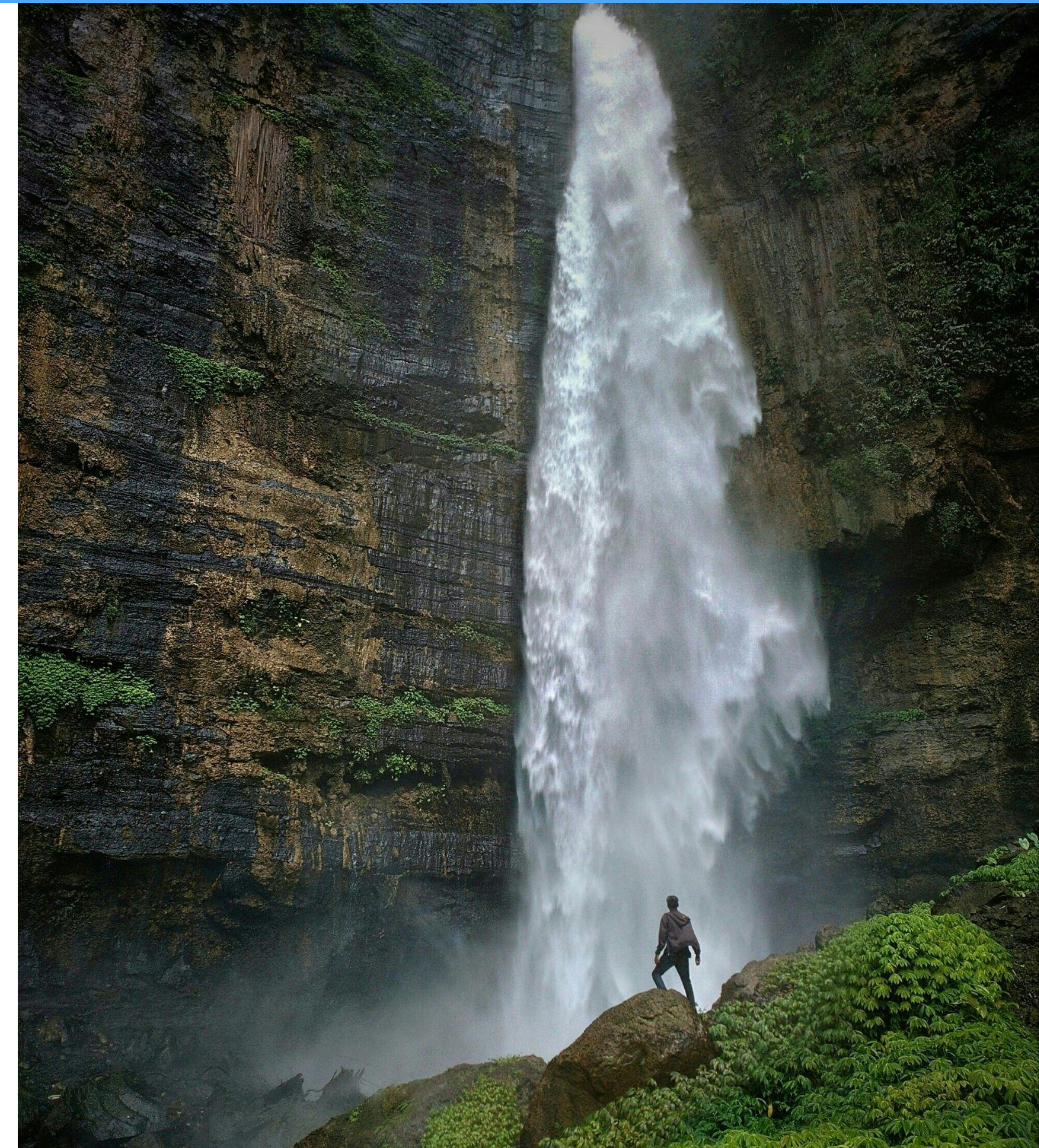
How To Adapt In 2024

1. Consistent Disciplined Execution
2. What is a quick win for your firm that makes sense for you and clients?
 - a. Diversify revenue (Coaching, Interim, Market Mapping, Consulting, Assessments, RPO?)
 - b. Partnerships or mergers? Interim + Executive Search
3. Aligning with a more sophisticated buyer.
4. Business Development - Lead generation through consistent, disciplined, and targeted outreach. Social meetings and thought leadership
5. AI - What does this mean for executive search?



AI and Search.

1. AI Talking points
 - a. Privacy and Data Security (Private Instances)
 - b. Use cases and workflows
 - c. Skill Set within the firm
 - d. Technology selection
2. AI report findings from Clockwork:
 - a. Don't need to replace a complete process, but supplement parts of it.
 - b. Implement AI with intention and meaningful uses.
 - c. Many favored the heavy use / implementation of AI in BD.
 - d. AI to Human Contact is resisted until after Assessment.
 - e. Deeper qualification and checking team's work is next.



Questions?

If you have any questions, please submit them through the Q&A feature.

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