



# EXECUTIVE SEARCH AND HEADHUNTING

- China
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Hungary
- Italy
- Norway
- Poland
- Slovakia
- Spain
- Sweden
- Switzerland
- United Arab Emirates
- United Kingdom





# Agenda

1. Short intro to SAM Executive Search and to the presenter
2. International recruitment (managers and specialists)
  - How we go about it
  - Challenges and experiences (It is not quite the usual "ball game")
3. Reflections going forward for moving specialists and managers across the Baltic Sea
4. Using the major construction projects that lies ahead to boost the area?

# Presenting SAM today



## Nils Lindberg Munck

Senior Consultant  
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### Specialist within

Recruitment (Search & Selection)  
Onboarding, Development and Outplacement

### Business areas:

Life Sciences, Media, Construction Industry, HR, General Management

### Experience:

I&H Skolen, Nykøbing F. (1991-1994)  
Novo Nordisk A/S  
Rockfon A/S  
Egmont Int. Holding A/S  
H. Lundbeck A/S  
KCI Medical

Manager, Development of new activities  
Organizational Development Consultant  
HR Manager  
Corporate VP, HR  
Corporate VP, HR  
Director HR, EMEA

### Education and certifications:

Master of Science, Copenhagen University 1988  
HRM at UCLA / Certified Teachers Diploma / Lead Auditor, ISO 9001





# SAM – the people and the activities

- A search & recruitment company build of experienced business people
- All consultants have many years of experience as business managers
- The individual SAM consultant brings substantial experience from one or more specific business areas
- Working together in business area task forces (within the country or across borders)
- Applying the same search/recruitment methodology in all 14 European SAM countries
- Strong "back bone" of researchers and analysts

4 main activity areas:

1. Recruitment (either as head hunting or as "classical" recruitment via posting, etc.)  
Mainly focused on specialists and managers.
2. Onboarding
3. Development (employees, teams and departments)
4. Outplacement

Our area of expertise is **not** within blue collar labor forces. We do have some experience organizing recruitment of groups of blue collar employees – also across borders – but it is not our key competence.





## SAM – some data

17 countries – 14 in Europe

100 consultants

800 recruitments every year

Of these approximately 15% are across borders

## SAM in Europe

SAM is a network of individual offices: The "office unit" is our centre of excellence; all projects start locally and are tied together if necessary. Cross border cooperation is built up based on the offices, forming task forces.





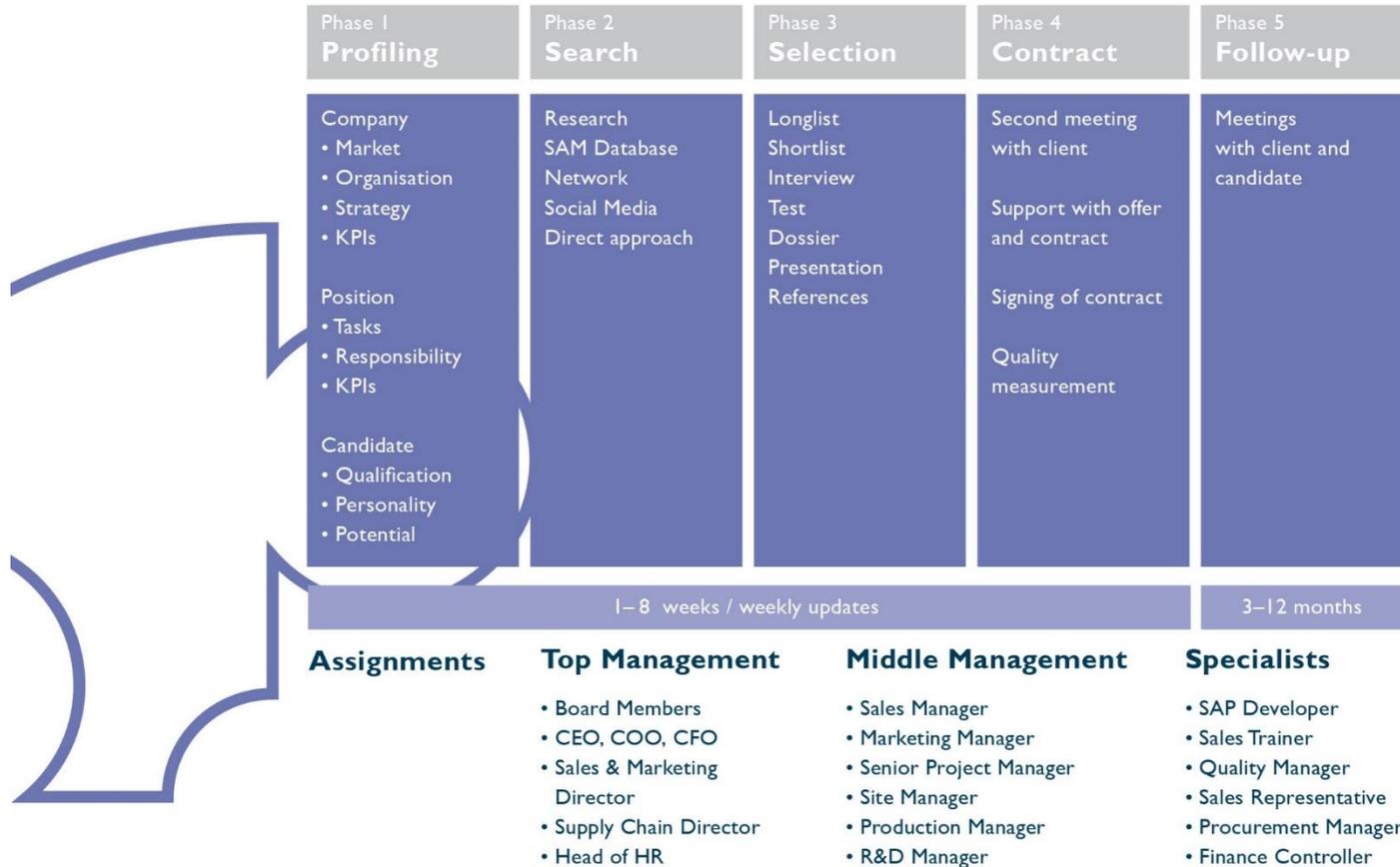
## (International) recruitment – the process:

1. Analysis: The project/company, the position, the situation (Job Description, organisation, terms, success criteria, etc.)
2. The candidate profile
3. Where to look, and how to find them? (Analytical approach and using network)
4. Approaching, contacting and informing
5. Dialogue and the selection
6. Meeting the company, the employer
7. Signing the contract
8. Retaining...

Subsequent slide is an overview



# RECRUITMENT: EXECUTIVE SEARCH / SEARCH & HEADHUNTING





# International recruitment

Experiences:

Recruiting across borders is about much more than matching a candidate with a position. It is – potentially – about changing somebody's life, moving a family, building the next career move for a person, and much more. It has to be handled in the light of this:

It must be "sold" based on a wider range of parameters, and the level/range of information needs to be more complex.

Some major parameters to analyse and address with the candidate (and the employer) when recruiting internationally are:

Employment terms

Housing

Family arrangements, personal and professional network

Cultural aspects (Where, what, how to get there)

The life/career perspective

By including these considerations into the process, the chance to retain the resources and thereby strengthen the contribution to the local community, is enforced

# Cross border mobility – some challenges:



1. The project/company, the position, the situation: Analysis (Job Description, organisation, terms, ....)  
Increased complexity, comparing terms when moving
2. The candidate profile  
Increased demands besides professional skills set
3. Where to look, and how to find them? (Analytical approach and using network)
4. Approaching, contacting and informing  
Applying process to local channels  
Complex information task
5. The dialogue and the selection  
Understanding the competences
6. Meeting the company, the employer  
Understanding the cultural differences
7. Signing the contract  
Legal requirements
8. Retention/integration?

The list is not exhaustive

# POSITIVE ASPECTS OF THE EXISTING INITIATIVES



Based on observations with regard to exiting initiatives from the side of organisations, municipalities and companies, SAM appreciates that you pave the way by

Creating Information hubs

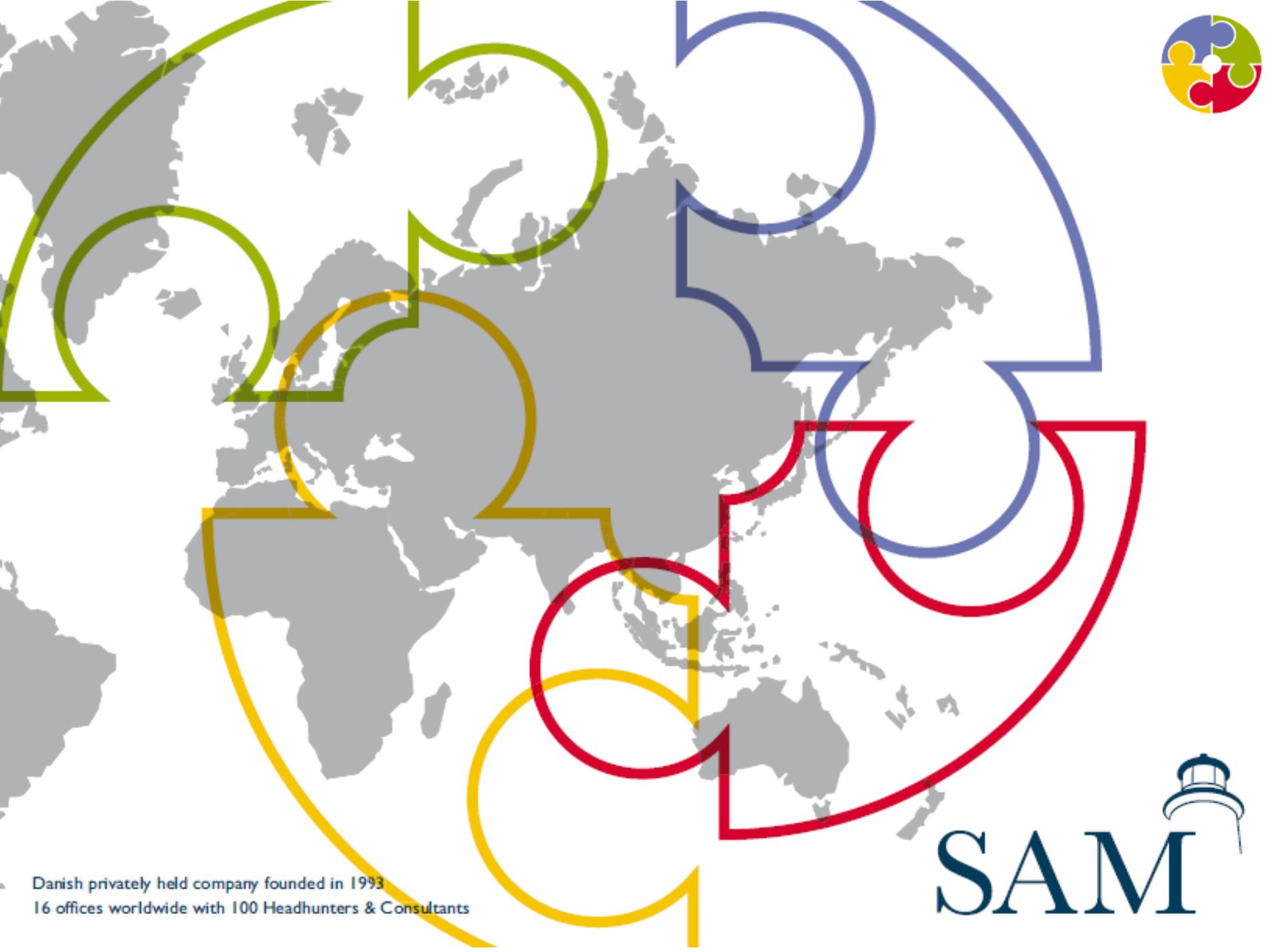
Showing awareness of the need to coordinate

Applying a broader perspective of the political approach: recruiting/attracting with the potential positive impact on the communities in mind

# SUMMING UP (ideas)



- Approach the recruitment of specialists and managers in a wider perspective:  
Establish good basic information packages and easy access to further information.  
Use a solid recruitment process.  
Make sure to plan for introduction and integration of new employees.
- Information about local area, country, infrastructure, etc. will be key to help candidates (and their families) decide: establish necessary centres and tools for this.
- Make plans to retain resources; look at the new employees as a potential for strengthening the area, the community. Let them feel, that you perceive them this way.
- Cooperate to attract and develop (organisations, politicians, companies).



Danish privately held company founded in 1993  
16 offices worldwide with 100 Headhunters & Consultants

**SAM** 