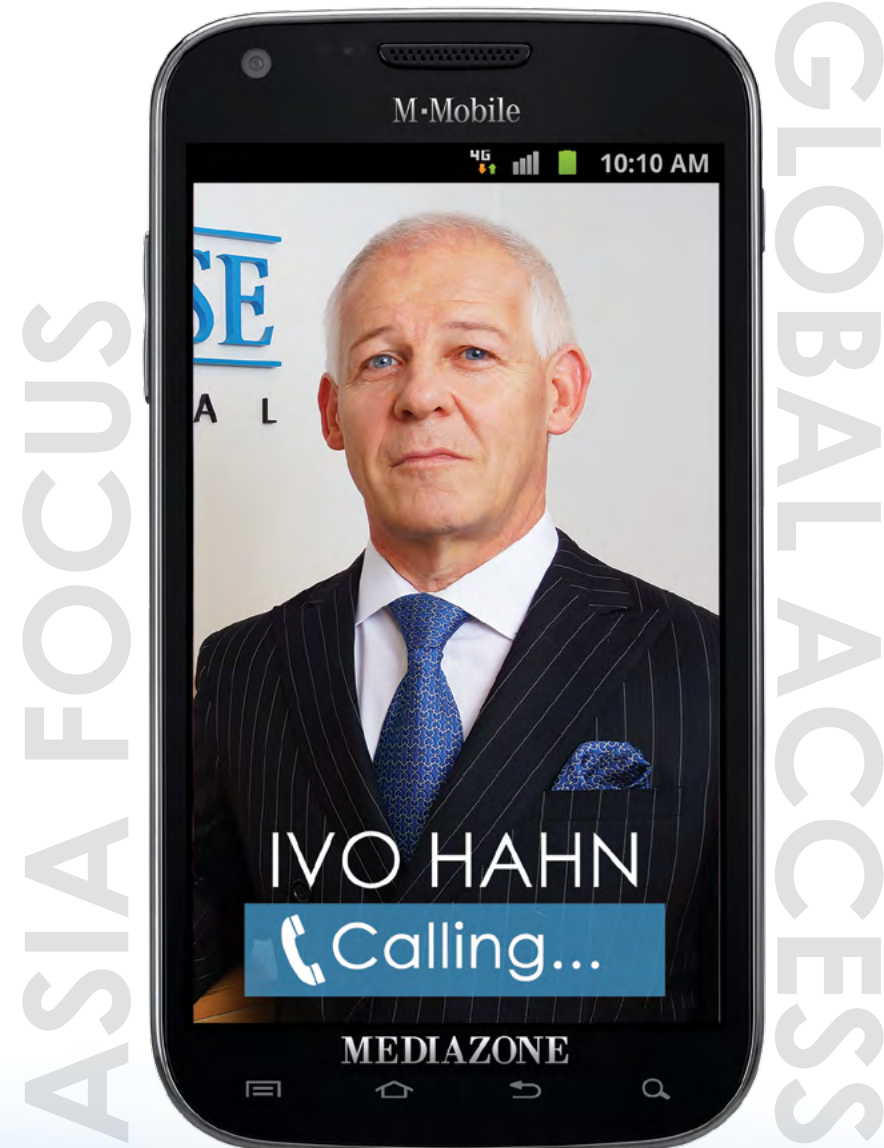




## STANTON CHASE INTERNATIONAL HONG KONG



# Let's Get You the 'Best People' Today!

Top choice for sourcing solid talent in Asia remains STANTON CHASE and in good measure its CEO, IVO HAHN who completes 15 years as a head hunter this year. Why do the region's best performing Asian and European companies look to Hahn to search and secure for them the people they need to power their businesses?

**H**ead hunting is no longer a 'search' function. Today's competitive rush for mandates demands experienced head hunters stay accurate, reputation-conscious, deliver on time, cost-competitively.

Serving the Greater China region, Hahn also carries mandates into the rest of Asia focusing more on industrial, consumer products and health-care sectors, while banking and finance, logistics and public sector work continue to be served by Stanton Chase' teams in Hong Kong and Beijing.

The first to admit that social networks like LinkedIn have drastically altered the game plan for the industry, Hahn points out that the role of the quality head hunter has gained importance simply because though LinkedIn may have enhanced access, the human experienced-based element is even more in demand simply because at the end of the day, this business is about match making and for a quality match you need the power of experience. The quality of consultation has grown more important than the ability to search and find."

### Global Reach, Local Needs

The demand for top-level confidential recruitment and replacement will continue. Secondly, we will see a trend toward employer's more highly specialized and challenging roles and head hunters with truly global reach will gain more market share, says Hahn of 2015-16.

"This is true simply because most businesses want to grow globally and with the help of the internet, this vision is no longer a pipe dream. It is a happening reality and hence proactive companies are seeking talent globally.

While LinkedIn will continue to grow in influence, traditional job boards will or be forced into even greater specialization both geographically and by industry sector."

Hahn says, the use of mobile apps to connect with talent will escalate and global recruiting will continue a stratification process where research recruiting, background checking and onboarding will be sold separately and by different providers rather than in bundled form to which we are accustomed. Specialist and price leaders will emerge in each layer.

"The industry will grow more dependent on the science of human assessment

with personality and/or skills assessment and applicant tracking software will grow more sophisticated and user-friendly and meanwhile big data mining firms will grow in importance."

### Greater China Complexities

Talent traffic between Europe and Greater China is getting thicker as opportunity awaits at both ends. Success though is very much dependent on head hunters who have the local knowledge, width of experience and agility to serve this growing market segment. Of course bilingual or even better, bicultural hybrid candidates with Chinese and foreign business styles are growing in demand as are proven candidates with experience in Joint Venture enterprises.

European employers are no longer looking at China as a 'hardship posting' and Chinese executives are no longer wary about feeling less advantaged linguistically or culturally at European postings.

Executive compensation is also growing much more information-based as companies are cautious so as not to appear overly zealous to the point of showing desperation and candidates are just as cautious about getting the right package alongside growth prospects.

"Too often executive compensation in China is tragically misperceived by foreign companies without regard to either the supply and demand of appropriate candidates or without regard to the value that a really good local Chinese candidate can bring to a foreign employer.

Yes, it is true that the average general manager in China is much lower paid than the average general manager in most industrialized countries, but in China, an average general manager is someone who does not speak English well or at all, has never worked for a foreign company, and whose conception of profit and loss is one that a foreign company would never consider acceptable in running their China business unit.

The profile that most foreign companies seek for China is not the 'average general manager.'

Rather, it would probably be something closer to the average one-tenth of one percent of the Chinese private sector industrial managerial class.

These are the people who might have U.S. MBA's, who might have worked or lived in Europe, the US or Singapore, whose English is fluent and who have successful track records in China

working as senior managers or general managers of foreign firms in China.

Their salaries are high by Chinese standards because they are worth every penny, and their skills are constantly sought out by foreign firms. The first, easiest and worst mistake a foreign employer can ever make in entering the China market is to underpay their top local management team. Either you will not be successful in hiring the best managers that you need to shepherd your products and services properly into the Chinese market, or you will soon find that your key managers are giving you notice, because of the many opportunities offered them by your competitors and others, who do understand the value that their knowledge, skills, contacts and personal integrity can bring their companies."

### Why Stanton Chase?

Over 300 foreign recruitment firms are operating just in China so why Stanton Chase, is an obvious question. "Global reach aside, we have a reputation based on quality results," says Hahn.

"Our history in Asia, impressive list of mandates, knowledge of the local market and presence-on-the-ground, all play an active role in sourcing based on understanding the needs of the hiring companies and those of the candidates and bringing them together qualitatively.

Our rich track-record in Asia awards us with access to the right people here and our emphasis on exceeding expectations on both sides ensures that matches we make, stay on and benefit both sides.

Our emphasis on service has been solid from day one as we have grown on word-of-mouth referrals. We bring the collective experience of our colleagues globally to bear on the fulfillment of any mandate thus making us a competitive player regardless.

We don't compete on price but we do on the value-added components of our offerings. Having served many of the world's most discerning European and Asian employers we are best placed to search and find the talent you need to get ahead and grow your business." ■

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