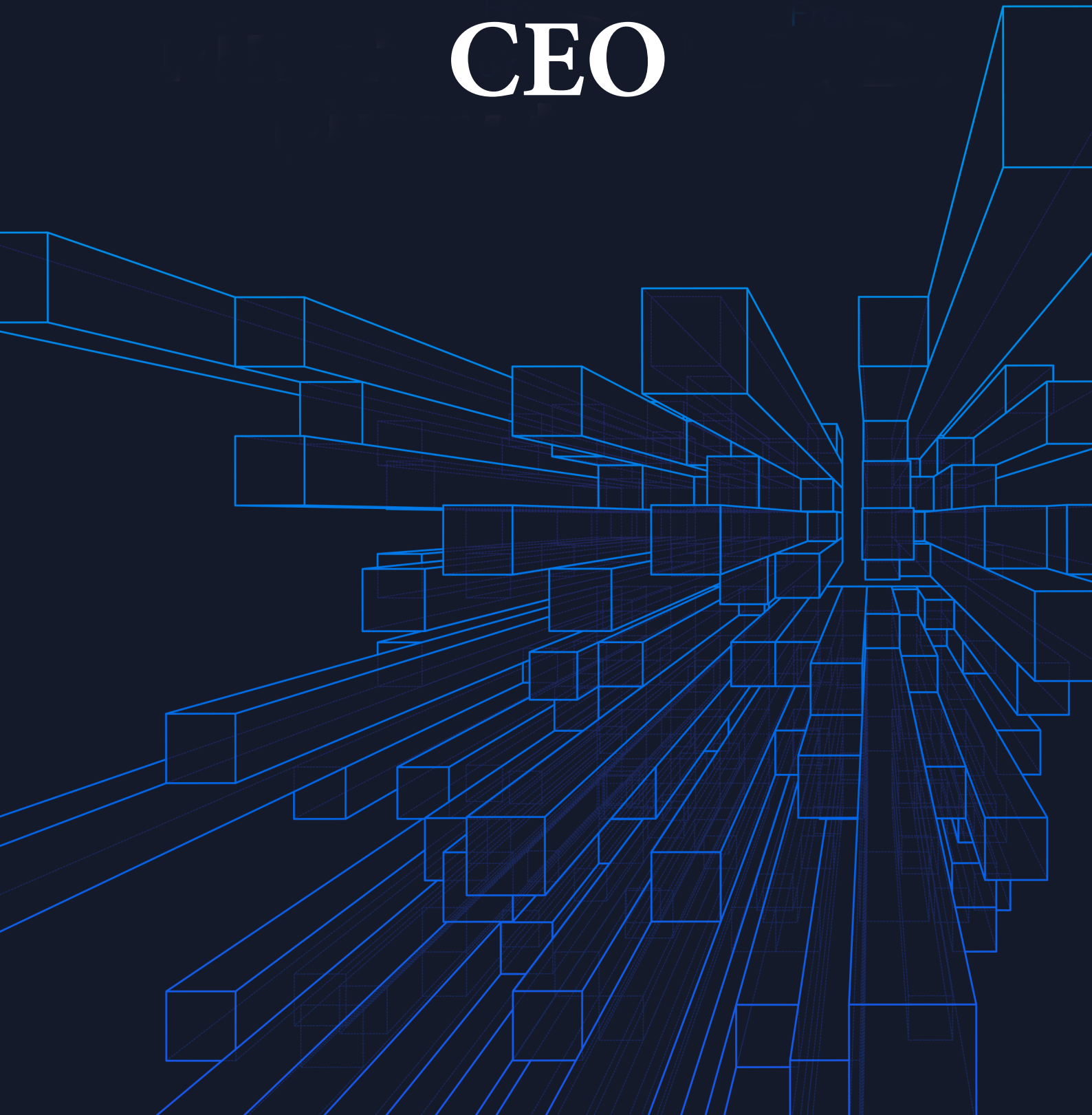


Free Workbook

How to Hire A CEO





Are you looking to hire a CEO?

Do you want to know what to expect from the recruitment process?

This workbook will allow you to work through the CEO recruitment process step-by-step. It covers each section of the recruitment process from determining what you need all the way to the final hiring stage.

Let's start by outlining what skills you think are important for your CEO candidates to have.

These are the skills you'll be specifically looking for in your candidate search.

So How Do You Go About Hiring The Perfect CEO?

Before you jump into the recruitment process, take the time to consider a few things first.

To help the recruitment process go smoother, note your answers to the following questions;

What's your timescale?

How flexible is your timescale?

What are the consequences of not meeting your timescale?

What's the demand for CEOs in your sector?

What's your available talent pool (to your knowledge)?

Roughly how many CEO jobs are currently being advertised in your area/sector?

How large are your management teams currently?

Where do you want to focus the search on?

Would you consider/prefer international candidates?

What's your budget?

How strict is this budget?

How lenient are you regarding candidate suitability? Does your candidate have to be absolutely perfect with no exceptions?

Describe your business culture and work environment...



CEO Desired Skills Checklist

Key CEO skills are one of the most important features to look for in your candidates. But every CEO role is different. The skills required in your role might not be necessary in another. That's why you need to outline what specific skills you'll be looking for in ideal candidates.

What key skills are candidates required to possess?

Here's a list of some of the key CEO skills that you might consider. You can tick the ones which are the most important.

Communication Skills		Commercial Awareness		Mergers & Acquisitions	
Forecasting	Leadership	P&L Analysis		Decisive	Development
Market Knowledge		Specific Product/Service Knowledge			Legal Knowledge
Self-sufficiency	Competitor Analysis		Strategy and Planning		Presentation
IT Skills	Relationship Management		Business Development		

Writing a CEO Job Description

The quality of your job description can be the deciding factor in whether or not you attract top CEOs to your opportunity. Your job description should be crafted with care. It should be detailed and appealing whilst keeping concise.

Here's a checklist of key features to include in your CEO job description;

- Location
- Salary range
- Business overview
- Culture type
- Appeal of the role – key selling points
- Desired personality
- Desired skills
- Desired experience
- Desired qualifications
- Role overview
- Main responsibilities
- Vision
- Goal
- Correct language & tone
- Contact info

CEO Cover Letter Checklist

Your candidate's cover letter can tell you a lot about themselves in just a few words. Ideal cover letters take just a few seconds to read, but introduce you to the candidate and compel you to open up their CV.

This is a checklist noting the key features to look for in your CEO cover letters.

- Personalisation
- Key selling points
- Overview of candidate
- Evidence of research into company
- Why the candidate is ideal
- Experience/Background
- Concise
- Unique to CV
- Key achievement
- Personality
- Proofread

What To Look For In Your CEO CVs

The CV searching process is a key part of the CEO recruitment journey. So what features should you look for in your CEO CVs?

This checklist outlines the key features you should seek to identify in your CEO CVs.

Two pages or less	Detailed work history
Clearly highlighted key information	Relevant qualifications
Tangible figures	Proven, tangible achievements
Clear writing and tone	CEO-specific skills (leadership, decision-making, commercial awareness, etc.)
Well formatted	Business acumen skills (communication, negotiation, market knowledge, etc.)
Well structured – with key information prioritised	Relevant personal interests
Multiple years' proven senior executive experience	Personality and work ethic matches your business

What To Look For In Your CEO CVs

Before you start the interview process, you should know what structure you want to use, and what questions you want to ask. Your interviews should be well-planned and efficient.

Consider the following points;

Formal or informal?	How many interviewers?
How many interview stages?	Are you using tasks? If yes, what tasks?

Structure and Questions;

Key Point Checklist – What information you should gain from your candidate through the interview process;

Personality/culture fit	Technical knowledge/skills
Relevant experience	Market knowledge
Key achievements	Key selling points
Specific successes	Strengths
Knowledge of your business	Weaknesses
Challenges faced	Team skill development
Communicative ability	Effect on business
Business acumen	Questions for you
Problem solving skills	

CEO Pay Scale – Salary Negotiation

Now it's time to determine what you will end up paying your newly appointed CEO in salary.

There are a number of things to consider before the salary negotiation process.

This checklist will help you get a firm idea of what you want and expect from this stage.

Maximum Salary You Want To Pay;	Minimum Salary You Will Offer;
Advertised Salary Range;	General Salary Range For Similar CEO Roles;
Are There Any Benefits?	What Benefits Will You Offer?
What Salary/Benefits Progression Will There Be?	What Areas Are You Most & Least Flexible?

Recruitment Method – Internal v External

When it comes to your method of recruitment, you have a choice. You could recruit internally if you have the right resources, or you could hire a recruiter or headhunter to work with.

Before you make your decision, consider the following questions;

- What Involvement Do You Want?
- Can You Settle For Less Than Ideal Candidates?
- What's Your Desired Timeframe?
- What's Your Desired Budget?
- Would You Pay More For Quality?
- Do You Have An Experienced Internal Recruitment Team?
- If Yes, Have They Recruited For Similar Roles In Your Business?

Recruitment Method – Internal v External

At this point you may be considering working with a recruiter or headhunter in order to find the right candidate. But what kind of questions do you want to ask your potential headhunter? Here's some things to keep in mind before deciding what questions to ask;

- Experience in your sector
- Experience in recruiting CEOs
- Examples of prestigious clients
- Rough/rigid timeframe
- Cost
- Payment structure
- Reliability
- Success rate
- Client feedback/ recommendations
- Location of work – international?
- Specialise in senior positions?

Plan out the type of questions you want to ask during the initial discussion;

Thanks for Reading

This workbook should have helped you understand what to consider when recruiting a CEO. Once you've answered the questions and filled in the boxes provided, you can look through this workbook and decide what route you want to take in your recruitment.

You can use the completed workbook as a guide and a reference point throughout your recruitment process.

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