

## Company Background

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Carlson Group is a boutique, customer-centric executive search firm delivering effective leadership solutions to clients since 1992.

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- Recognizing the fundamental importance of having the best leaders in the right positions to ensure ongoing organizational success, Carlson Group's team of search professionals help clients identify, recruit, select and onboard exceptional talent for the critical leadership roles: *CEO/C-Level Leadership, Senior Leadership, Mid-Level Leadership, Key Professionals, and Board Positions.*
- Core industry sectors served by Carlson Group include banking, insurance and financial services, agribusiness, technology, manufacturing, and more.



- With headquarters in Des Moines and a second office location in the Twin Cities, the primary geographic focus is client companies located throughout Iowa and Minnesota, as well as key markets in bordering states.
- The Midwest-based executive search firm applies heartland values to a customized, hands-on executive search approach built upon three simple principles - integrity, quality, and results.
- Carlson Group collaborates with client partners on every step of the journey - maintaining open, accurate, and ongoing communication - to accommodate unique challenges and strategic considerations to execute searches that best suit clients' specific wants and needs.

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• Carlson Group's core search process is built upon a relatively simple, four-step implementation process:

### • Background, Research, and Target Candidates

- Learn more about the company, identify specific leadership needs, and define strategic search considerations.
- Original research is conducted for every search – supplementing Carlson Groups' extensive database of industry contacts – to identify targeted companies and organizations that may yield potential candidates.
- Carlson Group contacts viable candidates to share background information and gather additional insights about qualified and interested candidates.

### • Presentation of Candidates

- A user-friendly report highlights key attributes, creating easy comparisons of the most qualified prospects.
- Top candidates are selected for initial interviews, using an interview process developed in collaboration with the client and Carlson Group professionals.
- Post-interview debrief sessions are conducted with each candidate, noting their observations and level of interest, with a detailed synopsis shared with the client.

### • Selection and Hiring Progression

- Carlson Group helps clients select and secure best candidates and develop attractive offer packages based on search interactions and assessments.
- Reference checks on final candidates are conducted, as needed.
- Carlson Group provides professional support throughout the negotiation process, building upon rapport developed with candidates through initial phases of the search process.

### • Executive Onboarding

- Post-search support continues with Carlson Group assisting with executive onboarding – staying in contact with the new hire and the hiring manager to ensure a smooth transition. Enhanced onboarding support options are available to ensure the new executive gets off to a quick, successful start.

