



## ● About us

Adrian & Roth Personalberatung GmbH (ARP) understand themselves equally as an advisor/consultant for clients and candidates!

The Adrian & Roth Personalberatung GmbH was found by Juergen Adrian and Florian Roth in September 2002.

Prior to setting up the Adrian & Roth Personalberatung GmbH both were partners at a renowned personnel consulting company in Munich for several years.

We strongly see ourselves as consultants of our clients relating to all issues with Recruiting and consider ourselves as career advisors for our candidates. We build on our extensive experience from numerous search mandates and interviews.

Our occupation ratio of more than 95% during the last years results from structured project work, candidate contact throughout many years, a close and long-term customer relationship as well as our industry competence. But, we believe this is not enough to lead through a successful candidates search. A further important factor is the correct search method. We have the necessary experience and a comprehensive service spectrum in order to advice our clients competently and solution oriented, from job advertisements in printed media through online Recruiting and Direct search. In the conversion phase we are able to make use of our proven partner network and coordinate the project teams up to the successful completion. We will be pleased to support you filling your next vacant position.

## ● Customer information/insight

Experience of many years in the personnel consultation distinguishes us. The consistent specialization on High Tech companies as well as a close customer relationship forms the foundation for our successful project work

We would like to support our customers within all ranges of the Recruiting.

As crucially important factor for a successful search we see both the choice of the suitable search method, adapted to the vacancy, and the current market situation as well as the professional conversion. An advisor is only as good, as its solution. Therefore we are anxious to offer an individual solution for each single requirement.

Candidates do not only decide on content of the new position, the compensation or other hard facts. A crucial criterion is the image of the future employer. This image, the culture of the company and social aspects are major values in all areas of our work. Therefore it is particularly important to us to know our customers very well in order to consider their individual values accordingly when working on the project. We attach great importance to long-term and partnership co-operation with our customers.

In order to give you an opportunity to experience more of our working method we describe an exemplary project flow of a Direct Search on the following page.

## ● Candidate information/insight

We are at your disposal with our experience of innumerable interviews and the observation of most diverse career developments. We will discuss with you your possibilities and orient ourselves thereby at your individual goals. As soon as the goal is defined we will advice you to develop the best way to reach this goal. We are your critical and objective advisor. The main focus is not to fill a vacant posi- ▶



# Short Profile

tion, but contrary we orient ourselves at your ideal. Should one of our vacant positions be suitable to reach your goal we will go into detail and accurately compare your profile with the requirements of this vacant position.

Experience shows that less than 50% of all vacancies are filled with a candidate of first contact. In most cases a first discussion mainly serves as an analysis of the situation and qualification as well as the concrete goal definition. With the information and the knowledge from this interview we will inform you of future vacant positions, which should bring you closer to reach your goal. Career development instead of Headhunting!

We need your full support for the professional conversion of this task. Openness, honesty and an exact and critical self-assessment are important in order to support you to find the correct way. We would not only like to be measured by you whether we have been able to find you a new "job". On the contrary, we wish that the discussion with us leads to a new viewpoint and will help you to define your goal more concretely and realistically to reach it with the next step. Our experience results from hundreds of candidate's discussions and interviews and the observation of numerous career developments, not from theoretical knowledge. We would like to share this experience with you and hope to have positive influence on your career development.

## ● Recruiting

By successful search we understand more than the presentation of three to five suitable and interested candidates or a fast placement.

During a Direct Search we have discussions with an average of 60 candidates per project. What happens to the 55 candidates with whom we have spoken to but were not suggested to the customer? Detailed discussions about the technical experience, personal skill set and the entire career as well as the future goals of these candidates were discussed during the course of the project. Candidates were informed of your company, your product range, the culture of the company, etc. and were nevertheless not suggested. With one it is just not the right moment in time for a change, with the other the reason may be the required profile of the candidate or his individual goals.

We do not only consider ourselves as Headhunter, on the contrary we already consider the future when completing a project for you. Contacts to candidates whom we addressed for your vacancy we maintain also beyond the current project. We see ourselves as your representatives and therefore consider ourselves as a Marketing instrument for your "brand" as employer instead of only marketing a job. Here we are naturally dependent on a close and trusting co-operation with you. Our goal is to know you as our customer as well as if we were co-workers of your company.

Successful personnel search means to us to fill the vacant position as fast and well as possible and beyond that to arouse as many candidate's enthusiasm for your company and future vacancies as possible.

The same applies also for other services, such as job advertisements, response management, etc.

We consider it important to set high quality standards and to position our customers as professional and reliable companies.

Our goal is to contribute strengthening your image as an interesting employer in the market.

## ● Our Services

- ▶ Direct Search
- ▶ Target Search – Defined Companies Search
- ▶ Database Search
- ▶ Combi Search
- ▶ Online Search
- ▶ Advertising (Print and Online)
- ▶ Benchmarking
- ▶ Outplacement Coaching

### ▶ Direct Search

After a detailed briefing meeting with the Human Resources and Hiring organisation, we will provide a job description as well as a briefing protocol. The briefing protocol will be sent to the customer for agreement to ensure common understanding of all terms and conditions related to the search and the search strategy.

Besides we investigate suitable target companies for the search which could be source for approaching potential successful candidates. This list will be presented to the customer for acceptance. The actual work is the search for suitable candidates within these target companies, currently working in the same or similar job area. We start the first contact with these suitable candidates and generate a first information flow between the candidates and the advisor. At this time our consultancy company as well as our approach is the focus of our discussions. A candidate will only give his personal information after recognizing that a contact could be to his advantage and he having placed his trust into us. Only when this trust is developed we will inform suitable candidates in detail and concretely about the open position. In case of interest we will send the job description and request him to send his CV to us at the same time.

As soon as this phase is also successfully closed we organize a personal discussion and interview between the candidate and advisor. Provided the candidate could convince us, we prepare a candidate profile and present him as well as 2-4 additional candidates to you. You decide whom you would like to invite for a personal discussion with you. We organize the appointments, dates and times, accompany the candidates, analyse, together with you, the interview process and co-ordinate further steps. We obviously also accompany the candidates during the decision phase and advice them throughout this phase. After signature of an employment agreement of a candidate selected by you, we will professionally close the project and send rejection notes to the remaining candidates (we gladly give them constructive feedback).

### ▶ Target Search – Defined Companies Search

The Target Search in principle is pretty similar to a Direct Search. It only differs in the smaller number of pre-defined target companies. If no suitable candidate is found within these defined companies to fill the position we can expand the Target Search at any time. This proceeding is used if there are only a limited number of companies that may be useful target companies or if the search should initially be limited to a certain region.

### ▶ Database Search

From numerous Direct Search's, job advertisements, etc. we generated a very comprehensive data base. In many cases expenditure and therefore costs can be optimized by first trying to fill a position with an existing contact using our database.

This proceeding is also substantially faster as e.g. a Direct Search, which obviously can be expanded at any time.



## ► Combi Search

For us this is a combination of different search methods coordinated according to the actual market situation and the required hiring profile, which can be graduated chronologically. The Combi Search is a model which is cost- as well as time efficient and nevertheless offers a possibility to successfully close a project. The combination of the methods will be individually defined and calculated according to the project specifics.

## ► Advertising (print and on-line)

The "passive" personnel search in print- and online medium is still an interesting option. It can either be mixed with other search methods or can be done exclusively, depending upon the position and the market situation. Our services include:

- Creating the advertisement
- Design and Layout of the advertisement
- Research of the best suitable media
- Placement of the advertisement
- Response management
- Pre-selection of the applications
  - According to the documents
  - According to pre-phone interviews
  - According to personal interviews
- Creating an application data base
- Attention to candidates (also through a longer period)
- Sending rejections

We are interested in offering a comprehensive service, adapted to your individual requirements.

## ► Benchmarking

- Compensation comparisons
- Company car regulations at competitors
- Commission regulations
- Image analysis
- Customer Satisfaction

## ► Outplacement / Candidates Coaching

The scenario:

You are forced to lay off employees and you are interested to create a socially compatible solution. In this effort the "golden handshake" (severance payment) is certainly a method which is gladly used to ease the employee's termination. This may be a pleasant and pain easing gesture, especially if the

offered amount is above the legal requirements. However, for your employee this may not be much consolation. Questions such as “why me?”; “how to tell my family?”; “what have I done wrong?”; “what shall I do now?”; etc. are priority topics of the ones concerned. Money can only serve here gaining time! For one the severance payment is enough to get tide over 3 months, for the other 6 and the next perhaps even around 12 months. But who knows how long it may take to find an adequate position? As long as all these “W-questions” concern the employee and also affect his self confidence, it is difficult to positively look forward to the future. Therefore, in most cases it is not enough to just pay severance. To actively accompany and coach the employee if necessary even after the employment relationship likewise belongs to a socially compatible solution as the monetary compensation and is enormously important for the employer's image!

We consider our task to re-generating the situation with the affected employee, to diminish the frustration and structure the new situation and to professionally steer it like a new project. To get over a termination – no matter if caused by a lay-off or bad performance – is a process and needs somebody to accompany as well as a new task. We will accompany the person; the task will result from the situation.

I AM SEARCHING FOR A NEW JOB! But how???????

The **HOW** is the actual or the main component respectively of our work with candidates.

The approach: To “apply for a job” is a very discreet and personal specific matter. In this exceptional situation coaching requires a high empathy of the person as well as a good understanding of his individual needs. A fundamental market knowledge of the industry in which the candidate is working obviously is a very positive advantage.

For this reason we believe that individual coaching is absolutely necessary. This does not exclude covering some issues with a coaching training, which can also be done in groups, but needs the consent of the candidate. To ensure individual needs are met in the coaching process, we split the process in three phases:

Phase 1 – Basic Program (Analysis of the situation and definition of goal)

Phase 2 – The Interview

Phase 3 – Strategy of Application and individual action steps

To accompany the candidate up to the success is important and needed. We will deliver detailed information upon demand.

In addition we also offer advise on some “practical” related issues in the administrative area, such as:

- Unemployment office
- ICH-AG (one person company)
- Social Insurance
- Application related costs and reimbursement
- Checking and advising on reference letters
- Other, candidate specific issues and questions