



C H A P M A N

 & A S S O C I A T E S

Presenter:

**Bruce J. MacKenzie,
President
Chapman & Associates**

**b.mackenzie@chapmanassociates.ca
505 Burrard St. Suite 480
Bentall Tower 1
Vancouver, B.C. V7X 1M3
P 604.682.7764**

Hire Anxiety:

Why recruitment fails and what to do about it.

For decades, periodicals from McLean's to the Harvard Business Review have published CEO surveys that consistently place "finding good people" at the top of their list of challenges. You might expect that investment in the process to acquire people equals the priority of the issue, yet recruitment has changed little and the frustration with it is increasing. The reality is that the "finding" is so difficult because few "good people" are actually looking! Even authorities like Jim Collins, the bestselling author of *Good To Great*, emphasizes the importance of "getting the right people on the bus", but falls short of educating on where the bus stops are.

If people truly drive your business, then it makes sense that a business function should drive your pursuit of people. This seminar will examine, through real case studies, where recruitment campaigns breakdown, and how to build programs that maximize your return on investment.

This is a single speaker, interactive presentation that aggregates the research, thoughts and practices of industry leaders into a succinct compare/contrast format. This is a two and a half hour presentation with a half hour executive open forum.

The presentation will discuss:

- How to build a successful search and recruitment project
- Evaluating recruitment options
- Project Management and 'the talent supply chain'
- Recognizing search project risks and opportunities

This presentation is supported by PowerPoint with hardcopies given as a take away.

Biography:

A graduate of the University of Victoria, Bruce began his career selecting and leading international teams on medical and scientific expeditions across the globe. Returning to Vancouver he directed the Canadian and US expansion of a publicly traded company. In 1995 Bruce joined Chapman & Associates, one of Canada's longest serving Search & Recruitment firms, eventually earning a majority equity position and is currently the President of the firm. He has maintained a commitment to advancing the profession and has collaborated with industry leaders in Canada, the USA and Europe to address the changing demands on the business. For the past five years he has compiled research on more than 2600 search projects and interviewed over 1500 business leaders as the foundation for this seminar and an upcoming book release.

Come join us on Wednesday, January 20th at 9:00 am in the Chairman's room at the Westin Bayshore for a half hour executive open forum on recruitment challenges. The presentation will promptly follow at 9:30 am. Attendees and non attendees of "Roundup" are welcome to engage in this seminar. Refreshments and snacks will be provided.

Please RSVP by December 11th, 2009 to Kate Chafe at Chapman & Associates with your name, company and number of attendees. Contact e-mail is k.chafe@chapmanassociates.ca and contact phone number is 604-682-7764.

