



// Business Context & Client Need

A non-profit health benefit provider first used our services in 2009 to recruit a new Chief Executive Officer. At the time, they were looking for someone with the capability to lead a cultural transformation, which was ultimately achieved by the candidate we placed. Eight years later, the CEO announced their retirement, so the board engaged Optimum Talent again to facilitate an executive search with the following considerations:

- A recent engagement survey showed that 95% of employees reported high-levels of engagement, which they would like to see maintained.
- The need to manage angst among the team about a new leader taking on the CEO role.
- The successful candidate must meet internal requirements while also being able to manage external political and economic environments.

// Our Solution

1. Met with the board to understand required leadership competencies with a focus on cultural fit.
2. Set-up an internal online survey and held office hours over the course of two days at the organization, inviting all employees to share input on the culture and desired leadership characteristics.
3. Conducted stakeholder consultations to build a robust search profile that captured the competencies needed to maintain culture, drive strategy and build key external relationships.

// Our Solution

4. Created a strategic recruitment plan to identify key leadership traits needed to ensure employee engagement remained high and strategic objectives would be met.
5. Utilized national network to source and engage candidates, while also considering internal candidates.
6. Evaluated over 30 candidates and put forward a shortlist of seven.
7. Helped the client assess both internal and external talent with a focus on competencies and cultural fit to narrow down the selection.
8. Offered support through the offer process and ensured smooth integration.

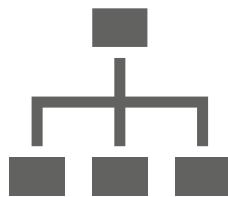


// The Impact

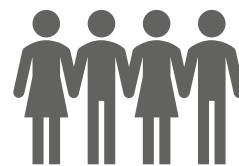
The search for the CEO was completed within 90 days, with candidates considered from outside and within the organization. With support through the interview and assessment phase, the board chose a strong internal candidate for the role.

The successful CEO is still leading the organization which continues to record high-levels of employee engagement and job satisfaction.

The client has voiced strong satisfaction in partnering with Optimum Talent and frequently provides references in relation to our services.



**Placed 2
consecutive
CEO's**



**42 employees
consulted in the
process**



**Client named one of
the province's Top
Employers**