

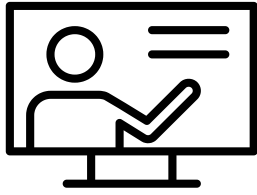
 AESC

EDUCATION PROGRAMS

We **Shape. Connect. Educate.**



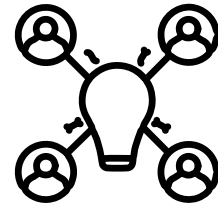
Our Programs Offer:



New hire
training



Professional
development



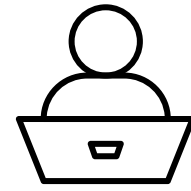
Team
development



Interactive
Q&A sessions



Workshops



E-mobile
learning

Join **260+** Alumni Firms

Who Should Enroll?

- All executive search professionals
- Corporate recruitment teams
- HR personnel



AESC partners with leading institutions to offer cutting-edge educational content:



Cornell University
ILR School



Join the Esteemed Alumni of AESC's Education Programs

<i>Abrahams Executive Search</i>	<i>Drakely Strategies</i>	<i>Kast & Partners</i>	<i>RLC Recruitment/ Cornerstone</i>
<i>Academic Search International</i>	<i>Dr. Bjørn Johansson Associate</i>	<i>Keep Steadfast</i>	<i>International Group</i>
<i>Accord Group/ AltoPartners</i>	<i>Dr. Pendi & Dr. Piswanger</i>	<i>Kerridge & Partners</i>	<i>Robert Half International</i>
<i>ACH Consultants</i>	<i>ECS Partners International</i>	<i>Kincannon & Reed</i>	<i>Rothley</i>
<i>AIMS International</i>	<i>Eileen Finn & Associates</i>	<i>Konsul Personalberatung</i>	<i>Rothschild</i>
<i>Alberta Corporate Human Resources</i>	<i>EFL Associates</i>	<i>Korn Ferry</i>	<i>RSR Partners</i>
<i>Albright Partners A/S</i>	<i>Egon Zehnder</i>	<i>Koya Leadership Partners</i>	<i>Saxton Bampfylde/ Panorama Search</i>
<i>ALC Executive</i>	<i>EMA Partners Saudi Arabia</i>	<i>Krebs</i>	<i>Saxton Bampfylde</i>
<i>Alder Koten</i>	<i>Engie Insight Services Inc.</i>	<i>L.E.K.</i>	<i>SCS Executive Research Consulting</i>
<i>Alkhurayef Industrys</i>	<i>Epsen Fuller/ IMD</i>	<i>Laing O'Rourke</i>	<i>Schulthess Zimmermann & Jauch</i>
<i>AltoPartners</i>	<i>Equation Partners/ AltoPartners</i>	<i>Leaders International</i>	<i>Seba Search</i>
<i>Amrop</i>	<i>Eric Salmon & Partners</i>	<i>Leaders Trust/ AltoPartners</i>	<i>Sheffield Haworth</i>
<i>Amrop Carmichael Fisher</i>	<i>ERM</i>	<i>Lefebvre & Fortier</i>	<i>Sheffield Search</i>
<i>Anthony Andrew</i>	<i>Ernst & Young</i>	<i>Lend Lease</i>	<i>Sidley Austin</i>
<i>ANZ</i>	<i>Eton Bridge Partners</i>	<i>Leonard Burgess</i>	<i>Signium International</i>
<i>AON Hewitt</i>	<i>Executive Access</i>	<i>Lloyds Banking Group</i>	<i>Signium International</i>
<i>Aplin Executive</i>	<i>Executive Search Group University</i>	<i>Lock Search Group</i>	<i>Silvester & Co</i>
<i>AstraZeneca</i>	<i>Executive Source Partners</i>	<i>Loftus Bradford Gorup</i>	<i>Six Recruitment</i>
<i>Atkinson MacLeod</i>	<i>Experian</i>	<i>Lordstone Corporation</i>	<i>SKL Acutuarial</i>
<i>BAE</i>	<i>Experis</i>	<i>Lordstone Executive Search</i>	<i>Slayton Search Partners</i>
<i>Bain & Company</i>	<i>Expertus Solutio Group</i>	<i>Maes & Lunau</i>	<i>Sockwell Partners</i>
<i>Bank of America Merrill Lynch</i>	<i>Fesa Group</i>	<i>Mandrake</i>	<i>Spencer Stuart</i>
<i>Barracuda Search</i>	<i>Fisher Leadership</i>	<i>Mangaard & Partners/Panorama Search</i>	<i>Stanton Chase</i>
<i>Biesinger Management Consulting</i>	<i>Fitco - Consulting Pte Ltd</i>	<i>Massey Henry Inc.</i>	<i>Steinbach & Partner</i>
<i>Big Break Consulting</i>	<i>Fortune Hill Executive Search</i>	<i>McArthur Murray / AltoPartners</i>	<i>Stratos Executive Search</i>
<i>BlackRock</i>	<i>Fourmi Formidable</i>	<i>McIntyre Global Executive Search</i>	<i>Sub Zero Group</i>
<i>BluEra</i>	<i>Galecki Search Associates</i>	<i>Medix</i>	<i>Sullivan Search</i>
<i>BoardWalk Consulting</i>	<i>Global Sage</i>	<i>Merc Partners</i>	<i>Summit Search Group</i>
<i>Booz Allen Hamilton</i>	<i>GMPTalent International</i>	<i>Mercer</i>	<i>Talengo</i>
<i>Borderless Executive Search</i>	<i>Godliman Partners</i>	<i>Mercuri Urval</i>	<i>Talent Era Inc.</i>
<i>Boyden</i>	<i>Google</i>	<i>Metin Mitchell</i>	<i>Talent & More</i>
<i>Buffkin Baker</i>	<i>GOSECO International Executive</i>	<i>Michael Berglund</i>	<i>Teach for America</i>
<i>Buro Happold</i>	<i>Search</i>	<i>Mirams Becker</i>	<i>Teampeople</i>
<i>BuysideResources Inc.</i>	<i>Grant Thornton</i>	<i>Mixtec Group</i>	<i>The Bedford Consulting Group</i>
<i>C3Talent</i>	<i>Griffith Research</i>	<i>Mphasis</i>	<i>The Executive Network</i>
<i>CA Technologies</i>	<i>Hanover Search</i>	<i>Neumann International</i>	<i>The Executive Source</i>
<i>CapMan Consulting</i>	<i>Harbour West Consulting</i>	<i>Newtopia</i>	<i>The Ken Blanchard Companies</i>
<i>Capstone Partnership</i>	<i>Harvard Group International</i>	<i>NGS Global</i>	<i>The Ropella Group</i>
<i>CareerSMITH</i>	<i>Headvisor AS</i>	<i>Nolan Partners</i>	<i>The RSA Group</i>
<i>Carmichael Fisher</i>	<i>Heidrick & Struggles</i>	<i>North Search</i>	<i>The Talent Studios</i>
<i>Carnelian Search</i>	<i>Helbling and Associates, Inc.</i>	<i>Norton Rose Fulbright</i>	<i>TJP Executive Research</i>
<i>Carnovale Recruitment</i>	<i>Henley Research International</i>	<i>NSC Norilo Strategy Consultancy</i>	<i>Towers Watson</i>
<i>Carrington & Carrington</i>	<i>Hess</i>	<i>OC Executive Search</i>	<i>TRANSEARCH</i>
<i>Catalyst Advisors</i>	<i>Hightech Partners</i>	<i>Odgers Berndtson</i>	<i>TriNet</i>
<i>Cejka Search</i>	<i>Hill & Knowlton</i>	<i>Omera Partners</i>	<i>TriVista Recruitment</i>
<i>Cellence Plus</i>	<i>Hoag Memorial Hospital</i>	<i>Osler, Hoskin, & Harcourt</i>	<i>Tuesday Consulting</i>
<i>Cenera</i>	<i>Presbyterian</i>	<i>Osser & Osser</i>	<i>Tyler & Company</i>
<i>CGI</i>	<i>Hobson Leavy</i>	<i>Oxford HR</i>	<i>UBS</i>
<i>Citigroup</i>	<i>Hodges Partners</i>	<i>Pacific Talent Partners</i>	<i>University of North Carolina</i>
<i>Cognizant</i>	<i>Hoeschmann & Company/IIC</i>	<i>Parodi & Associates</i>	<i>UTMB Health/ The University of</i>
<i>Connors Consulting</i>	<i>Partners</i>	<i>Pearson Partners International</i>	<i>Texas</i>
<i>Contevenca</i>	<i>Holborn Assets</i>	<i>People First HR Services</i>	<i>Medical Branch</i>
<i>Convergence Partners</i>	<i>Holtby Turner</i>	<i>Phelps Executive Search</i>	<i>u&u</i>
<i>Cornerstone International Group</i>	<i>HVS Executive Search</i>	<i>Phoenix Executive</i>	<i>Ward Howell</i>
<i>Cornerstone Search Group</i>	<i>Ichor Leadership Search</i>	<i>Piedmont Ltd.</i>	<i>Ward Howell International</i>
<i>Coulter Partners</i>	<i>ICICI</i>	<i>Pinion Forrest & Madden</i>	<i>Ward Howell International /</i>
<i>Cox Communications</i>	<i>II PE International Executive</i>	<i>Preng & Associates</i>	<i>August Leadership</i>
<i>Crist Kolder Associates</i>	<i>Search</i>	<i>Progress Residential</i>	<i>Watson Advisors Inc.</i>
<i>Crown & Marks</i>	<i>IMS Talent Ltd</i>	<i>Providence St. Joseph Health</i>	<i>Wavelength International</i>
<i>CT Partners</i>	<i>InTell Executive Search</i>	<i>Prudential</i>	<i>Weichert Workforce Mobility</i>
<i>Curzon Partnership</i>	<i>Invenias</i>	<i>PwC</i>	<i>Westwood Wilshire</i>
<i>David Aplin Group</i>	<i>Invesco TRANSEARCH</i>	<i>Quinton Anthony</i>	<i>WittKieffer</i>
<i>Davidson Recruitment</i>	<i>IRC</i>	<i>Qwazent Health Search Limited</i>	<i>WPP</i>
<i>Davies Park</i>	<i>IRG Executive Search</i>	<i>Raines International</i>	<i>Write Research Company</i>
<i>De Saily Search</i>	<i>Jackstone & Partners</i>	<i>Rasd Executive Search</i>	<i>Xerox</i>
<i>Deloitte</i>	<i>Jebsen & Jessen</i>	<i>Rayson & Rush</i>	<i>ZS Associates</i>
<i>Diversified Search</i>	<i>Johnson Executive Search</i>	<i>Reed Hamilton</i>	
<i>Doran Leadership Partners</i>	<i>Johnson Partners</i>	<i>Research Direct International (ROI)</i>	
	<i>Kaiser Permanente</i>	<i>RGF Executive Search</i>	
	<i>Kaneko & Associates</i>		

Are You Ready to Take Your Career to the **Next Level?**



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ADVANCED CERTIFICATE IN EXECUTIVE TALENT

Designed in partnership with Cornell University's ILR School, this comprehensive, interactive program provides a robust understanding of the landscape impacting executive talent today. The course examines the technological, sociodemographic and economic shifts shaping organizations and the world of work.

[TAKE ME THERE >>](#)

CERTIFICATE IN EXECUTIVE RESEARCH (CER)

AESC's CER program is an essential credential for those looking to strengthen and more effectively implement their executive research and candidate development skills. A recognized qualification within the profession, this highly regarded program covers the complete executive research process from name generation through pitching and qualifying candidates.

[TAKE ME THERE >>](#)

EFFECTIVE INTERVIEWING

This course explores how professionals who make hiring decisions can utilize the techniques behind behavioral interviewing to culminate successful results and thus, better serve their clients.

[TAKE ME THERE >>](#)

IMPROVE YOUR DIGITAL BODY LANGUAGE

Facilitated by Erica Dhawan, this course explores how professionals can utilize body language to foster genuine connections online and communicate clearly across generations and cultures within digital spaces.

[TAKE ME THERE >>](#)

CERTIFICATE IN CLIENT RELATIONSHIP DEVELOPMENT

This unique, mobile learning experience is based on the most extensive research ever done on the ingredients of long-term client relationships. It can help your client-facing professionals win new clients, grow existing relationships, and acquire the trusted advisor skills they need to earn a seat at the table.

[TAKE ME THERE >>](#)

CERTIFICADO EN DESARROLLO DE RELACIONES CON CLIENTES

Esta experiencia de aprendizaje móvil única se basa en la investigación más extensa que se haya hecho sobre los ingredientes de las relaciones a largo plazo con los clientes. Puede ayudar a los profesionales de atención al cliente a ganar nuevos clientes, hacer crecer las relaciones existentes y adquirir las habilidades de asesor de confianza que necesitan para obtener un puesto en la mesa.

[aprende más >>](#)



Advanced Certificate in Executive Talent



ILR School

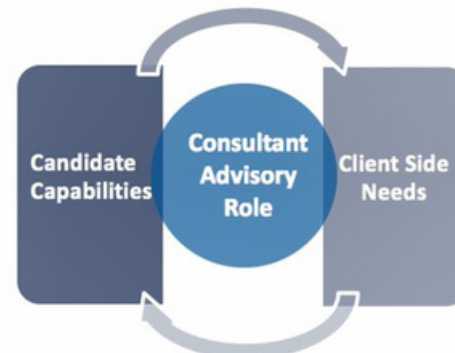
AESC

Differentiate Yourself

Demonstrate to clients you have the tools and knowledge to serve as their trusted advisor for the long-term. Since 2012, AESC and Cornell University's ILR School have offered the only program uniquely tailored to help executive talent consultants.

To meet the challenges of today's rapidly changing business environment, AESC and Cornell now offer two advanced certificate programs for individuals that have a strong foundation in executive talent consulting. Each program offers a blend of academic and industry perspectives providing a comprehensive foundation of the frameworks and strategies that can be applied in your everyday practices.

Talent Management and Organizational Alignment



Advanced Certificate in Executive Talent

THE STATE OF OUR PROFESSION: EXECUTIVE TALENT

The executive search and leadership consulting profession strengthens leadership worldwide. Understand the importance of diverse talent and the impact leadership has on organizations. Weaving in research from clients and AESC members, Karen Greenbaum, AESC President and CEO, will present insights and lead a discussion about the state of the profession through the lens of executive talent.

THE CHANGING WORLD OF WORK/NEW WORK MODELS

Given the changing nature of work, considerable attention has been directed toward questions related to developing and maintaining a strong organizational culture in an environment characterized by limited face-to-face interaction. Explore how new work models (e.g., hybrid/ remote, etc.) are requiring leaders to lead differently and are reshaping the critical imperatives, skills, and hiring processes for.

MANAGING LEADERSHIP PIPELINES

As leadership talent continues to be scarce and expensive, constructing a superior employee value proposition (EVP) is key to attracting, retaining and engaging the best talent. A compelling EVP goes beyond financial rewards, benefits, perks, and career development opportunities and defines the culture, mission, and values that creates a unique employer brand. Understand the factors influencing how firm are reshaping their succession planning and talent strategies and explore the implications for recruitment.

EXPLORING EXECUTIVE ASSESSMENTS

Learn how leading firms use talent assessments to create a more engaging candidate experience, target talent, and use the information to inform future staffing decisions, "talent audits" and succession planning. Discuss the role of 'fit', executive assessment validity, benefits/challenges, and effective practices.

INFLUENCING HIRING DECISIONS

Learn about new insights regarding how the composition of the candidate pool affect hiring decisions, as well as what these insights tell us about how we might help firms avoid bias (and increase diversity) in the hiring process; Learn about the documented costs and benefits associated with considering internal versus external candidates, and how to communicate those tradeoffs to hiring firms.

MANAGING EXECUTIVE TRANSITIONS

Learn about successful executive transitions to inform how you advise both clients and candidates. Learn why transitions matter so much, what successful organizations are doing to onboard executive talent (as well as common missteps), what proactive steps candidates can take, how effective leadership teams come together and the role of culture and teamwork in impacting leader transitions to new role.

LEADERS WHO CREATE A PURPOSE-DRIVEN CULTURE

Leaders differentiate themselves and their companies by turning ethos into practice. Explore how to hire and develop executive talent who lead with authenticity, integrity, and accountability. Learn how effective leaders go beyond beyond ESG and build a culture where people want to work.

LEADING WITH COURAGE

Pressures to conform are powerful and can often keep us from speaking up or acting courageously. Understand what courage is and why it matters. Explore ways to think critically and act with courage by addressing and managing fear. Build empathy and skills for taking courageous action and learn techniques to use in your everyday practice that can be used to help you lead in a VUCA - volatility, uncertainty, complexity, and ambiguity - world.

What Past Participants are Saying

"A unique opportunity to step out of the day to day cycle of consulting and to reflect on how our profession operates in the company of an immensely talented group of peers from around the world."

"I am much closer to my clients. I work hard to build strategic relationships with the board and executive team to understand their businesses and challenges. This has assisted me and my team to find the best possible talent to help achieve their future business objectives."

"Encourages seasoned consulting professionals to revisit their approaches to business development, client counseling, board development, and candidate assessment."

"The Cornell-AESC Advanced Certificate in Executive Search and Leadership Consulting program was a valuable part of my development as a search consultant and one that I would recommend to others in the field. The topics were both relevant and tangential to business issues that I regularly confront, and the instructors bring a good balance of real world experience and teaching capability to the program. Having a chance to interact with an engaged peer group that represented a broad spectrum of experiences and cultures was particularly valuable."

- John Sparrow
Director, BoardWalk Consulting



Frequently Asked Questions

WHO WILL BE TEACHING THE COURSES?

ILR has one of the largest HR faculties in the world, with broad expertise that spans the human resources field. Coursework will be taught by full-time faculty. Visit aesc.org/cornell for more faculty information.

HOW IS THE CONTENT DELIVERED?

The program is delivered over four months enabling participants the ability to balance their studies and work commitments. Individual courses will be offered in an interactive platform allowing for chat and live discussions with faculty and peers. Participants should expect to spend 2-3 hours a month on self-study that will include readings and assignments. A reliable wired internet connection and a computer with speakers is required.

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?

You must complete the program requirements in order to earn a certificate from AESC and Cornell ILR School.

WHAT HAPPENS IF I'M UNABLE TO ATTEND ONE OF THE SESSIONS?

You should make every effort to attend the live virtual sessions since this is the best way to stay engaged and participate in the group discussions. However, in the event that you cannot attend due to a conflict, the sessions will be recorded, and you will have the ability to view them beginning a day after the live virtual event.

HOW MUCH INTERACTION WILL THERE BE WITH THE FACULTY & OTHER PARTICIPANTS?

During each class session you will have the opportunity to chat with faculty virtually and to interact with other participants. In addition to the live chat functionality you will also be asked to participate in online discussion forums. Throughout the program there will be other opportunities to work in groups and to collaborate with colleagues offline.

WHEN IS THE PROGRAM AVAILABLE?

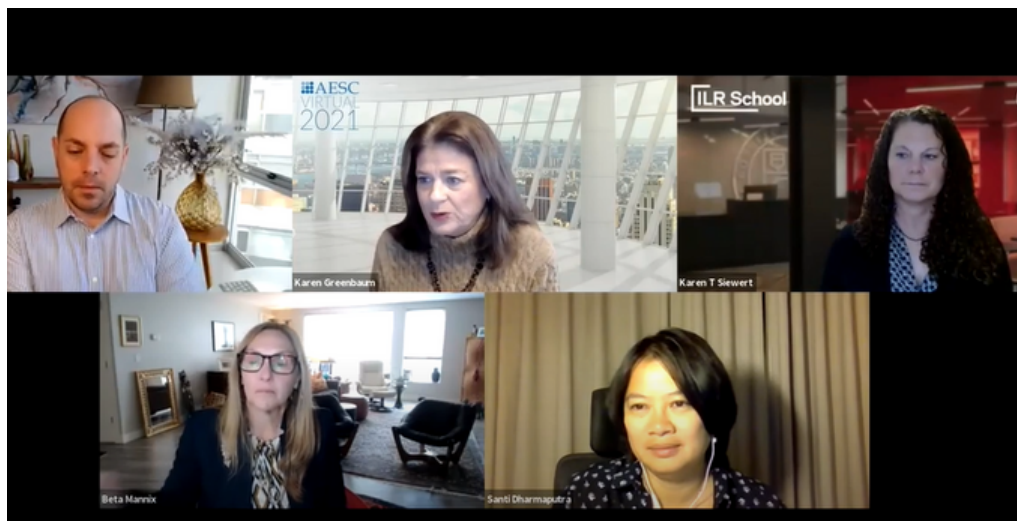
The Advanced Certificate in Executive Talent will be offered annually from February - May.

ARE THERE ANY ELIGIBILITY REQUIREMENTS?

Each program features interactive group discussions where participants will contribute insights based off their professional experiences. To ensure the quality of the cohort for group discussions, we recommend participants have a solid grasp of business concepts and a minimum of 5 years of professional experience working in executive search or leadership consulting; as an in-house talent acquisition specialist working on senior-level assignments; or as an individual with extensive industry experience. Individuals that work at a staffing agency or a firm that practices contingent search are ineligible to participate.

Additional Resources

Faculty & Participant Experience



AESC Education Info Session



Apply Now to [Stay Ahead of the Competition](#)

PRICING

AESC Member
\$4,800

Nonmember
\$6,250

Certificate in Executive Research

Excel and Differentiate Yourself

AESC's Certificate in Executive Research program is an essential credential for those looking to strengthen and more effectively implement their executive research and candidate development skills.

The multi-format program offers an array of learning opportunities for participants and covers the fundamentals of executive research. From name generation to pitching to qualifying candidates, develop core skills that will enhance your ability to succeed.

Eligibility

This program is open to all individuals who work in the field of executive research. We strongly encourage those looking to develop their executive research and candidate development skills to pursue this program.

Collaborative discussions are an important component of the certificate program. To ensure the quality of each session, applicants must commit to active participation, including participating in role play-based interaction, and meet the minimum requirements:

- Be employed, or have been recently employed, as an executive researcher or associate.
- Be currently responsible for identifying and qualifying executive-level candidates.

Education That Fits Your Life

FOUNDATION COURSE

These virtual courses offer participants the opportunity to learn the curriculum at their own pace and at a time that works for their schedule.

EXPERT FORUM

Learn from an industry expert. Held throughout the year, this interactive forum, available both in-person and online, gives participants an opportunity to learn in a collaborative environment.

EXAM

Master the content to apply the learnings in your day-to-day activities.

The Learning Environment



Program Breakdown

1

FOUNDATION COURSE COURSE TOPICS:

- Introduction to Executive Search
- Tools for Executive Researchers
- Effective Search Strategies
- Sourcing
- Interviewing and Qualifying Candidates
- Due Diligence and Legislative Issues

2

EXPERT FORUM

The interactive forums are 2 hours sessions held over the course of 3 days. They are scheduled throughout the year to accommodate a global audience of participants.

[View the schedule >>](#)

FORUM TOPICS:

- Referral Sourcing
- Gatekeepers & Pitching
- Qualifying, Compensation & Objections

3

EXAM

After successful completion of the Foundation Course and the Expert Forum, students must participate in an oral examination via Zoom (no-video). The examination provides the chance to apply learnings through two role-play scenarios on the topics of sourcing, pitching, and qualifying.

Custom Solutions for Companies & Individuals

Questions about customized solutions or want to learn which program best suits the professional development needs for you or your team?

Email education@aesc.org

What AESC Members are Saying

"Great opportunity to learn from experts about their personal best-practice experiences and sharing them with participants from all over the world with various different cultural backgrounds. The excellent structured program provides also extensive insights about the differences in cross-country approaches."

Researcher, Steinbach & Partner, Germany

"An excellent and most worthwhile tool for Research at all levels...Rachel Roche gave insight into all the problem areas that we confront almost on a daily basis...the solutions are never easy to define and Rachel's understanding embraces them all clearly...instructively, an excellent and beneficial forum. Thank you for the opportunity."

Associate, Maes & Lunau, Netherlands

"Fosters self-examination; makes one think about best approaches to situations."

Research Consultant, Russell Reynolds Associates, United States

"It was a well presented, practical forum designed in such a way that allowed new ideas to be disseminated easily and clearly. The forum also provided an excellent gauge as to what we were doing right as a firm and what we could improve on."

Business Manager, The Insight Group, Australia



Kerry Wilson

Kerry Wilson is an Independent (Freelance) Executive Search Researcher. She is the Director and Founder of Wilson Research, a specialist consulting practice dedicated to providing strategic and flexible research-led talent solutions to executive search firms, recruitment firms and directly to organisations.

Facilitators

Stephanie Franklin

Stephanie Franklin has over 20 years' experience in executive recruitment, and specializes in the across many sectors. Stephanie is known for taking a partnership approach with her clients in a manner which engenders trust. Stephanie's experience as Managing Partner for a recruiting research practice includes clients in both the profit and nonprofit sectors.



Frequently Asked Questions

HOW LONG DOES IT TAKE? WHAT IS THE TIME COMMITMENT?

Most complete the certificate in as little as three weeks based on their availability to attend the Expert Forum, You will have 1 year to fully complete the program.

The Expert Forums require your attendance for 2 hours over the course of 3 consecutive days. The Foundation Course is self-paced and takes between 6-10 hours to complete.

WHAT HAPPENS IF I AM UNABLE TO ATTEND AN EXPERT FORUM SESSION?

You should make every effort to attend the sessions as attendance at each is mandatory for completion. However in the event that you cannot attend due to a conflict, the sessions are offered regularly and you will be invited to attend the Expert Forum you missed at a later date.

PRICING

AESC Member
\$925

Nonmember
\$1,325

Learn Interviewing Skills For The **Rest Of Your Career**

Selecting the right people is one of the most important decisions you'll ever make. This course explores how professionals who make hiring decisions can utilize the techniques behind behavioral interviewing to culminate successful results and thus, better serve their clients. By evaluating a candidate's past and present behavior through competency-based behavioral interviewing, future on-the-job performance can be predicted.

A Proven Solution

WHO IS INTERVIEW EDGE?

An early pioneer in behavioral interviewing training, Interview EDGE® works across the country and internationally with start-ups to Fortune 500 companies within a wide range of industries. Behavioral interviewing assesses candidates not only through their competencies related to education, knowledge, and experience, but also in key relation to behavioral attributes that are essential for success in a specific job. Interview EDGE® has provided training and coaching based on a proven and effective model to support overloaded administrators for over 430 companies in over 25 countries.

YOU WILL DISCOVER HOW TO:

- Define jobs in behavioral terms
- Examine 3 key performance areas not found on any resume
- Strengthen your team interviews
- Apply the Interview Funnel™ questions to drill down and clearly identify competencies
- Determine the candidate's fit with your company's or client's values and culture
- Keep your interviews legal
- Make solid hiring decisions based on documented competencies

Eligibility

This certificate is open to all individuals and is ideal for:

- Individuals looking to learn and reinforce the key interviewing skills you need to make competent hiring decisions for your client
- Individuals that have come from industry and need assistance with basic interview skills or need a refresher

INTERVIEW FUNNEL™ MODEL



Before, During & After The Interview

Step-by-step guidance for before, during, and after the interview:

BEFORE:

How to prepare for an interview and the importance of using behavioral competencies.

DURING:

How to utilize the 'Interview Funnel' Model to its fullest potential.

AFTER:

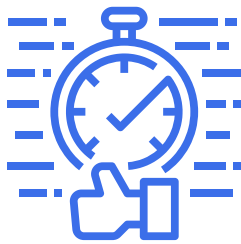
How to move from the interviewing phase to making a hiring decision phase.

WHICH PROGRAM IS RIGHT FOR ME? INTERVIEW EDGE OR AESC CERTIFICATE IN EXECUTIVE RESEARCH?

Researchers who seek a comprehensive industry credential that strengthen and more effectively implement core executive research skills are advised to participate in AESC Certificate in Executive Research program. This course will cover the fundamentals and building blocks of executive research from name generation to pitching to qualifying candidates.

Individuals who seek further training or a refresher course on foundational interview skills are advised to participate in Interview Edge course.

Why Pursue This Program?



CONVENIENCE

Learn interview skills when you want and at your own pace.



MULTIMEDIA

Engaging audio narration and video exercises.



EXAMPLES

Real world case studies to clearly demonstrate what is taught.



REINFORCEMENT

Interview tools to continually apply what you learn after the training.



ACCOUNTABILITY

A completion certificate and final score is generated upon completion.

Frequently Asked Questions

WHAT IS THE TIME COMMITMENT?

The course will take 2 hours to complete. Once you start the eLearning course, you have 7 days to complete it. If you do not complete in 7 days you may request a 7 day extension. You also have 1 year access to the HirePath Tools and Refresher.

WHO CAN I CONTACT WITH MORE QUESTIONS?

Email education@aesc.org or phone our office at +1 212 398 9556.

HOW MUCH DOES THE PROGRAM COST?

\$250 USD for AESC Members at an exclusive rate
\$350 USD for Non-Members to access the full program
Custom pricing available upon request.

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?

You will receive your generated certificate upon completion of the program requirements, including a final quiz.

Improve your Digital Body Language

Have you struggled to create authentic connections with colleagues and friends in the virtual workplace? With an increase in digital communications, it's likely you have experienced an increase in miscommunications, uncertainty, and angst. What are the hidden signals we are receiving and sending? More importantly, what does it all mean?

Improve Your Digital Body Language is designed to help you master and decode digital communications to help you stand out in the office and cultivate game-changing performance. The in-depth course consists of over 10 video modules and a downloadable Digital Body Language Style Guide, Team Exercises, Foundational Guide, and Team Quiz. With extensive research and honest stories from CEOs of leading companies, you will learn real ways to supercharge collaboration in our digital world to achieve career success.



EVERYDAY APPLICATION

Develop tactics to humanize all forms of digital communication and overcome digital anxiety in an increasingly virtual world.

CHALLENGE YOUR DIGITAL COMMUNICATION NORMS

Learn to recognize differences in digital communication across cultures and generations and develop a plan for how to communicate more efficiently across these divides.

TOOLS FOR TEAM IMPLEMENTATION

After completing the online, on-demand modules, apply your learning with downloadable worksheets, a digital body language style guide, and an exercise to help teams understand and set digital body language norms.

EXPERT INSTRUCTOR

Erica Dhawan is a globally recognized leadership expert and keynote speaker helping organizations and leaders innovate faster and further, together.

Syllabus



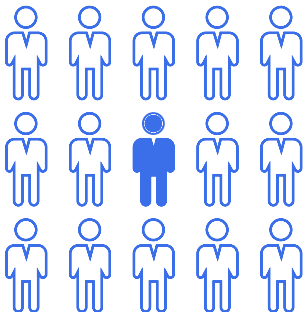
WHAT IS DIGITAL BODY LANGUAGE?

- Introduction
- Digital Power Plays + Anxiety (Why are you so stressed?)
- The Online Disinhibition Effect (Why are we so rude online?)



TRUST AND POWER DYNAMICS

- Trust and Power on a Digital Playing Field
- Four Sources of Digital Anxiety
- Choosing a Digital Medium



PUNCTUATION AND YOUR DIGITAL PERSONA

- Keeping up with the Emojis... and the Evolution of Punctuation
- Waiting and Wondering: Digital Ghosting & Slow Response Times
- Your Digital Persona, Your Life



STAND OUT, NO MATTER YOUR DIFFERENCES

- Remote Leadership Using Phone and Video Calls
- Gender & Digital Body Language
- Generations & Digital Body Language



GUIDEBOOK: DIGITAL BODY LANGUAGE

- Digital Body Language Style Guide
- Digital Styles Team Exercise
- Getting to Trust Totally
- Digital Body Language Colleague Quiz
- Watch Erica's DBL Keynote

Frequently Asked Questions

IS THIS COURSE RIGHT FOR ME?

This course is made for anyone who engages in hybrid communication - so, basically everyone. Erica works with everyone from teachers and doctors adapting to remote work to the world's leading international organizations that have been working digitally to some extent for many years. If digital communication has ever caused you anxiety or if you've ever experienced a digital misunderstanding, this course is for you.

IS THIS COURSE MEANT FOR INDIVIDUALS OR TEAMS?

Both individuals and teams can benefit from the discussions and methods shared in this course. Materials included in the Digital Body Language Guidebook are intended for team implementation, so if you feel like your team members could benefit from improving their digital communication styles, you should check out this course.

HOW IS THIS COURSE DIFFERENT FROM THE BOOK?

The concepts in this course are not fundamentally different than those in the book. However, the video format allows Erica to dive deeper into certain topics. In addition, the course provides you with downloadable worksheets, an on-demand keynote presentation, and monthly Q&A sessions with Erica.

HOW LONG WILL I HAVE ACCESS TO THE COURSE?

Your enrollment includes lifetime access to the course!

WHAT IS THE TIME COMMITMENT LIKE?

The time commitment is up to you. The course modules are fully on-demand, so you can take the course at your own pace and come back to it anytime. Without breaks, the modules total 52 minutes.



About Erica Dhawan

Erica Dhawan has spoken, worldwide, to organizations and enterprises that range from the World Economic Forum to U.S. and global Fortune 500 companies, associations, sports teams, and government institutions. Named as one of the top management professionals around the world by Global Gurus, she is the founder and CEO of Cotential - a company that has helped leaders and teams leverage twenty-first-century collaboration skills globally. Her writing has appeared in dozens of publications, including Fast Company and Harvard Business Review. She has an MPA from Harvard Kennedy School, MBA from MIT Sloan, and BS from The Wharton School.

Certificate in Client Relationship Development

Build Your Clients For Life

Client relationships are more important than ever - but they're also harder than ever to build and sustain. Client sophistication, increased competition, and the use of procurement mean there is a greater need than ever to improve client acquisition and client development skills. Trusted client relationships are one of the few remaining competitive advantages that cannot be rapidly imitated. For executive search and leadership consultants, there is a pressing need to differentiate themselves and demonstrate more value to their clients.

A Proven Solution

Building Your Clients For Life is a proven eLearning system for developing and growing clients developed by Andrew Sobel, the leading authority on the strategies and skills required to build lifetime client loyalty. It builds new, powerful individual skills and organizational capabilities. Andrew's books are considered the definitive guides to client development and include the international bestsellers *Clients for Life* and *Power Questions*. An AESC collaborator for over ten years, Andrew has consulted to many of the world's leading executive search firms.

Reimagining how you develop and sustain trusted client relationships.



You Will Discover How To:

- Differentiate yourself in crowded markets
- Develop more sole-source business
- Use proactive agenda-setting and powerful inquiry to learn more about your client's needs than any of your competitors
- Build deep loyalty and become the provider of choice
- Move up and build C-suite relationships
- Broaden key accounts and deliver the whole firm, not just the solution they are an expert in
- Stay in touch and add value—even when there is no business

Eligibility

Professionals from a broad range of client sales, development, relationship management, service, and support roles will benefit, including:

- Those who have recently joined our profession from industry and want to hit the ground running in terms of becoming a trusted client advisor
- Individuals who need to sharpen their skills and build client relationships that last
- Those who are beginning to develop client relationships and build on proven skills that will create a strong foundation for long lasting client relationships

Learn On-The-Go, Anywhere

This elearning program can be done at your own pace in your home, office, or on-the-go.

AUDIO LESSONS

These are the core of the program content. For each of the 26 Sessions (or Topics) in the course, there are around 3 short audio lessons—82 in total.

- 82 audio lessons covering 26 essential client development topics
- 5-9 minutes each
- Downloadable and used in iTunes or a similar audio player

WORKBOOK

This is a comprehensive PDF that contains brief summaries of each session as well as the application worksheets.

- 168-pages

VIDEOS

These are optional and complement the core audio program. Each video is around 4-5 minutes long, and provides a quick summary of the key ideas for each topic.

- 27 supplemental videos

QUIZZES

After each lesson, we strongly recommend you complete a short quiz that consists of two multiple-choice questions.

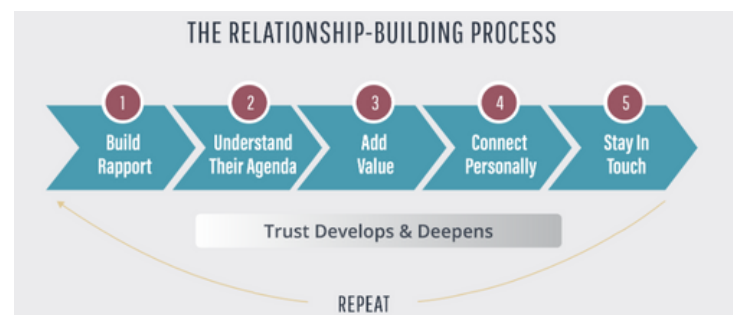
- Short lesson quizzes to reinforce learning and track progress

POST-COURSE MEASURES OF CONFIDENCE

Session 27 contains a confidence assessment, which will help us assess the impact of the program.

EXPERT FORUM: Q&A FORUM WITH ANDREW

Each participant is eligible to participate in a live coaching teleconference with program author, Andrew Sobel.



Master 7 Critical Challenges to Becoming a Trusted Advisor to Clients

You'll learn the skills that will help you acquire more new clients and grow your existing relationships in short, to build your clients for life. The program utilizes four powerful methods to maximize learning. It employs a unique delivery process that harnesses internal champions and peer accountability groups. The course offers a total of 16 hours of learning for each participant. It is built around 82 short, digestible audio lessons and 27 HD videos that provide leading-edge strategies and tactics for excelling in seven areas:



Develop Core Trusted Advisor Skills



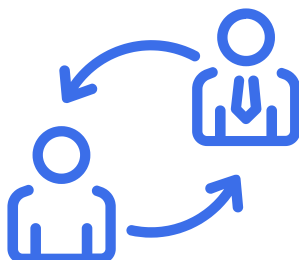
Grow Your Client Relationships



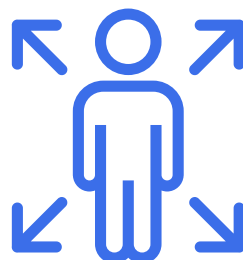
Cultivate Advanced Trusted Advisor Skills



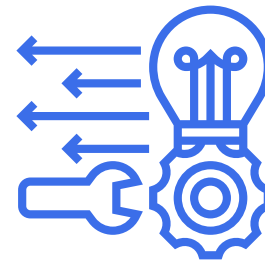
Build a Powerful Network



Turn Prospects into Clients



Multiply and Expand Your Relationships



Solve Common Relationship Challenges

Frequently Asked Questions

HOW LONG DOES IT TAKE?

Most complete the certificate in as little as three weeks, but depends on the time you are able to put to it. The course offers a total of 16 hours of total learning for each participant.

WHAT TYPE OF CREDENTIAL WILL I RECEIVE?

You must complete the program requirements in order to earn a certificate from AESC. The AESC will visibly promote the value of the certificate to its members and the client community.

WHO CAN I CONTACT WITH MORE QUESTIONS?

Email education@aesc.org or phone our office at +1 212 398 9556.

HOW MUCH DOES THE PROGRAM COST?

For AESC Members:
\$649 USD

For Non-Members:
\$849 USD

What Others are Saying About the Program

We participated as part of a company-wide training program for all of our client partners and consultants as a key learning and development initiative.

Andrew demystifies client acquisition and relationships for professional services firms, quite brilliantly. It will put a new consultant on the right track at the outset. This course should be required for every consultant to do once.

Our experience was very positive. The program applies a common-sense approach, structured in a 2x2 matrix. We liked the flow of the topics, and the useful frameworks that are suggested.

Those consultants who have been trained in this program will have developed better listening skills and will be more empathetic. They will also be perceived as delivering a benefit with each interaction and hence stand out in the eyes of the client.

- Dinesh Mirchandani

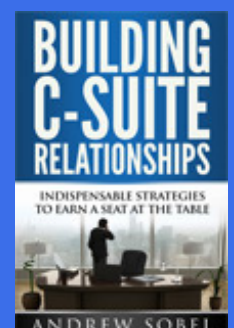
Managing Director, Boyden - Mumbai and AESC Board of Directors, Secretary Treasurer



About Andrew Sobel

Andrew Sobel is the leading authority on the strategies and skills required to build clients for life. He is the most widely published author in the world on this topic, having written eight acclaimed, bestselling books on developing enduring business relationships. His books have sold over 250,000 copies and been translated into 21 languages.

Andrew's programs have been delivered in 52 countries for many of the world's most successful companies. These include public corporations such as Citibank, Cognizant, Experian, UBS, and Lloyds Banking Group as well as private firms such as PwC, Booz Allen Hamilton, Bain & Company, Grant Thornton, Deloitte, Spencer Stuart, and Norton Rose Fulbright.



Certificado en Desarrollo de Relaciones con Clientes

Cómo conseguir clientes de por vida como un consejero confiable

LECCIONES DE AUDIO

82 clases en audio que cubren 26 temas esenciales del desarrollo de clientes.

LIBRO DE ACTIVIDADES

Libro de actividades de 178 páginas con resúmenes de las clases y ejercicios para aplicar las estrategias a sus propias relaciones con clientes.

VIDEOS

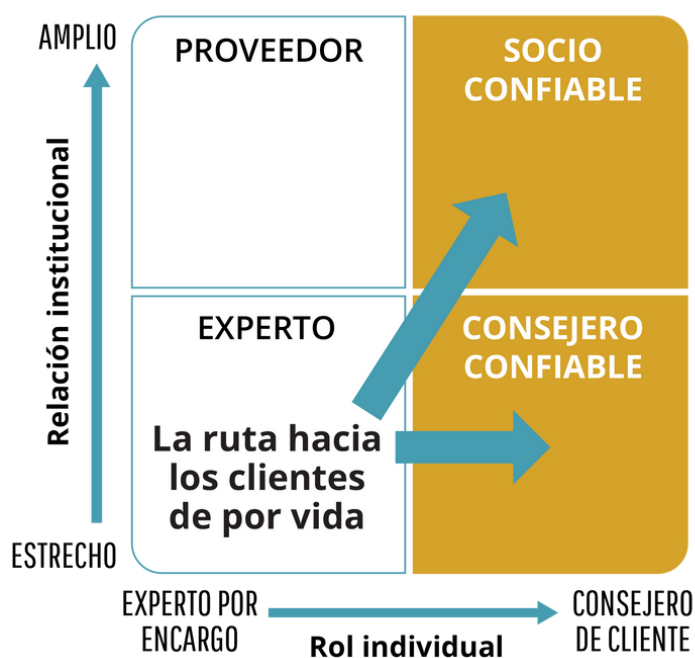
27 videos complementarios que entregan un resumen conciso y completo de los temas que se cubren en profundidad en las clases en audio.

PRUEBAS

Pruebas breves sobre cada clase para reforzar el aprendizaje y llevar registro del progreso

FORO DE EXPERTOS: PREGUNTAS & REPUESTAS CON ANDREW SOBEL

La matriz de desarrollo de cliente



Elegibilidad

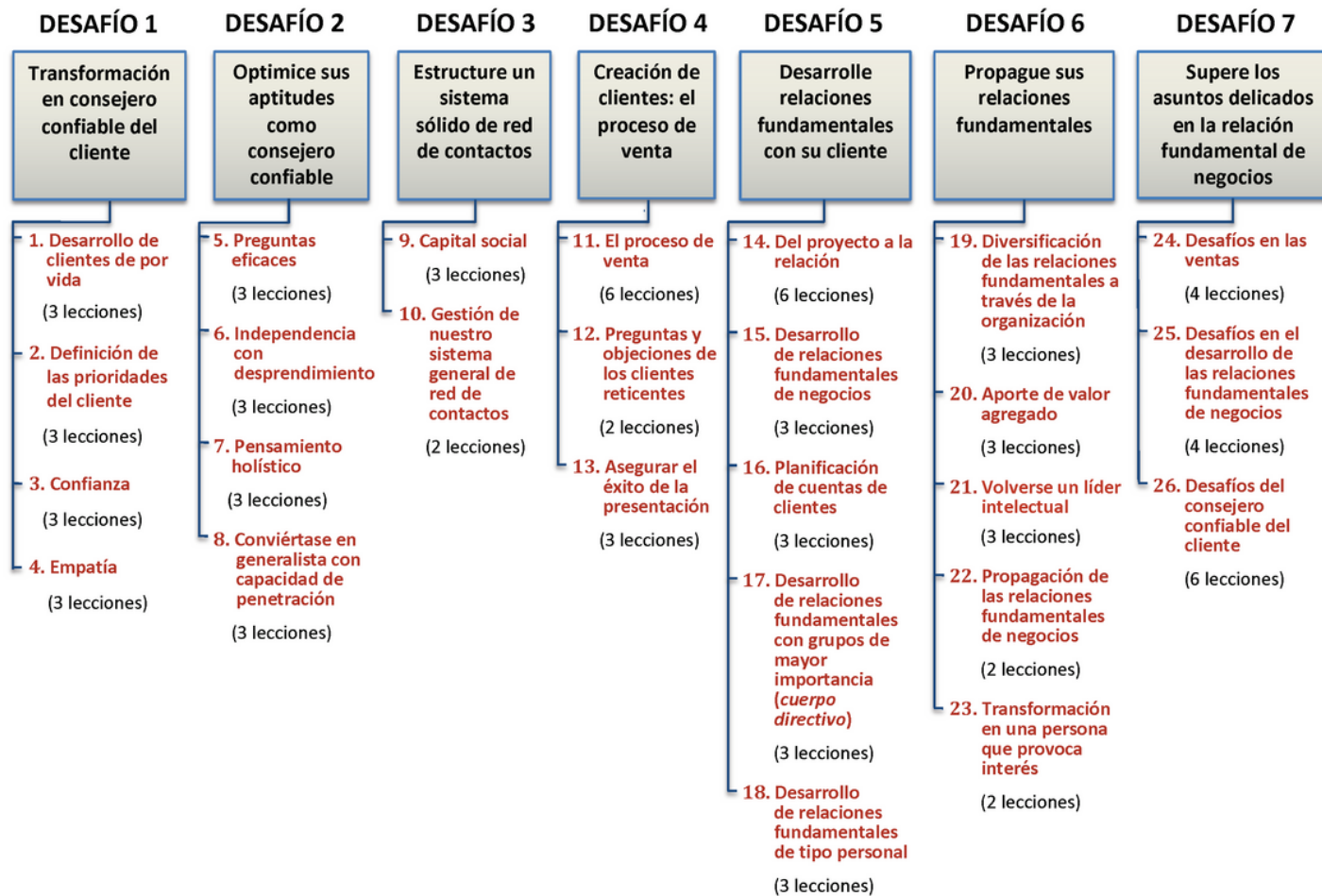
Se beneficiarán los profesionales de una amplia gama de ventas de clientes, desarrollo, gestión de relaciones, servicio y roles de soporte. Incluso:

- Aquellos que recientemente se han unido a nuestra profesión de la industria y desean comenzar a trabajar en términos de convertirse en un asesor de clientes de confianza
- Individuos que necesitan mejorar sus habilidades y construir relaciones con los clientes que duren
- Aquellos que están comenzando a desarrollar relaciones con los clientes y desarrollar habilidades probadas que crearán una base sólida para relaciones duraderas con los clientes

EL PROCESO DE CONSTRUCCIÓN DE RELACIONES



Desarrollo de clientes de por vida: esquema del curso



Preguntas

¿CUÁNTO TIEMPO?

20 horas de aprendizaje individual (30 horas si se utilizan grupos pequeños)

¿A QUIÉN PUEDO CONTACTAR?

Enviar un correo electrónico a education@aesc.org o llame a nuestra oficina al +1 212 398 9556.

¿QUÉ TIPO DE CREDENCIAL RECIBIRÉ?

Debe completar los requisitos del programa para obtener un certificado de AESC. El AESC promoverá visiblemente el valor del certificado entre sus miembros y la comunidad del cliente.

¿CUANTO CUESTA EL PROGRAMA?

Miembros de AESC: \$649 dólares estadounidenses
No Miembros: \$795 dólares estadounidenses

Facilitador Del Programa



Andrew Sobel es la autoridad líder en estrategias y habilidades necesarias para conseguir la lealtad del cliente de por vida y desarrollar relaciones comerciales confiables. Él es el autor más publicado en el mundo en este tema, y ha escrito ocho aclamados libros superventas sobre relaciones con clientes. Sus libros han sido traducidos a más de 20 idiomas.

Sus estrategias de Desarrollo de relaciones han sido aprendidas por más de 50,000 profesionales en 53 países, a quienes ha ayudado a conseguir nuevos clientes y a desarrollar considerablemente sus relaciones actuales. Además, cuenta entre sus más de 100 clientes líderes a nivel mundial a PwC, Citibank, Booz Allen Hamilton, Bain & Company, Grant Thornton, Deloitte, Spencer Stuart y Norton Rose Fulbright entre otros.