



ELICITING EXCELLENCE

*Helping Successor Succeed
and Owners Get Paid™*

Michael Beck International, Inc.
Portland, OR USA

MBI Successor Selection Program

Define and Find Your Ideal Successor



*Identifying the right successor should be easy, right?
All you have to do is find someone just like you...*

The problem, of course, is that you can't clone yourself. And even if someone tries to imitate you and your style, they won't be effective because they'd simply be faking it.

In truth, finding the right successor can be a challenge. It can be a challenge because there's so much more to being an effective leader and a successful owner besides just having a good education, industry knowledge and some years of experience.

To compound matters, we all have blind spots and can't see what we're missing. Additionally, your business isn't what it was when you started it and may need a successor with a different skill set and personality than you in order to take the company to the next level.

That's why we developed our ACES Successor Selection Program.

It's a program designed to help you define your ideal successor, find good candidates, learn how to determine whether they have the traits you're looking for, and choose your successor.

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MBI Successor Selection Program (continued)

Step 1: Analyze Traits

We'll start by working together to help define the traits your ideal successor should have. We'll work collaboratively to define not only what they need to know, but also what kind of person they need to be. After all, having the right kind of personality and the right character traits are critical for success. Once that's complete, you'll have a clear picture of exactly the kind of person you want and need as your successor.

Step 2: Candidate Search

Once we've clarified the traits and skills needed to take your company into the future, we'll strategize about how to find the best candidates.

We'll discuss how to:

- Write an effective job profile/ad to attract the best candidates
- Attract and search for great candidates on job sites
- Attract and search for great candidates on industry-related sites
- Use executive recruiters more effectively
- Use LinkedIn to find great candidates
- Recruit great candidates from competitors
- Identify great internal candidates

Step 3: Evaluate Fit

You'll find that much of what you're looking for in a successor doesn't appear on someone's resume, so you'll need a way to figure out whether they have the characteristics of your ideal successor. We'll develop strategies with you to determine whether someone has those qualities. In addition, once you've found a group of potential candidates, we'll strategize with you about how to determine if they have the traits you're looking for.

Step 4: Select Successor

After the field has been reduced to the best candidates, you'll be able to select with confidence the successor who is best suited to take over your company. At this point, you'll be able to bring them on board and develop a plan to groom them in order to ensure their success.

Program Pricing

The fee for our Successor Selection Program includes coaching sessions for profiling your ideal successor, finding and attracting great candidates, determining fit.