

Success Metrics

We introduce "Benchmark" candidates within 30 days from beginning a search. One of these is usually hired.

Looking back more than twenty-five years, here are some key performance metrics of searches we have conducted.

INTRODUCTION METRIC



**BUSINESS
DAYS**

Definition: Average elapsed time from the beginning of an engagement to the presentation of a "benchmark" slate of candidates. The above 30 days is our outside parameter.

CONVERSION METRIC



PERCENT

Definition: Percentage of times a candidate from this benchmark group has been offered, and has accepted, the position for which we were engaged to recruit.

CANDIDATE SUCCESS METRIC



PERCENT

Definition: Percentage of candidates who have remained in the position for which WCA recruited them, or who have been promoted, after 12 months with the client company.

OVERALL COMPLETION METRIC



PERCENT

Definition: Sort of a "Lifetime Batting Average." This is the completion rate of all searches compared to the total number of engagements undertaken. The remaining 15 percent represent searches that were suspended because of events beyond our control such as hiring freezes, acquisitions, and reorganizations.

CANDIDATE IMPACT METRIC = The Difference a Candidate Makes

Collectively, WCA candidates have:

- Led the development of a corporate marketing and communications function of a multi-practice global science and technology consultancy.

- Developed and managed the implementation of corporate communication initiatives that helped position an organization as FORTUNE Magazine's "Most Admired Company in America" for seven consecutive years.
- Established and implemented the financial and investor communications effort that supported the then-largest initial public offering (IPO) in US business history.
- Helped launch a \$13 billion global technology company.
- Launched the communications function of a biotechnology start-up for a worldwide healthcare provider, where another candidate built from scratch the global communications function for its pharmaceutical R&D operation.
- Created and managed an integrated communications program to increase market awareness of an alternative energy source.

Our objective from the firm's inception has been to concentrate on strategically important engagements for a relatively small, but ever evolving, client base facing unique communications challenges.