

# EXECUTIVE SEARCH LEADERSHIP FORUM

February 5 - 7, 2023  
Boca Raton Resort and  
Beach Club.

## Delivering a World-Class Experience: A Strategic Imperative

The RLBA Leadership Forum brings together a progressive group of executive search firm leaders for a solutions-focused examination of ideas to improve a firm's market position while accelerating their growth and profitability.

Now in its 10th year, the Forum provides an intimate setting for face-to-face discussions with industry's luminaries, thought leaders from other disciplines as well as an outstanding group of peers. We promise to stimulate your thinking and provide the insights you need to strengthen your go to market messaging.

### Explore actions that puts you among the elite.

We will examine the multiple dimensions needed to create a world-class experience for your audiences. We will delve into actionable approaches to delivering programs that will put you among the elite in audience experience.

### Exchange thinking with your peers.

Peer networks are very beneficial, and the program's design encourages active engagement among participants. The size of the group, the informal nature of the setting, and the informal social gatherings provide a great opportunity to expand your network.

### FEATURED FORUM SPEAKERS

**Peter Crist**

Chairman, Crist | Kolder Associates

**Dayton Ogden**

Succession Advisory Services & former CEO and Chair of SpencerStuart

**Jennifer Thomas**

Partner and Director, Executive Coaching BCG

**Maureen Burns** - Partner, Bain & Company

**Ginny Clark** - CEO & Founder, Ginny Clark LLC

**Devan Salem** - Principal, Talent Strategy, Mercer

**Dale E. Jones** - CEO, DiversifiedSearch



### Boca Raton's Highest Rated Hotel

The 2023 Forum will be held at the luxurious Boca Raton Resort and Beach Club, ranked #1 out of all Boca Raton hotels and resorts.

Register  
Now!

The program is limited to no more than thirty participants and with six months to the program more than one-third of the seats have been reserved. The fee for the program is US \$6,500 with a US \$1,500 deposit billed at the time of registration. This deposit is refundable if you notify the sponsor by not later than December 15, 2022, of your cancellation. To register or learn more about the program contact us at +1 (203) 972-3302 or visit [www.rlbensonassoc.com/boca-event](http://www.rlbensonassoc.com/boca-event)

## Delivering a World-Class Experience: A Strategic Imperative

### Sunday, February 5, 2023

**7:00 to 9 PM - Family Lawn  
at Beach Club**

Informal Welcoming Event – Cocktails and Ample Hot and Cold Hors-d'oeuvre

### Monday, February 6, 2023

**8:30 to 9:30 AM – The Dunes Terrace** Breakfast Buffet

**9:30 to 10:00 AM – The Dunes** Program Introduction – Bob Benson

A critical part of a firm's brand promise is the delivery of a world-class experience to its various audiences. The program will identify the many elements of that experience, and will provide a variety of views from industry achievers and relevant subject matter experts on actionable approaches that will support the delivery of that brand promise.

**10:00 to 11:15 AM – The Dunes** Keynote Speaker – Peter Crist

**FEATURED FORUM SPEAKER**

Client and candidate experiences with your firm are key foundational elements for delivering your brand promise. Creating and delivering those outstanding experiences is a part of the art of our profession. This segment will look deeply at the art around those experiences and will provide insights into subtleties of the interactions throughout the engagement process with them.

**11:15 to 11:30 AM – The Dunes Terrace** Break

**11:30 AM to 12:15 PM – The Dunes** *The Value of Making DE&I an Integral Part of Your World-Class Experience*  
– Ginny Clarke

Today DE&I is an integral part of most organizations' ethos whether in search or any other industry. Studies have documented that strong performance improvements occur when ethnic and gender-diverse leaders are a part of the senior management of an organization. There are additional benefits of a strong DE&I culture, and those will be explored and presented with ideas for strengthening your culture.

**12:15 to 1:30 PM – The Dunes Terrace** Lunch

**1:30 to 3:00 PM – The Dunes** *Net Promoter System®* – Maureen Burns

Constantly measuring your audiences' loyalty to your service, your employees, and your firm is a well-recognized means of establishing a culture of challenge and constant improvement. This program segment will provide the pathway to integrating such a measurement program into your firm's DNA.

**3:00 to 3:15 PM** Break

**3:15 to 5:00 PM – The Dunes** *How Technology Improves Your Audiences' Experience and Your Firm's Profitability*  
– Devan Salem

Technology is impacting our lives at an accelerating pace each day. Those advances are bringing new insights into our audience expectations and creating new opportunities for improving speed, efficiency, quality, and profitability. This program segment will provide a greater understanding of those opportunities and how to take full advantage of them.

**7:00 to 9:30 PM – Cabana Pool Deck** Cocktails and Dinner

**Tuesday, February 7th. 2023****8:30 to 9:30 AM – The Dunes Terrace** Breakfast Buffet**9:30 to 10:45 AM – The Dunes** *Leadership Development Makes A Difference* – Jen Thomas

Clients have too much at stake to have new talent fail or move on within the first eighteen months of hire, which is what forty percent of senior-level placements actually do. Beyond our industry's proficiency in assessment, referencing, and matching, there are proven ways of improving the odds for success. Leadership development is one of the most important tools for improving succession and integration, and for impacting outcomes. This session will explore the programs and tools that we must advocate to improve those outcomes.

**10:45 to 11:00 AM - The Dunes** Break**11:00 to 12:30 PM - The Dunes** *The Highlights from the Path of Private Equity* – Dale Jones

Private equity is playing an ever-increasing role as an investor in the search industry. Many of you are being approached regularly, and to know what to expect and how to manage those inquiries is essential. Beyond the lead-up to the decision, what it is like after the deal is done is even more important. This program segment will look at the lifecycle of doing a deal with a PE firm and tell you the story from an insider's perspective.

**12:30 to 1:30 PM – The Dunes Terrace** Lunch**1:30 to 3:00 PM – The Dunes** *A Panel on The Rising Tide of Talent* – Dayton Ogden, Panel Lead  
Panel: Peter Crist / Jen Thomas / Dale Jones

Talent is one of the dominant issues at the Board-level today and includes discussions concerning board effectiveness, succession, leadership development, team effectiveness, culture, communications, and talent underwriting. Being knowledgeable, and offering well-reasoned views about these issues with the Board, CEO and C-Suite executives is the minimum needed to achieve credibility as an Advisor to senior management. This panel will help prepare you for those discussions, and move you a step closer to becoming a Trusted Advisor.

**3:00 to 3:15 PM** Wrap-up and adjournment**About the fabulous Boca Raton Resort & Beach Club**

This fabulous resort is a 5-star oceanfront escape and one of the premier destinations and private club facilities in the United States.

The resort comprises 1,047 hotel rooms across 337 acres, and offers two 18-hole golf courses, a 50,000 sq. ft. spa, seven swimming pools, 30 tennis courts, a full-service 32-slip marina, 13 restaurants and bars, and 200,000 sq. ft. of meeting space. The property fronts both Lake Boca (part of the Intracoastal Waterway) and the Atlantic Ocean.

Visit [www.RLBensonassoc.com/boca-event](http://www.RLBensonassoc.com/boca-event) to find out more.