

Hiring for Success in the US Markets

Identifying Your Key Team



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“The signature of a good organization is reflected by the people who represent it.”

Who is Dahl-Morrow International



DAHL · MORROW INTERNATIONAL

- A global executive search firm with over 18 years experience working with US and foreign companies
- Offices in US and UK
- Executive placement, interim management, strategic staffing consultancy
- Worldwide network
- Specialists in Information Technology, Security, Defence, Telecoms, Satellite, and Wireless

Before that quantum leap



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- Changes and challenges in the market/economy today
- What is unique about the US markets government or commercial sectors?
- What are your anticipated barriers to entry?
- How successfully/unsuccessfully have you entered other markets?
 - What have you learned?
- How do you define what *success* looks like to your company, customers?

Essential elements for successful hiring in US markets



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1. Selecting your way to market
2. Knowing your pain threshold – time and costs
3. Choosing the right location
4. Traps to avoid
5. Finding and attracting the right candidates

1. Selecting ways to market



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- Define your way to market
 - Direct
 - OEM
 - Channels/System Integrators

2. Knowing your pain threshold



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- Know that opening new markets takes longer than anticipated – X2
- Understand the market rate for the talent you require for succeeding in US markets (salaries, total compensation, other benefits)

3. Choosing the right location



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- Proximity to your customers is crucial – it means you mean business
- Fairfax County is an ideal location for working with the US Government community (agencies, system integrators, suppliers)
- Available talent pool and associated costs are a vital part of where you place your business

4. Traps to avoid



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- The easy way out
- Taking a short-cut

5. Finding and attracting the right candidates



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- Be creative and open in finding the right fit for your company culture
- Be patient – hiring the right person who can understand your place in the market and help you be successful takes time
- Be realistic, communicate your expectations as you recruit your key hires

Summary



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Entering the US market can be exciting and challenging

- Be prepared
- Be informed
- *Do It Right*

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