

Emerging from the Downturn

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Business challenges such as America's recent financial crisis, which quickly became a global financial crisis, more often today require global solutions. The accelerating pace of globalization continues to "flatten our world." Thus a global culture and mindset with cross-border understanding and multi-national corporate integration is of critical importance for today's successful executive. In today's world being competitive means fewer boundaries and increased inclusion and collaboration. Market leadership today is defined by interconnectedness and speed to market of products and services. Where one is based is no longer important, as business is now based everywhere.

One global business challenge is Talent Management. Given our global economy, a talent management strategy is paramount for corporate success. Pillars cited as part of a solution are: 1) world-class talent acquisition, 2) identifying and developing talent with proactive career management strategies, 3) a global perspective, and 4) talent retention. These pillars lead to greater corporate knowledge, performance and efficiencies. Whether internal in an organization or external with customers, suppliers and partners, long-lasting, transformative relationships are critical for success as evidenced by the findings of our New Reality 2.0 survey co-sponsored and authored with Birkman International.

As we emerge from the current global financial recession two areas of opportunity appear to be surfacing: 1) the hiring of strong sales and marketing talent, and 2) the trends to "go green". First, globally competitive firms are focused on hiring the best commercial people who have strong market sensing capabilities, customer relationships, brand building experience and sales leadership skills to help position their companies for the rapid growth they feel is "around the corner". Secondly, many companies are recognizing that "going green" is partly about saving money but more about being innovative and efficient which can lead to a critical competitive advantage and sustainability of the enterprise. We have seen a trend toward companies hiring a Chief Sustainability Officer, the fastest growing c-suite position in the market today. Integrating an executive who can help focus on strategic forward thinking and risk management to maximize shareholder value and bring innovation to the enterprise is the cutting edge.

With offices in all of the major business centers worldwide, currently 69 offices in 41 countries, Stanton Chase is well positioned to partner with globally competitive businesses to support these pillars for future success and to solve today's Talent Management challenges.



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