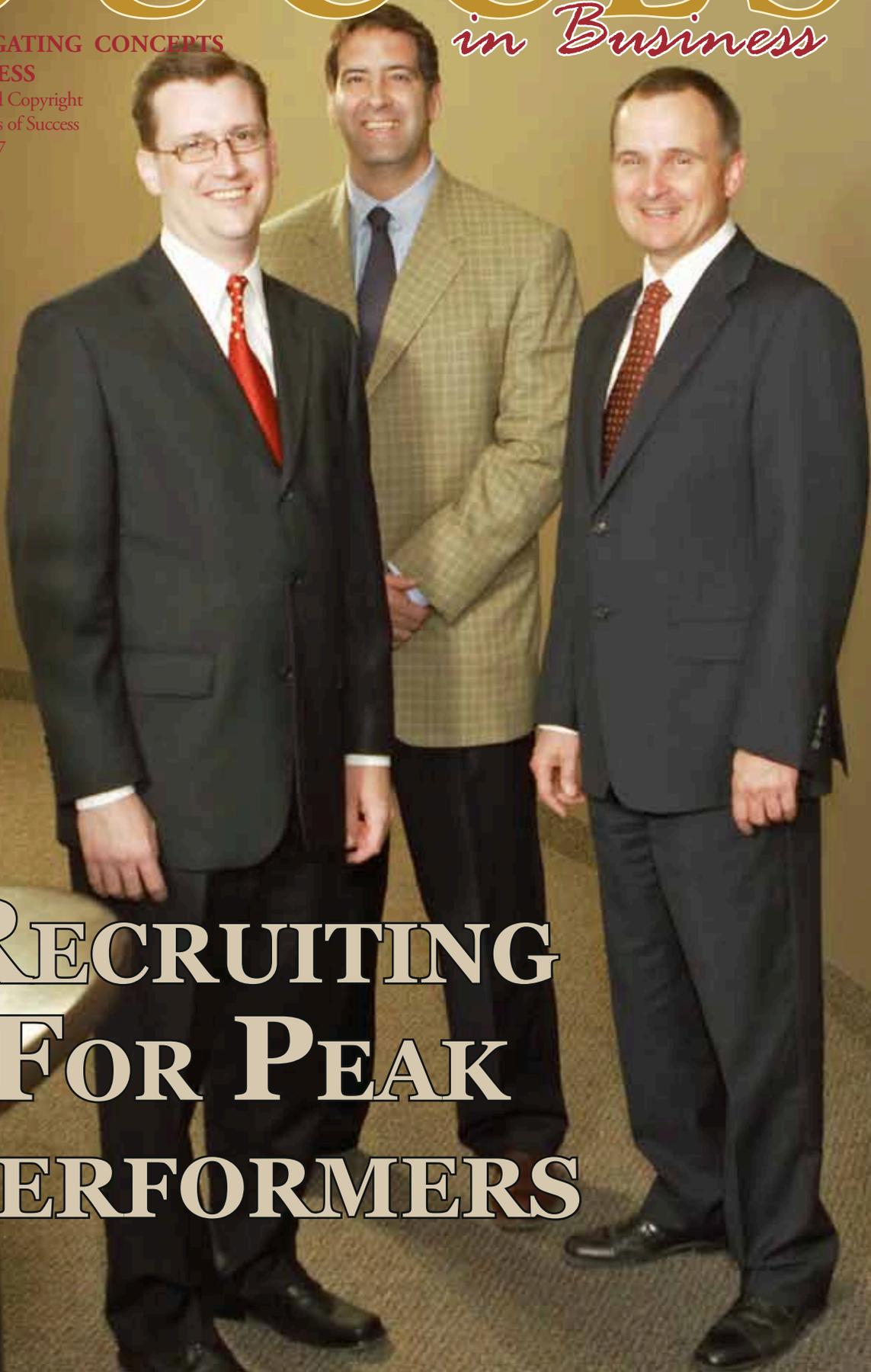


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RECRUITING FOR PEAK PERFORMERS

Recruiting For Peak Performers

By Kate Richardson



In a high pressure, business environment, finding just the right person to do the job can be a manager's worst nightmare. Few have the time or training to review hundreds of resumes and conduct endless interviews to find a suitable hire.

The time-starved manager may turn to recruitment companies, only to find that their unfamiliarity with the manager's industry hampers their abilities to find the perfect employee fit.

At St-Amour & Associates, however, all recruitment consultants have extensive experience as senior managers or as

recruiters to the specific verticals they recruit for. Not only do they recognize the qualities of hard-working, ethical and committed candidates, but they also know how to look for the skills, attitude and elusive "fit" with the hiring company. They discern whether the candidate will match not only the client's job description, but also the culture, company processes and even the hiring manager's approach to business. Above all, they have a passion to find the peak performer who will make the client's business stronger.

Chris Tullis is a case in point. Managing Partner of St-Amour's Toronto office,

Chris worked in sales and senior management positions in the services industry, including a six-year period with a Fortune 500 multinational corporation. With his experience, he can relate to senior managers and hone in with accuracy on their specific needs. "We are not generalists," Chris clarifies. "All of our recruitment consultants are former managers of specialties within their respective business verticals, such as business to business, industrial, consumer packaged goods or medical-pharmaceutical. We understand our client's business, and that understanding helps us find the right people for the right

jobs quickly."

Founded in Montreal in 1975, St-Amour has had a Toronto office since 1983. With 18 employees in Montreal and seven in Toronto, the company has a reputation for its ethical practices and success at satisfying its clients.

To serve clients across the country, St-Amour also developed Recru-Canada, a unique network of recruiting agencies in all of Canada's major cities. St-Amour President Michel Guay, a 29-year veteran in the recruitment industry, selected agencies that shared St-Amour's philosophy and dedication to customer service to be part of the network. The agencies share information about candidates; the clients, especially large corporations with sites across Canada, get the benefit of working with people who understand their business in all of their locations.

Backing up St-Amour's recruiting consultants are an extensive database and sophisticated search engines that reflect the accumulated wisdom of 32 years of business. The St-Amour website, www.st-amour.com, is one of the recruitment industry's most consulted websites and averages over 500,000 hits per month. No matter how efficient technology makes the running of the recruitment business, however, nothing replaces the relationships built at traditional networking events. St-Amour is affiliated with the Toronto Board of Trade and its two recruiters in the medical-pharmaceutical vertical attend the Ontario Pharmaceutical and Medical Association meetings. "It's essential that our recruiters keep in touch with the

decision-makers in their sectors," Chris explains. "It keeps them current with changes in the sector, and helps them identify potential client needs."

In the recruitment industry, conducting the process with discretion and integrity must be paired with a constant sense of urgency to every new search assignment. At



St-Amour, the recruitment professionals themselves follow the process from start to finish. Each St-Amour recruitment consultant is responsible for finding the clients who need to hire and conducting a thorough needs assessment to find out what they are looking for. This needs assessment involves a visit to the client's site to see where the candidate would work, the culture of the organization, the needs of the hiring manager, and the specific responsibilities of the position. "When we do this visit, because of our own backgrounds within the industry, we

can detect even what's going on behind the scenes," Chris says. "Our recruiters hear details of the client need, which help them find the right candidate and manage the process to a successful conclusion."

The next step for the recruiter is to search for possible candidates. After combing the databases and other networks for qualified people, the recruitment professionals conduct in-depth personal interviews with each candidate. They delve into the details of the candidates' experience, asking about the candidates' roles, their specific responsibilities, sales processes, clients, and even why they left and what salary range and benefit package they are looking for. This thorough and rigorous process elicits pertinent detailed information that ensures that the St-Amour team of consultants sends only the most suitable candidates for the hiring company's review.

The ability to develop close, productive and trusting relationships with candidates, clients and fellow recruiters is critical to being a successful recruitment consultant with St-Amour. Recruiters need the flexibility to relate well to many kinds of people and the patience to handle delays and decision changes. These relationship-building abilities are combined with a sharp business orientation and a unique understanding of the client's business from the inside out.

The team working out of the Toronto office has all of these abilities and more. Mark McGillicuddy, who works with Chris in the Industrial and Business sectors, has a strong background in IT with Fortune 500 companies, as well as eight years of selling experience. Barbara Burnett and David Street

cover the Medical, Pharmaceutical and Biotechnology sectors. Barbara brings 20 years of experience in the healthcare industry in both the corporate and service sectors, while David held senior management positions in sales and marketing in the diagnostics and Point of Care industries. Philip Ferguson and Sarah Scofield specialize in the Consumer Packaged Goods sector. Philip's 15 years of sales experience in the sector is combined with both regional and national brand management and a successful track record with business partnership development. Sarah offers her St-Amour clients a 15-year background in professional consulting experience across North America.

"Our team has a mixed background from three different industry verticals," Chris explains. "Because we each have industry-specific success at a management level, we offer different strengths and experiences, from relationship management through coaching and mentoring and lead

development. Each business vertical – consumer packaged goods, medical-pharmaceutical, business to business-industrial-technology – are disparate in nature, but the unifying theme is a passion for peak performers regardless of career level."

Although the industry is renowned for its competitive nature, the St-Amour team also works together, sharing leads and experiences that benefit the broad client base. "It's called competitive teamwork," Chris explains. "Each of us is focused on getting the business results for our individual clients, but we also help each other out because in the end, everyone profits." The team celebrates success and can occasionally be found on the golf course cheering each other on.

It's no surprise that St-Amour continues to be known for its ethical and successful business. With a sector-specific focus and recruiters who know their clients'

business, St-Amour can offer clients and candidates alike a reassuring level of comfort. Most important of all, is the zeal to help the clients. "Nothing is more satisfying to us than placing a Superstar candidate with one of our clients," Chris says. "Our passion is to make our clients' business stronger!"

Chris Tullis

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