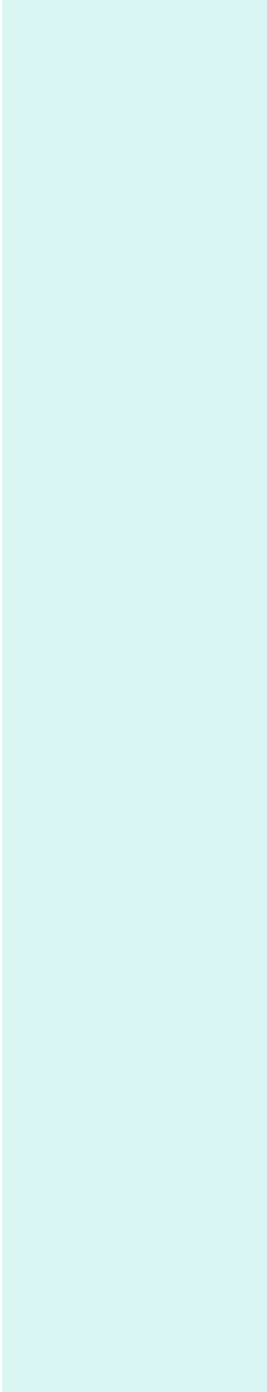




THE LEADERSHIP AGENCY

RECRUITMENT REPORT

2021 YEAR IN REVIEW



2021 was a big year for The Leadership Agency. It was a year of **learning**, a year of **change**, and a year of **success**. We've grown our team, helped our amazing clients lead, experienced some challenges, and also left a footprint on individuals and companies worldwide as a result of our leading-by-example.

Not only will we share with you what we've accomplished in 2021 but we also want to give back and provide valuable resources to our readers on **all things recruitment!**

WHAT
WE DID

2021 BY THE NUMBERS

If you really want to know how we did,
here are some stats to break it down:

\$10M

IN TOTAL SALARIES

100+

IN TOTAL PLACEMENTS

2600+

IN TOTAL CANDIDATES INTERVIEWED

14

CLIENTS RAISED NEW
ROUNDS OF FUNDING

\$250M

IN NEW ROUNDS OF FUNDING RAISED
BY OUR CLIENTS

2

CLIENTS HAD INITIAL PUBLIC
OFFERINGS (IPO)

30+

NEW CLIENTS

98%

SUCCESSFUL CLOSE RATE
(CONVERSION OF SEARCHES OPEN
TO SEARCHES CLOSED)

2

NEW MARKETS; UK AND AUSTRALIA

WHAT WE DID

INTERNATIONAL EXPANSION

The Leadership Agency is continuously growing. With years of success in the North American market, we expanded internationally and entered the UK and Australian market in January of 2021. This was a way for us to increase our revenue, diversify our markets, and have more access to talent. Fast forward to today, we are now working with **20** new international clients.

10%

of our total profolio

is from the UK and
Australian market.

Grew USA marketplace
from 40% to

60%

of our total profolio



WHAT WE DID

DIVERSITY, EQUITY, AND INCLUSION

We only work with clients, vendors, and media that have similar values as we do – and that’s a commitment to diversity, inclusion, belonging, and anti-racism.

50%

**OF OUR EXECUTIVE HIRES
HAVE BEEN WOMEN**

40%

**OF OUR CLIENTS HAVE IMPLEMENTED,
EXPANDED, OR DEVELOPED DEI
TRAINING/PROGRAMS**

**THE LEADERSHIP AGENCY COMPLETED ANTI-
RACISM 101 AND 102 TRAINING WITH
MONIQUE MELTON**

WHAT WE DID

THE LEADERSHIP AGENCY IN THE MEDIA: 4-DAY WORK WEEK

We love sharing our success stories in hopes to inspire other businesses to implement changes to their companies. In October of 2020, we switched to a **4-day work week**, and it was the best business decision we ever made. Our founder Jamie Savage, and her COO & Partner, Elizabeth Tufegdzych saw a problem in our team – they were feeling burnt out and were working long tedious hours.

It was then that they implemented a 4-day work week, to help create boundaries and improve our teams' well-being and mental health. A year later, we were recognized by Canadian and international media outlets for our 4-day work week.

HERE ARE SOME ARTICLES WE'VE BEEN FEATURED IN: (Click the logos)

NARCITY

**CTV
NEWS**

TORONTO SUN

girlboss

**The
INDEPENDENT**

blogTO

WHAT WE DID

THE LEADERSHIP AGENCY IN THE MEDIA: PUBLIC SPEAKING

(Click each heading for more!)

2021 IntelliHR Performance Summit

Our Founder Jamie Savage and COO & Partner, Elizabeth Tufegdzych, were closing keynote speakers at the IntelliHR Performance Summit speaking about Sustainability in Performance.

2021 Canadian HR Awards

Jamie was a Panel Moderator for this awards event, speaking about Leadership Skills for the Top HR Leader.

HR Leaders' Summit

Jamie was a Panel Speaker for this awards event, speaking about Building an All-Inclusive and Equitable Leadership.

SocialHRCamp Virtual 2021 1.0

Jamie was a Panel Speaker for this virtual event, speaking on the topic of Maximizing Employee Engagement in a Virtual World.

HERE ARE SOME RESOURCES WE WANT TO SHARE WITH YOU!

TOP 3 JOBS BEING RECRUITED

1. Head of Growth
2. Head of Product Marketing
3. Head of Sales/CRO

TOP 5 INTERVIEW TIPS FOR CANDIDATES

- **Come prepared!** When it comes to interviews, you typically get one shot. Make it count by being prepared as possible. Research the company, understand the background of the interviewer, and know your own experience like the back of your hand!
- **Don't pretend you know the answer to something.** There's one way to cost yourself a next step... and this is it. Pretending to know more than you do is not the way to impress your interviewer. If you're unsure about a question they ask, address it instead of giving a BS response.

TOP 5 INTERVIEW TIPS FOR CANDIDATES

- **Be enthusiastic!** It's great when you're able to demonstrate your skills or explain your experience in an interview. However, this isn't the only thing interviewers are looking for. Do you have a personality? Will you be enjoyable to work with? Are you excited about this role and the company?
- **Ask questions.** Knowing how to steer a conversation is just as important as knowing how to answer hard questions. Ensure you have questions prepared for the interviewer so that you can make the interview more conversational than a Q&A session.
- **Don't memorize your answers.** There's a difference between being prepared and having material memorized. Your interviewer will see right through this. Be sure to understand concepts, products, services, etc, rather than memorizing them.

HOW TO RECRUIT EFFECTIVELY

1

DEVELOP A CLEAR EMPLOYER BRAND

Your employer brand is what will set you apart from other hiring companies and show candidates why they should work for you. Employer branding should reflect your business' mission, culture, and values.

2

CREATE JOB POSTS THAT REFLECT YOUR COMPANY

Your job post is the first impression the candidate will have of you. You want to be sure to come off as organized and professional while still embracing your brand and communicating your recruitment goals.

3

USE SOCIAL MEDIA

Social recruiting is becoming an increasingly popular strategy as companies are targeting millennials and Gen Z as prospective employees. Social recruiting is a strategy that uses social media to find talent, advertise jobs, and communicate with potential employees.

HOW TO RECRUIT EFFECTIVELY

4

FIND PASSIVE CANDIDATES AND LET THEM KNOW YOU WANT THEM

Passive candidates are those who are currently employed and not actively looking for a job. These candidates will often be the most qualified and seem to be the perfect person for the job. Personally reaching out to them will show that you are truly interested in their talent.

5

CONDUCT AWESOME INTERVIEWS

It's important to remember that interviewing is a two-way street. While you are interviewing your candidate, they are also interviewing you. Whether you are meeting remotely or in person, be sure to make it comfortable and low-stress.

WHAT ARE COMPANIES LOOKING FOR?

TRAINING & DEVELOPMENT

93% of employees say they will stay longer at a company when that company invests in their career development.

Training and development programs provide a variety of benefits. They enhance employee performance, boost employee productivity, reduce employee turnover, and improve company culture.

HOW IS THE LEADERSHIP AGENCY INVESTING IN TRAINING & DEVELOPMENT?

Here at The Leadership Agency, we know it is important to invest in **Training & Development**. We enrolled our team in training sessions with an amazing sales expert, **Ross Morgan of Conscious Selling**, as a way to improve our processes to better serve our clients and candidates. We've also enrolled members of our leadership team in **Workplace Mental Health Leadership** certificate programs at Queens University to learn more about the development of empathetic and solution-focused leadership skills.

WHAT ARE COMPANIES LOOKING FOR?

TO BE PURPOSE-DRIVEN.

A company that is purpose-driven takes action on something bigger than its products and services. Purpose can be an organizational strategy and a way to remain competitive in a fast-changing economy.

How do purpose-driven companies drive impact and make a difference?

Companies that are purpose-driven often go about hiring differently. Besides looking for those who possess the skills and expertise required to perform their job, they look for people who are passionate about making a difference. They foster the talents of impact experts, and the overall culture is shaped by social entrepreneurs helping each other grow.

Thank you to our clients, partners, and candidates for an incredible year!

We hope you found this recruitment report insightful and resourceful - whether you are a jobseeker, an employer, or you are genuinely interested in the recruitment world.

The dynamic of recruitment and HR is changing all the time, especially during this global pandemic, and we are happy to share our experience and knowledge to educate others.

Happy 2022!

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