# Before We Begin

✓ This webinar is being recorded, which will be available after the webinar concludes.

✓ Submit questions in the chat or in the Q&A feature below throughout the webinar.

✓ Today we are going to talk about **the Clockwork Network and Referring Search Work.**

CLOCKWORK

# Clockwork is Built for Specialists Like You

- **Christian Spletzer** – Co-Founder & CEO, Clockwork
  - 20+ years in executive search and ES technology
- **Clockwork = <u>Retained</u> executive search software**
  - 300+ firms, global coverage / 1000s of recruiters
  - 100,000+ retained searches completed
  - Coverage > world's largest firms (e.g. Spencer Stuart: 3,500 vs. Clockwork: 10,000+/year)
- **Specialized Boutique Customer base**
  - 90+% = 10 or fewer recruiters
  - Highly focused and specialized firms

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# Specialists Outperform

- Staying within core specialization = Better Results
  - Higher placement rates
  - Faster time to placement
- Moving outside specialization (<20% of core projects)
  - Placement rate drops
  - Searches increase
- Stretching dilutes performance and risks client relationships

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# The Challenge for Small Firms

- Small firms have to run searches, market, sell, and win work
- Small firms don't have
  - Big-brand marketing power
  - Dedicated BD teams
- When clients ask for roles outside your focus
  - Say Yes = Risk underperforming / opportunity cost
  - Say No = Risk losing the client to a Big Firm

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# Why We Are Here

- Building a better way for specialists to find work

- Leverage performance data to change model
  - Executive Search Exchange"**ESE"**
  - "**The Network"**

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# Two-sided Marketplace

- **Demand = Companies** looking for the right firm

- **Supply = Firms** like you, with proven specialties

- **ESE (Executive Search Exchange)**

  - Data + analytics engine connecting Demand with Supply

  - Marketplace connecting Firms & Companies based on performance

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# How The Analysis Works

- **We ID Company Needs**
  - We figure out specialty, location, company details, etc.
- **We Analyze**
  - We benchmark recent searches & ID "outperformers"
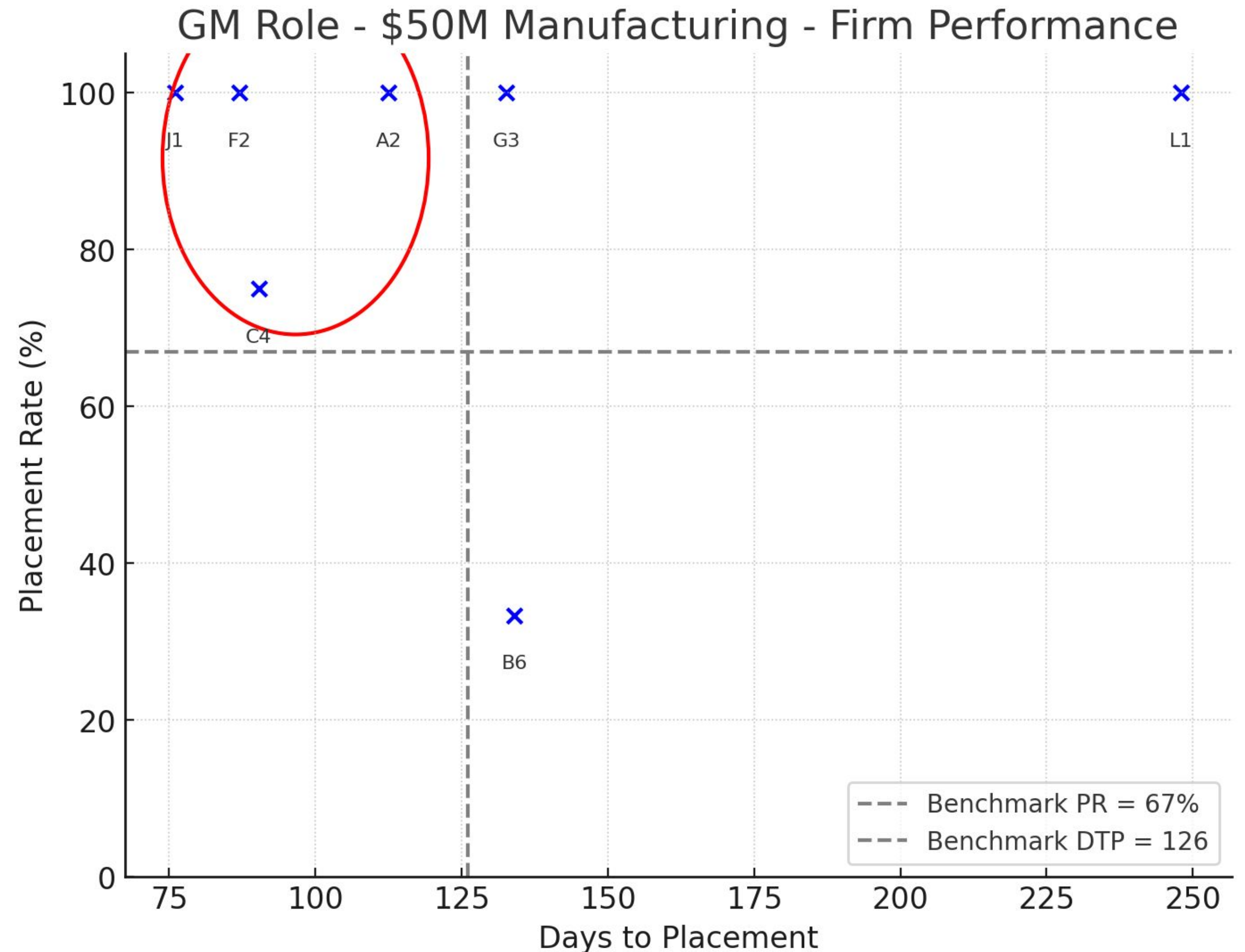- **We Introduce**
  - We connect you with the client when you're the best fit
- **You Win, You Earn**
  - A 15% origination fee applies only if you win the work

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# Example Analysis Output

- **GM search:** $50M semiconductor company

- Outperformer quadrant chart

  - 3-4 outperformers firms

- Reinforced client confidence

  - Intros made

- **Momentum Building...**



GM Role - $50M Manufacturing - Firm Performance

Placement Rate (%) vs Days to Placement

J1, F2, A2, G3, L1 at 100%; C4 at ~75%; B6 at ~33%

--- Benchmark PR = 67%
--- Benchmark DTP = 126

# The Network: Stay Specialized

- Typical post-search scenario:
  - You've done a great job
  - Client asks for you to do other work outside your realm of expertise
- What do you do?
  - Take it? Opportunity Cost, Client relationship
  - Decline it? Where does the Client go?
  - Door #3

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# Focus on Your Strengths & Monetize the Rest

- **The Network** = Firms like you, working together
- Stay specialized / Stay in your lane
  - Refer out-of-scope work into ESE
- Serve your clients

**Economics:**

- Split 15% origination fee
  - 10% to you / 5% to Clockwork
  - Paid upfront
- Free CW seat for each referral that lands

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# Dual Benefits For Firms

**Inbound:**

- Get in front of new clients based on proven results and expertise

- Virtuous Cycle: Win more work in your specialty

**Outbound:**

- Monetize work you'd otherwise decline

- Protect client relationships

- Get paid upfront, no chasing fees

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# Safe, Fair, Transparent

- **Privacy:** Only metadata used, never client or candidate names

- **Performance worries:** No underperformers shown

- **Trust:** Clockwork manages intros, payments, and tracking

- **Control:** You're kept in the loop when searches start and close

- **Recency & Opportunity:** Analysis refreshes continuously —

  giving firms repeated chances to show up as outperformers

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# The Bigger Vision

- Together, We Outperform the Giants
  - **ESE + Network =** the world's largest **"Firm of Firms"**
- Collaborative, data-driven, merit-based
- Specialists thrive while clients win with better outcomes
- **Goals:**
  - Change how companies select search partners
  - Off Saas Model and onto collaborative referral model

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# Next Steps

- Put work into the Network → Get work out

- Stay specialized, protect relationships, grow revenue

- Participate in referrals, deepen trust with clients

- Next steps: Start making introductions

  - Reach out to Christian@clockworkrecruiting.com directly

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# Q&A

If you have any questions please drop
them in the chat, or using the Q&A feature
in your menu.

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# Thank You!