

# Hans-Heiner Krüpper

---

Executive Search / Manager Coaching

## Executive Search

Executive search (also known as direct search) is a method that has developed into a widely recognized tool to fill management positions.

The goal is to quickly and competently fill a management position from outside the company because it cannot be filled from inside in spite of efforts to do so.

A professional search follows these steps:

- “Understanding” the situation or problem
- Deriving the correct search strategy
- Identifying potential candidates
- Evaluating the candidates
- Presentation and moderation of negotiations
- Attending the “First 100 Days”, coaching

The essential basis for successfully carrying out an executive search is a profound understanding of the relevant industries and types of companies, as well as more detailed knowledge for the respective company culture (cultural fit).

Managing a conglomerate requires different talents, abilities, and character traits than a corresponding position in a privately-owned company, customs in Bavaria are different than in Lower Saxony, high-tech companies operate differently than the steel industry, start-ups have other needs than established companies, etc.

I consider it my task to bring the right people together and to accompany the difficult process of jointly taking the first steps.

A well-managed database, professional research, systematic networking, reliability, discretion, and professionalism are all essential requirements to fulfill this goal – but they alone are not enough.

True success, that is, consistently finding the “right” person for an important management position, also requires a deeper understanding of the particular company culture and the resulting selection of the candidate who will succeed in that culture.

I am familiar with a broad range of companies, industries, structures, and managers from over 20 years as a consultant in the German economy.

This is the essential basis of my activities.