

To all our partners and friends,

On behalf of all of us at Vetted Solutions, let me wish you a happy, prosperous new year.

We're ending 2013 with many reasons to be optimistic about the future. Like many of our clients, we see encouraging signs of a renewal of our national economy. There is a greater sense of optimism about our future and renewed focus on taking the important steps needed to capitalize on the expanding number of opportunities that come with economic growth. Our clients are thinking more and more about how to direct their organizations toward possibilities — about how to grow and thrive, not just protect and survive.

This renewal of optimism will have a significant effect on the search industry, in several important ways.

Our first job will be to recognize the change in mind-set that comes from an improving environment. Our clients increasingly recognize that the fundamental first step in capturing opportunities is building the right leadership. They know they need the best talent to out-perform and out-compete. They need the right CEO, the right C-suite officers and other critical leaders, and they recognize the competitive scramble that is certain to emerge in finding and attracting the best candidates in what amounts to an emerging bull market for top talent.

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At the same time, the renewal of optimism is altering the thinking of potential candidates. There's less inclination to 'hunker down' and wait out the tough times, and much more willingness to think about career opportunities and advancement. Truly talented people once again feel comfortable enough to give greater thought to finding that right career move. The fog of economic uncertainty that clouded the career horizons of many experienced, ambitious professionals is lifting — and as it rises, the talent marketplace will grow correspondingly brighter, and more dynamic.

The shift in thinking by associations, nonprofits and other organizations creates an evolving set of expectations for us at Vetted Solutions.

Protection of the 'employer brand' ... by making sure the right leaders are in place, from the CEO on down.

A first duty for Board members, CEOs, and senior staff is protection of the 'employer brand.' Such protection begins by making sure the right leaders are in place, from the CEO on down. It means finding people with not just the right experience and qualifications, but equally important men and women who fit the organization's style and culture — people ideally positioned to succeed immediately and on a continuing basis. It means finding a search partner they can trust to take a constructively proactive role in working effectively with them. That responsibility will only grow more important in the emerging economic and employment environment.

Our clients know they can look to us to dig deeper to know more, so we can tell their story well enough to find exactly the right leader. They can rely on us to deliver consistently superior search results. And we plan to continue doing exactly that, whatever changes may occur in the economy and the marketplace for talent.

All the best from all of us at Vetted Solutions!



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