



Perrett
Laver

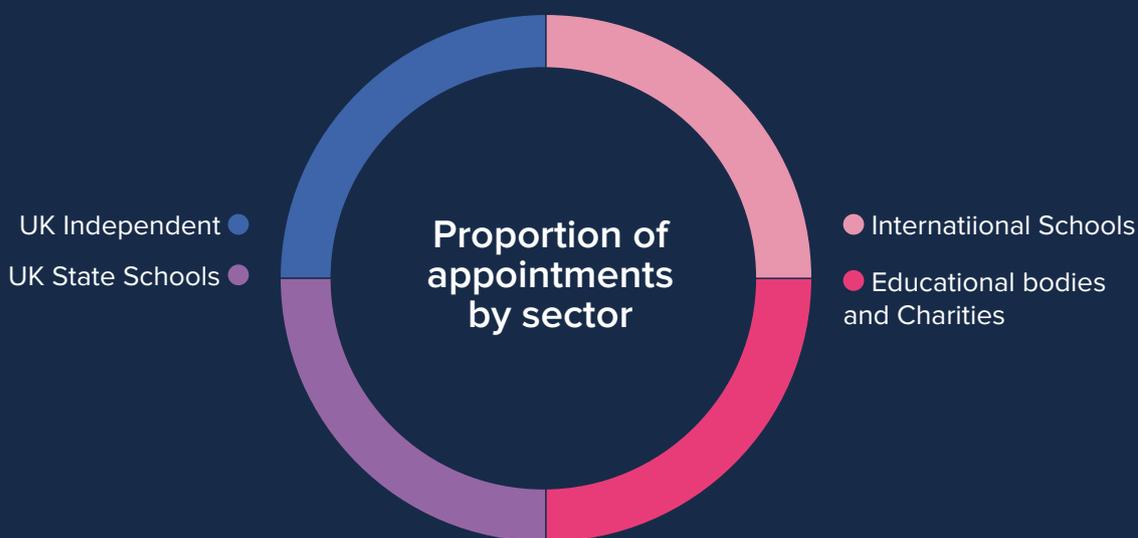
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Schools

Perrett Laver is a leading global executive search firm with one of the largest education practices in the world. We work broadly across the global schools sector, partnering with leading independent schools, academies serving many different communities, prestige international schools, growing global schools groups and major educational bodies and charities.

We believe passionately in the transformative power of education and we are deeply committed to connecting exceptional leaders with the best schools and education organisations worldwide.

Our experience of appointments within the sector covers a broad range of organisations.



We work globally on a range of senior appointments within the sector.



Schools

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Challenges



The global schools sector is experiencing a period of unprecedented change. Schools and other educational organisations worldwide find themselves facing an increasingly complex range of opportunities and challenges. Whilst there are clear variations in different parts of the sector, the boundaries between public and private, national and international are equally becoming ever more porous, and for all organisations – regardless of their type, market or location – quality of leadership will be a crucial determinant of success.

UK Independent Sector

In the UK, independent schools of all types are operating in a very different and increasingly challenging external environment. The affordability of an independent education is set to be one of the greatest strategic challenges facing the sector in this next period, and as economic pressures on parents continue to grow, the size and shape of the market is changing. The downturn has precipitated a shift in parental expectations and the rise of the parent as 'educational consumer' has created a new dynamic for such schools.

Such challenges, and many others beside, will inevitably have a bearing on the type of leaders required. More broadly, as young people increasingly demand an education which fully equips them to thrive in a global and increasingly competitive 21st Century world, the leadership model for independent schools is evolving. The next generation of truly exceptional leaders will define a school in terms of the pursuit of excellence and a deep commitment to developing a generation of pupils who are equipped to live lives of consequence.

UK State Sector

In recent years, the national education environment has experienced a period of rapid and unprecedented change. The impact such shifts have on the size and shape of state education provision has been particularly dramatic, and the rise of academies, free schools, university technical colleges and many other new institutions has changed the landscape beyond all recognition.

From the diversification of the market to increasing funding pressures, from the drive for higher standards to the myriad of curriculum changes, from the march of technology in the classroom to the growing opportunities for collaboration with the private sector and with business, it is clear that rapid change will remain a constant for some time to come.

Today's Heads and senior leaders therefore operate in an environment which is both uncertain and exciting. Perrett Laver understands and addresses the leadership challenges concomitant with a rapidly evolving sector.

International Schools

British education is in high demand and as an increasing number of UK schools set up branches overseas, the international schools market is changing.

As the latest Independent Schools Council (ISC) annual census shows a fall in non-British students at UK schools and a rise in enrolments at overseas centres, British independent schools could soon be teaching more foreign students overseas than domestically.

Such shifts have spurred growth in relatively new markets whilst significantly altering the competitive landscape in other more mature territories. The opportunities are clearly considerable but successful leadership in contexts of high growth and increasing competition will require clarity of vision and considerable strategic abilities. Issues of quality, brand and reputation will become ever more important and the capacity of school leaders to develop and enrich in these areas will be a crucial factor in organisational success.



The Value of Search

Perrett Laver is well positioned to add significant value to addressing these challenges by virtue of a proven and well-practised methodology, a breadth and depth of relevant contacts, and a keen awareness both of the pitfalls of such processes and of how they are best avoided.

Our role is to connect our clients across the globe with the highest capacity and most dynamic leaders. We understand the power of 'next generation leadership' and we are experienced in attracting individuals who can lead schools and other educational organisations in a way that ensures they have a truly transformative impact on outcomes for the children and young people they serve.

We endeavour to share risk and reward and to add value wherever we are in a position to do so. At every stage of the process – be it our research and the kind of candidates that we generate, our fee structure, or the advice we give on the type of process which will attract the very best individuals – we seek to be innovative and flexible in order to best serve our clients' needs.

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Our Approach

Perrett Laver's robust methodology, comprising exceptional original research, supported by a relevant and qualitative database of leaders, is unparalleled in the industry. This approach means we provide truly global search which is informed by Perrett Laver's expert understanding of the altering nature of the global educational landscape. We are experienced in identifying individuals who can move on a global basis and often within the different parts of the increasingly diverse schools sector, and we have been privileged to work with some of the leading and most innovative schools across the world.

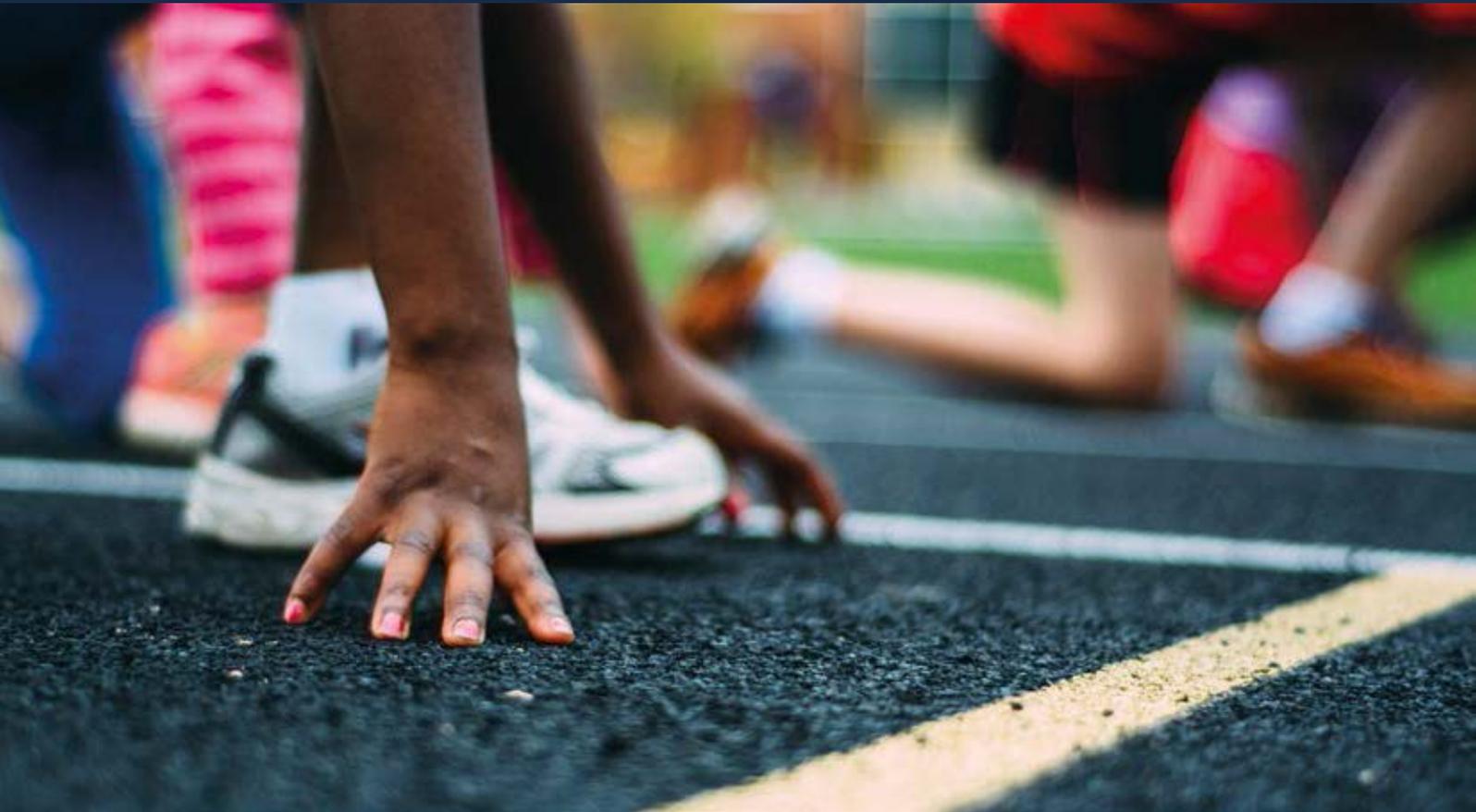
With offices spread across five time zones, Perrett Laver can bring to bear local knowledge and connectivity within relevant networks. Purposeful attentiveness, a key characteristic of our firm's work, adds distinctive value at every stage of the process: briefing, candidate generation, candidate evaluation, client service, and candidate relationship building.



3

Identify, Engage, Secure

Perrett Laver's approach to identifying and appointing the best leaders for your organisation.



Identify

As one of the market leading executive search firms serving the sector, Perrett Laver brings extensive networks, insight and the ability to call upon leading figures to recommend highly-rated individuals.

It is our view that more often than not it is an exciting, thoughtful and exhaustive research strategy which yields the most compelling fields of candidates able to meet the complex sector challenges. This, of course, is the very foundation of proper executive search: that we find people.

A research-based executive search campaign enables your advisors to advocate both for the role and the institution on your behalf, to identify not just obvious candidates, but also creative and diverse options, and to ensure that all the most appropriate individuals and environments are proactively investigated and targeted.

It is common that appointment panels are interested in exploring different models of candidates. By building up a large and varied candidate field, Perrett Laver can present an assortment of experienced individuals for the panel to consider without having to be constrained by restrictive or arbitrary selection criteria.

As one of the market leading executive search firms serving the sector, Perrett Laver brings extensive networks, insight and the ability to call upon leading figures to recommend highly-rated individuals. This qualitative and person-specific information serves as a starting point but is supplemented by our fresh, original and comprehensive research.

Engage



Our methodology is research-intensive and we believe that by harnessing the power of third party advocacy, we can deliver a field which is larger, more diverse, and of a higher calibre.

The strongest candidates for a particular position are rarely aware of the opportunity since they are unlikely to be seeking new employment.



Even when they become aware, they will have a variety of professional and personal questions and concerns which are best addressed by multiple conversations with a trusted intermediary.

The resource and professional experience we bring ensures that without exception the proactive head-hunting exercise we lead results in strong candidates who would otherwise not have engaged with the appointment showing a willingness to explore it seriously and positively.

This engagement deepens as Perrett Laver, having undertaken in-depth briefings, provides potential candidates with an accurate, comprehensive, candid, responsive and compelling presentation of the client organisation and the position in question.

Our initial interviews of potential candidates not only give us the opportunity to measure and assess each candidate against the person specification but also gives them a chance to find out more about the role informally, become excited about the opportunity and further their knowledge of the client organisation.

Multiple conversations with these individuals enable a relationship to develop in which candidates' concerns and questions can be addressed with attentiveness and precision.

Secure



The standards of best practice in senior level appointment processes within the schools sector are changing. As your advisors, it is our role to provide clear, current guidance on ‘best in class’ processes. We understand what world class appointment processes look like, and our approach has been ‘stress tested’ on high profile appointments both within and beyond the schools sector.

Perrett Laver undertakes firstround interviews with longlisted candidates. This allows our clients to interact with a greater number of candidates. We go beyond a purely quantitative assessment of candidates’ past experience and qualifications to establish a more textured understanding of their strengths, weaknesses, valuesdrivers and understanding of the spheres of influence within the sector. Our minds are focused as much on seeking to identify outstanding potential as they are on ensuring an appropriate fit with the nuances of the specification. We also explore salary expectations and location issues that may jeopardize an appointment at the final stage.

Once the shortlist has been identified, we then work extensively with our clients to arrange the logistics for all the interviews, informal meetings and assessments, ensuring that they are fair, robust and competitive.

The appointment of a new Head or senior leader is a crucial juncture in the life of any school and there are important reputational implications. In any senior appointment process, a school will interface directly with a small number of candidates but will have indirect contact with many more. It is our responsibility to ensure that all candidates at every stage of the process enjoy a professional experience and come away with a positive impression of the client organisation.

Our Experience

Perrett Laver has one of the largest education practices in the world. We have been privileged to work with a wide range of schools on appointments to a variety of senior leadership roles.

In the UK we have advised on the Headship appointments at a number of leading HMC schools.

We have also partnered with pre-eminent girls' schools on Head and other senior leadership appointments.

Our experience also extends to the appointments of Heads of independent preparatory and pre-preparatory schools.

Our maintained sector track record is equally broad and includes some of the country's top performing academic schools and a wide variety of converter and sponsored academies.

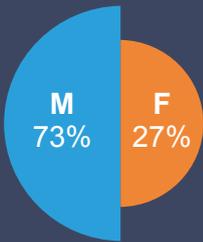
In addition to our strong track record of Head appointments, we also offer deep experience in the search for functional leaders including Bursars, Chief Operating Officers and Development Directors.

Our Schools Practice is global and we partner with a range of international schools and leading international schools groups to appoint Chief Executives, Chief Academic Officers, Principals and Heads of Senior School.

We also work with a number of Education Organisations to appoint Board, Chief Executive and Senior Administrative appointments globally across the sector.

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Our Commitment to diversity



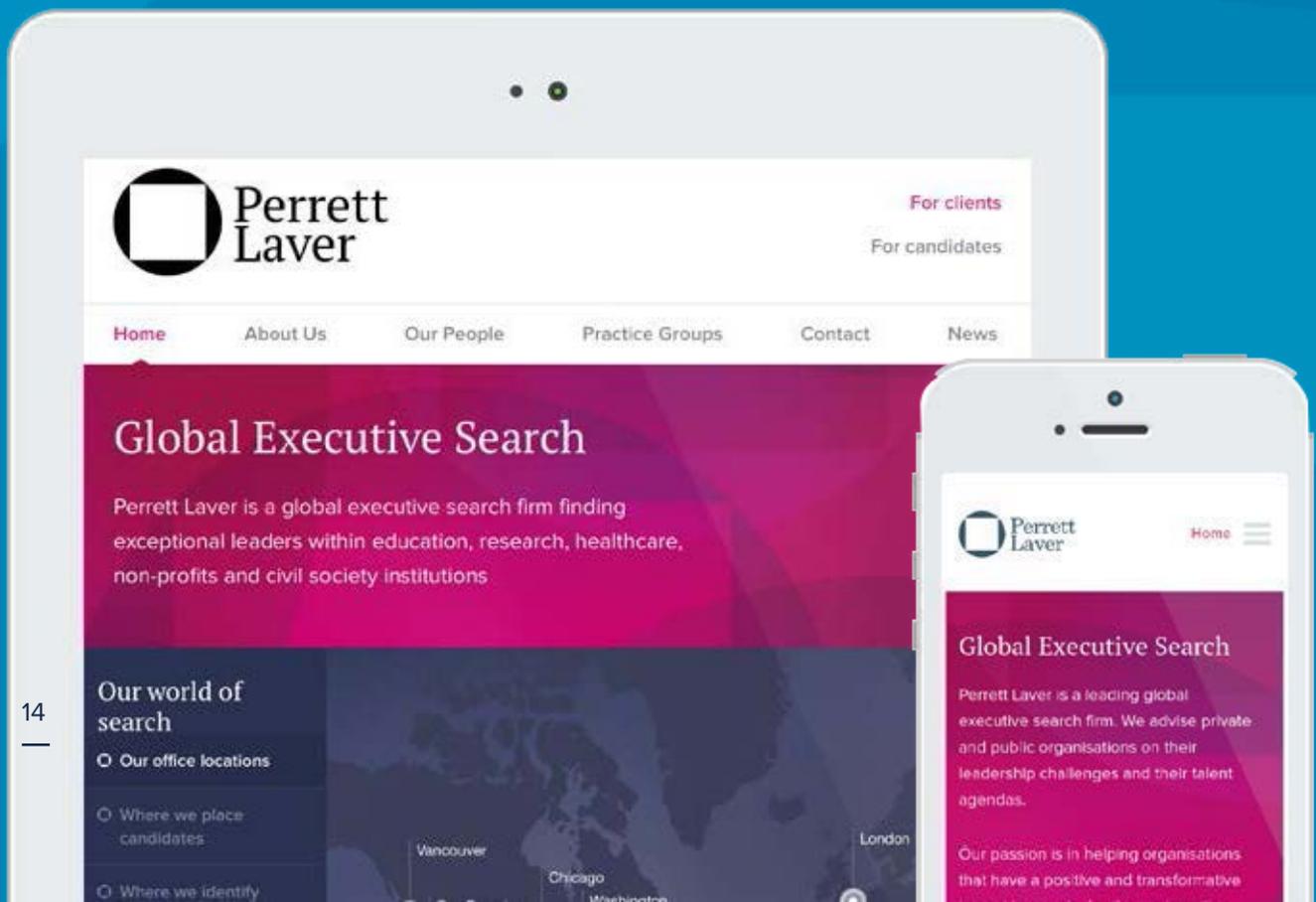
27% of our appointments in Schools and Education Organisations are women, exceeding sector averages.

We ensure diverse fields for every appointment. We believe that a diverse range of perspectives amongst leaders and administrators is essential for organisations to stay at the cutting edge in a competitive global market. Our searches play a very important part in the enhancement of this diversity. In every search campaign we work with clients to ensure balanced fields in terms of candidates' gender, ethnic background, stage of career, and nationality. In doing so, we are deeply committed to equality of opportunity and are particularly well placed to identify female candidates and those from minority backgrounds and to advance their cause, always ensuring that the best candidates are put before the selection committee.

7 Our Invitation

As one of the world's leading executive search firms, Perrett Laver has a depth of relevant experience, a powerful search methodology, rich sector knowledge, and a values-based commitment to schools and educational organisations which has enabled us to provide outstanding professional service to our clients. We would be delighted to discuss ways in which we can support your organisation in its quest to identify, engage and secure the leaders of tomorrow.

www.perrettlaver.com

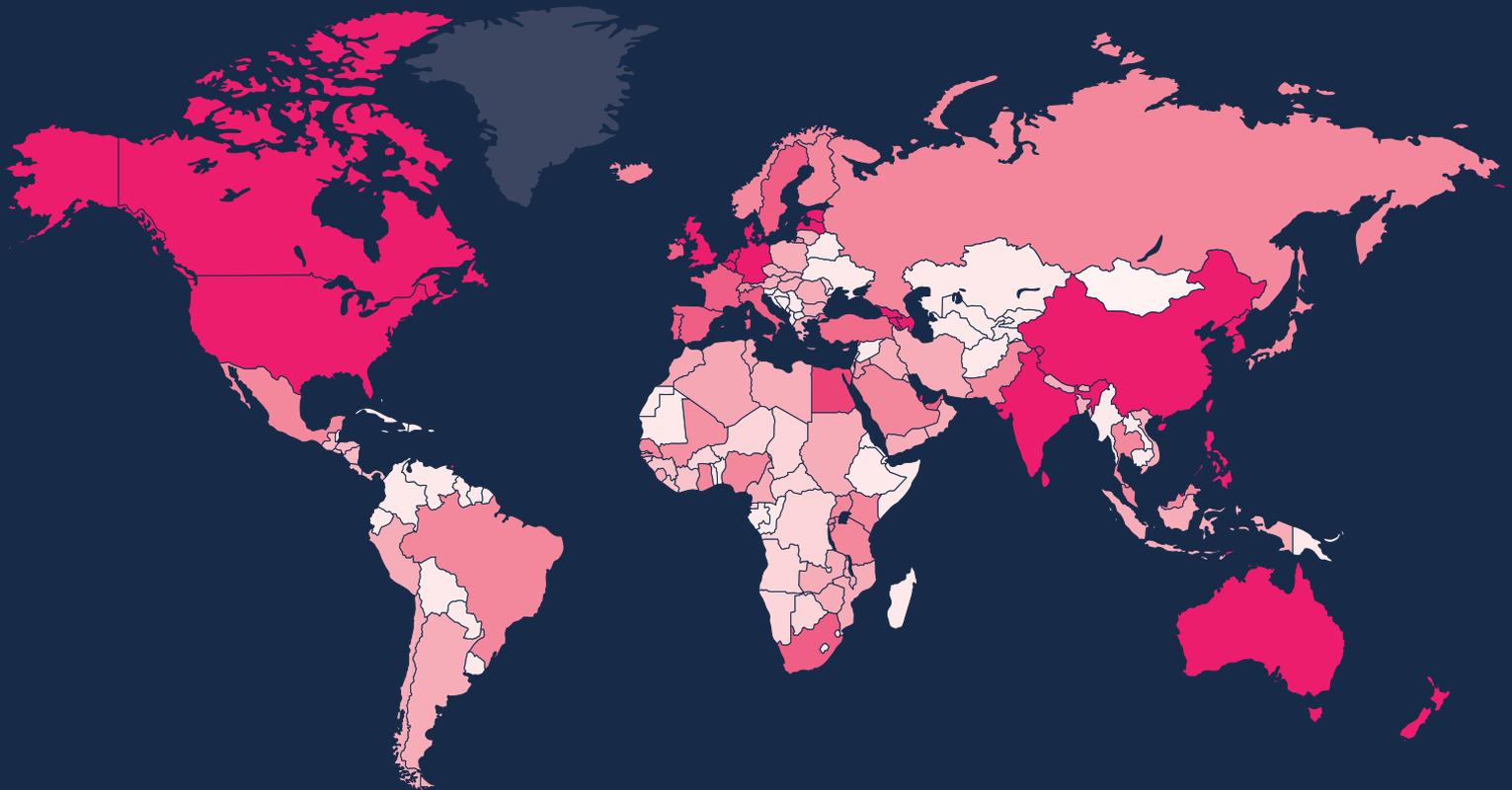


Exceptional Global Reach

With Perrett Laver, global comes as standard. Our search philosophy ensures we provide your organisation with a 'window on the world' we will ensure that we map the relevant 'universe' on an exhaustive basis.

Global Spread of Identified Candidates

Density of Identified Candidates



Transformational Success Rate

95%

SUCCESS RATE

95% of our searches are successfully appointed and we guarantee to continue our search until an appointment is made.



Partnership

88%

PARTNERSHIP RATE

We value our partnerships with our clients.

In the last year 88% of our work has been for returning clients, globally across all of our sectors.



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