



**An Introduction to
Waterstone Human Capital**



Our Purpose

At Waterstone, we inspire organizations to build high performance teams and cultures.

Our Integrated Approach to Cultural Talent Management

Cultural talent management services focused on identifying high-performance leaders who will be additive to your culture today and to the culture you want to create.

Leadership and insights based on 20 years of trends and best practices collected from working with some of Canada's top organizations.



Culture measurement, assessment, and advisory services; values and purpose alignment services; and leadership development programs that help build high performance teams and cultures.





Waterstone Executive Search Services

Waterstone
HUMAN CAPITAL

Waterstone's Culture Add Executive Search Process



In building the right culture for success, you need the right people. Our **Culture Add Executive Search Process™** ensures you have the right leaders in place – leaders who can drive performance and who are additive to your culture today and into the future.



Each search starts with either Waterstone's ENGAGE™ or ENGAGE™ 2.0 cultural assessment, or a modified **cultural assessment** so that we can best identify the behaviours that drive success through your high performers.



Our team conducts behaviour profiles like TTI/DISC and others, as well **deep directed referencing** (asking for specific referees to take out inherent bias), a behavioural assessment, and checks on character, performance, and reputation.



Candidates present real life **business cases or 100-day plans** that allow clients to see how the candidate thinks and behaves, and to test their findings. We are assessing patterns of behavior which best predict how they will add to organizational cultures.



Our **one-year placement guarantee** is best-in-class, and our retention rates among candidates are unparalleled.

Our Culture Add Search Process™ is all about identifying behavioral patterns that best add to an organization's culture. Consistent, transparent communication with the Waterstone team happens throughout the search process and is a key element in how we help clients recruit for culture add.

Functional and Industry Experience

Functional

- Chief Executive Officer
- Chief Financial Officer
- Chief Operating Officer
- Chief Digital Officer
- President
- Vice President, Human Resources
- Vice President, Marketing
- Vice President, Innovation
- Vice President, Sales
- Director, Business Development
- Director, Finance
- Director, Marketing

Industry

- Industrial and manufacturing
- Information, communications, and technology
- Business and professional services
- Healthcare and life sciences
- E-commerce, retail, and consumer
- Energy and natural resources
- Financial services and investment
- Non-profit and the broader public sector



Culture and Leadership Optimization Services

Our Programs

Culture Measurement and Advisory Services

Waterstone ENGAGE™ is an annual culture and engagement survey that equips organizations with actionable data about their corporate culture and employee engagement, plus the level of trust in their organization.

Leadership and Team Development

A suite of learning and development programs and tools proven to help leaders adapt to their team members, put culture at the centre of strategy, and drive personal and professional growth and performance.

Values and Purpose Building

An inclusive, collaborative process focused on the behaviours and practices that are unique to your organization's culture and success.

Waterstone's Culturepreneur Operating System™

A business system that helps organizations with planning, developing a strategy, and setting measurable objectives and tactics to get to their ideal culture.





Canada's Most Admired Corporate Cultures, CEO and CPCO Programs

Waterstone
CANADA'S
MOST 
ADMIRÉD

Celebrating Culture as Competitive Advantage

- The Canada's Most Admired™ program was launched in 2004, to recognize the connection between candidate fit, corporate culture, and performance.
- The Canada's Most Admired CEO™ Award was launched in 2014, to honour the country's most admired CEOs, who recognize that culture isn't just connected to performance – it drives performance.
- **New for 2023:** Waterstone has introduced the Canada's Most Admired Chief People and Culture Officer (CPCO) Award to recognize leaders who drive people and culture-centred activities to ensure their organization attracts and retains the high-performance leaders it needs to drive growth and performance.
- Together the programs recognize up to 60 winners annually – 50 Corporate Cultures winners, five CEO, and five CPCO winners across five award categories.
- Winning Canada's Most Admired Corporate Cultures™ allows organizations to use the logo and trademarks for up to three years as a mark of excellence in culture and performance.



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