

The success of the Polish branch of IMSA Search

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Carpenter Consulting, the Polish branch of IMSA Search Global Partners, has been honored with the 2020 Business Superbrands award. Monika Ciesielska, the founder of Carpenter Consulting and the President of IMSA Search, explains what this recognition means for her company and what are its plans for the future.

What does the Superbrands* title mean for your business?

Monika Ciesielska: Definitely it is a huge distinction. Business Superbrands title adds prestige and reassures consumers and suppliers that they are cooperating with the best brand in its category. The leaders of this year's Business Superbrands ranking included large corporate brands, such as P&G, Ikea, Continental, Lotos Group, as well as brands providing services in the "Consulting, Law, HR" category like Deloitte, EY, KPMG, or McKinsey. We are speaking about companies which have been building their brands since many years, with huge human and financial budgets for their disposal. Such investments would

never possible to us, as we are simply boutique.

So what the jury looked at when choosing the award winners?

The review of Polish business brands was performed by experts of the Leviathan Confederation, most influential Polish business organisation, representing employers across Poland and the European Union. When choosing the recipients of Business Superbrands titles it appraised the brands' market position in Poland, the quality of service, B2B relationships, innovativeness and CSR efforts.

What was most decisive in your case?

I strongly believe, that Carpenter Consulting has been awarded thanks to the high quality of service, to the way we operate, not because we are widely visible recognized. What I mean is that in the recruitment process both the clients and the candidates themselves are equally important for us, and we represent such approach since Carpenter was established. We professionally handle both sides of the process – the client and the candidate.

How do you apply it in practice?

Recruited executives are being treated as business partners, provided with the feedback, which is still not a common practice. At the same time, we are focused on maintaining relations for the future recruitment processes and for having the opportunity of gaining recommendations. And the clients, they trust our expertise and they value our commitment and the style of work. We are professional, but also accessible and easy to work with.

What are your plans for the near future – as the owner of Carpenter Consulting and the President of IMSA Search Global Partners?

Carpenter plans to enlarge the portfolio of international clients in Poland, Ukraine and Lithuania, coming from various industries. We would like to build a diversified portfolio of clients and have an up-to-date overview of what is happening in different market sectors.

As the president of the IMSA Search Global Partners, I am able to look at the recruitment business globally and I have a lot of plans for the organization.

In which directions does IMSA Search intend to develop at the moment?

We definitely want to expand, mainly in Asia and South America. We have already confirmed the membership of two country representatives, that will join us in November. We are also focusing on implementing new technologies in the recruitment process, such as artificial intelligence. In addition, we are starting a global collaboration with the Hogan Assessment, which will enrich the evaluation of candidates with new testing opportunities. That is what I can reveal at this point. We have an annual meeting ahead of us, during which we will decide on further development directions and global projects for the next 2 years.

** Superbrands, set up in 1994 in Great Britain, is an independent organisation promoting the idea of brand identity, awarding and presenting case studies of successful brands in over 80 countries. Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field. Since 2004, the Superbrands initiative has also been supporting the local economy and Polish entrepreneurship. Every year, the initiative identifies leading business and consumer brands operating on the Polish market.*