



*Notes to Friends of the Firm  
2005 – 1*

## **TOUGH DECISION**

I've seen respected leaders of businesses they'd grown, now at a loss to manage their company's new size and complexity. I've seen a decent CFO who for decades successfully led a large organization's accounting and financial transactions who could not develop a needed financial strategy. I've seen career sales and marketing leaders who could neither adapt to changing competition, nor build innovative marketing plans.

Still, these people and others were too long left in place; not by boards and executives who accurately read the withering results, but by company cultures that opted for the comfort of the known, leaning on memories of fading success and averting the tough people decisions.

Many of these businesses are now failing or gone.

Sitting last month with a managing partner of a leading venture capital firm, it was clear what his firm viewed as a key to their ongoing success. As they evaluate the financials and opportunities of prospective investments, they line up the needed executive talent before the investment is finalized.

Privately held, publicly traded, government or not-for-profit organizations of every size face the same challenge. Reliance on mediocre leaders builds mediocre organizations, and mediocre organizations – their investors, customers, suppliers and employees – are not destined for long term success.

Executives or boards can't expect a change to happen by itself. And the marketplace won't wait.

Regardless of size, you know that the best organizations are led by the best people. That's where you ask that we begin a search for leaders when you have an executive opening.

That leading venture capital firm makes the tough people decisions up front – and ongoing. As their results are quickly, closely and continuously scrutinized by partners – and by current and prospective investors, suppliers and customers – they will not compromise, or leave to chance, the quality of their management teams.

They hire great people who hire great people, who together deliver great results.

*For over 15 years TowerHunter finds great leaders, follows-through and guarantees their success.  
Stan Davis, Executive Vice President, can provide you with a confidential on-site consultation.*

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