

## **NOTES FROM BBBAB BRAINSTORMING MEETING**

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Few competitors exist at the Swedish market; only a very limited number of companies work to recruit women for employment as well as board positions. We are aware of a few companies, but we need to do deeper research at both the national and the international levels.

We discussed the possibility of cooperating with another organization; both a national as well as an international one. To work with an external organization will be a strategic move from a financial perspective as well as be a way to make a greater impact (larger success?). We further discussed the point that working with an international organization is more likely to have a greater impact than working with one that is only national in scope.

### **What kind of services might BBBAB be able to provide**

#### **1. Executive Search/ Recruiting**

- Recruitment of women for different types of positions at Swedish as well as international companies. BBBAB should be able to meet any company's' needs, regardless of location, current hiring demands, profile of candidates, etc.

#### **2. Mentorship in how to retrain a talent**

- Companies struggle with how to keep and retrain true talent; BBBAB will be able to offer mentorships to managers on how to retrain newly recruited talent.

#### **3. Mentorship for woman**

- BBBAB could specialize in providing female mentors to women at different levels at different corporations. These female mentors will be able to mentor woman based on their own experiences of making a career as a woman.

#### **4. Board assignments**

- Help Scandinavian companies hire female board members

#### **5. Inspirational Speakers (?)**

- Maybe BBBAB can be a platform for companies searching for female inspirational speakers?

### **How selective should BBBAB be?**

BBBAB should be highly selective; it should be seen as something distinctive, to be a member of BBB as well as to be able to recruit women through BBBAB.

## **Candidates**

- It should continue to be difficult and highly selective to become a member of BBB: Only the best and brightest in Sweden should be invited to become members;
- To become a member should be something from women at universities in Sweden to strive for from an early age;
- Before women are inducted as members in BBB, they should become members in BBB potential – the women will thus need to prove themselves further to show their potential.

## **Companies**

- Only a few, selected companies should be able to recruit through BBBAB;
- Recruiting from BBBAB should be exclusive and will be something that companies should be able to use as a status symbol

### ***What fee structure should BBBAB use?***

- We discussed the possibility of having companies pay a yearly fee of approx. US\$5000 (50 000 SEK). For this fee:
  - o Companies will be highlighted as employers wanting to recruit women to top positions in their companies (a marketing tool for them)
  - o Their logo will be visible on BBBAB's webpage
  - o Some selected companies might get access to a few anonymous sample resumes (to create interest and to show just how great BBBs are)
- For a higher fee, companies will be able to do a search among all members in BBB
  - o For example, a recruiter will be able to search for a candidate that speaks X language and has international experience and a major in Y.
- The price for a full recruitment should be a sum equal to 4-5 months' wages. However, the fee will also be based on the level of the position to be filled, the experience of the candidate, and other relevant factors.

### **Side points:**

- We discussed the possibility that BBBs could follow a top manager for some time and obtain a letter of recommendation (including both the candidates strengths as well as weaknesses) from this manager
- Should it be possible that through BBBAB also recruit BBB potentials? If so, for a lower price?
- How can BBBAB get funding in its initial stage to fund a salary for one individual, to create a webpage, and to accomplish various other set-up tasks?

## **NEXT STEPS**

- A discussion of selection criteria took place, e.g., what variables should be used when admitting a new member into BBB? Who should do the selection?

How should it be done? Should potential members apply to BBB? If so, how and where?

- Other issues arose: How many new members should be inducted to BBB each year? This should be based on specific calculations including how many candidates BBBAB needs to have in its candidate bank to succeed financially.
- What is the status of BBB's current members? What are they doing now? What are their future ambitions? There might be a need to map out BBB's present members.
- What national and international competitors exist?
- Time frame? When should BBBAB be able to offer its services? Where should BBBAB be in 3, 5, and 10 years?
- What is BBBAB's vision and mission
- How should companies be selected? Only BBB friends?