

Talent Beam

The Lighthouse Company is delighted to offer a huge breadth of consultancy services to aid clients from the media, advertising, marketing and technology sectors to make the most informed decisions when it comes to leadership talent.

We pride ourselves on the depth of our industry intelligence and we constantly aim to be armed with the most informed, relevant and actionable insights. This knowledge is fuelled by the continuous boardroom discussions with leading organisations, the thousands of conversations we have with leading talent every year as well as our own proprietary research and desk intelligence.

A New Service For CMOs And Marketing Directors

As a marketer, have you ever found yourself in a pitch position and wondering exactly who you are going to have working on your business? Have you ever questioned the calibre of those you meet 'in the room' versus the capabilities of those who will be running your account on a day to day basis?

Introducing Talent Beam

Our external talent benchmarking service has been designed to specifically offer marketers an impartial perspective on teams proposed by agencies prior to any new account appointment.

With deep knowledge of the industry's best talent, exceptional sourcing/referencing capabilities and an incredibly well-connected network of leaders to consult, we certainly have an informed view of the individuals proposed on the charge sheet. This service can be tailored to meet the needs of your pitch requirements. Whether you're looking for

specific strengths in specialist craft skills or high EQ-based leadership styles, we can structure our assessment to give you the most informed view of the talent you are ultimately hiring.

We appreciate that the pitching process can be as challenging and daunting for a marketer as it is for the agencies involved. With Talent Beam, we aim to give greater clarity to one of the biggest determining factors for a long and fruitful client and agency partnership.

For more details, please contact:
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