



# Case Study: Insurance

How Ready Set Exec helped Cooperators Insurance **fill a long-vacant**, high-stakes role **in just 48 days**.

Date:  
**2024**

Presented by  
**Ready Set Exec**

# Table of Contents

03

**CHALLENGE**

04

**STRATEGY**

05

**DIFFERENCE**

06

**RESULTS**

07

**ABOUT US**

08

**PROCESS**

09

**WHY US**

10

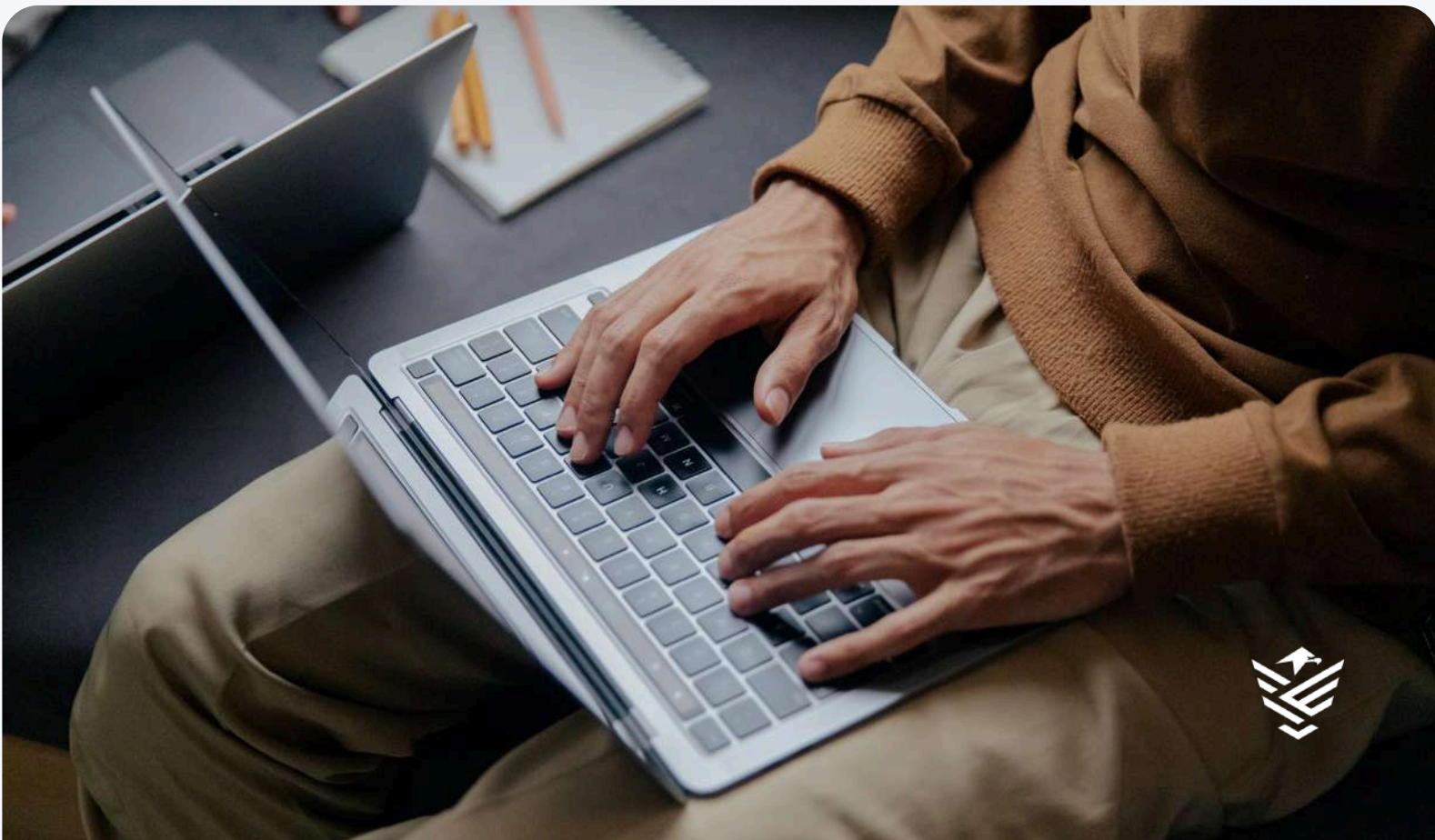
**CONTACT US**



# The Challenge: Critical Role, Narrow Talent Pool.

Cooperators Insurance—a well-respected name in the Canadian insurance industry—needed to fill a critical position that required unique technical skills, industry-specific certifications, and most importantly, a cultural fit with their team-centric values.

The catch? The role was based outside a major metro area, limiting access to qualified talent. Add to that a shrinking pool of experienced professionals in the space, and the position sat unfilled for years, impacting growth and operational resilience.





# The Strategy: Precision Meets Persistence

Cooperators turned to Ready Set Exec to do what others hadn't.

We took a fresh approach—redefining the role profile in partnership with hiring leadership and launching a national search that prioritized both skill and suitability for the unique geographic and cultural context.

Our team cast a wide net, leveraging our industry-specific networks and a high-touch outreach process to connect with hidden and passive candidates. Every step focused on alignment—not just qualifications on paper.





# Why It Worked: Strategic Search Meets eCom Expertise

Ready Set Exec succeeded where others couldn't—because we didn't just look for a resume match. We looked for the whole fit: skillset, certifications, location viability, and cultural alignment.

## **Market Mapping & Deep Sourcing:**

With few competitors and fewer active candidates, we proactively sourced across adjacent industries and geographies, identifying 30+ high-potential professionals others had overlooked.

## **Human-Centered Evaluation:**

Every interaction, from outreach to final interview, assessed soft skills like communication style, leadership maturity, and cultural adaptability—essential for thriving in Cooperators' close-knit, community-oriented culture.

## **Certification & Regulatory Focus:**

We understood the technical requirements of the insurance space—ensuring each candidate shortlisted met strict licensing and compliance criteria.

## **Precision Shortlisting:**

We narrowed the field to a select group who were qualified, available, and aligned, presenting only those who were 90%+ match across the board.

## **Offer Strategy & Candidate Experience:**

The selected candidate was passive and high-caliber. We engaged with empathy, transparency, and flexibility—crafting an offer that respected their motivations while meeting Cooperators' needs.





# The Result: Years of Searching Solved in 48 Days

- ✓ Role filled after years of stagnation.
- ✓ The new hire brought both technical excellence and a fresh, collaborative approach.
- ✓ Operational gaps closed, innovation reignited.
- ✓ A high-stakes position filled—without compromise.





# About Ready Set Exec

We're not recruiters. We're growth enablers.

Ready Set Exec helps scaling organizations find senior leaders who drive real results. From C-Suite to high-impact departmental roles, we deliver not just candidates—but **confidence**. Founded by Patrick Shea and John Pezoulas, we've built teams, scaled companies, and helped over 10,000 people find roles they thrive in.





# Our Process: Structured for Speed & Fit

## Discovery

Deep dive into your hiring goals, culture, and work style.

## Alignment

Preview top candidates and finalize your hiring scorecard.

## Collaboration

Weekly syncs and full access to our client collaboration portal for progress updates and dedicated communication.

## Assessment

Behavioral, skills, and personality evaluations using industry-leading assessments such as EQ, Myers-Briggs, Kolbe, DISC, and Gallup.

## Talent Introduction

Finalists presented with comprehensive talent portfolios and 30-second elevator pitches.

## Interview

Support with candidate engagement and scheduling during your internal interview process.

## Hire & Support

90-day guarantee + 12-month follow-up + extended rights to talent pool





# Why Ready Set Exec?

Most firms stop at the résumé. We dig deeper.

At Ready Set Exec, we approach every search as a strategic partnership—not a transaction. Whether it's a mission-critical role in a niche industry or a senior leader in a remote market, we combine sharp business acumen, deep industry expertise, and an unrelenting focus on fit to deliver results that stick.

**Specialized Knowledge:** Our team understands regulated industries. We've placed leaders in insurance, finance, legal, and compliance-heavy environments where experience alone isn't enough—fit and certification matter.

**Proven Results:** Most firms failed to solve this search in years. We solved it in 48 days. That's the power of our proprietary outreach system, vetting approach, and senior-led execution.

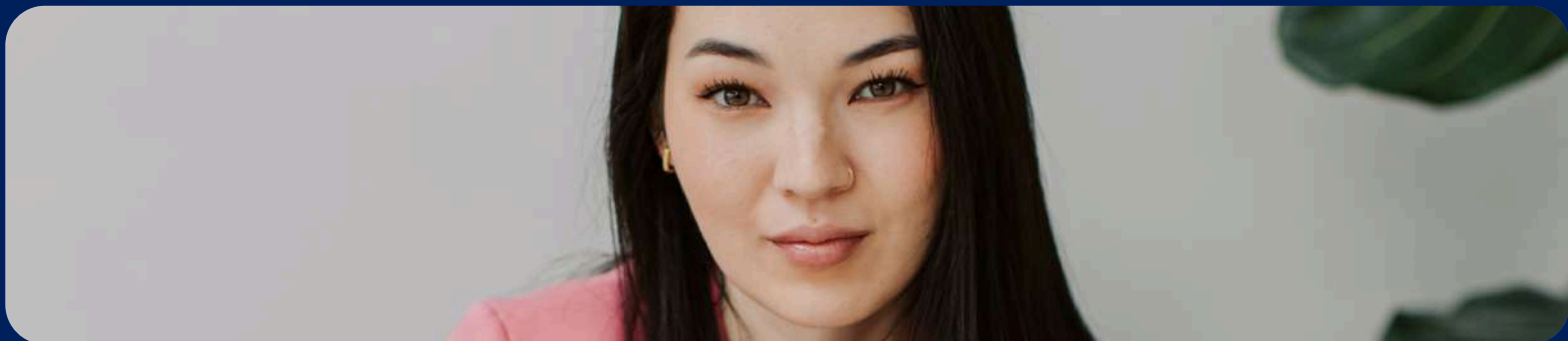
**Founders Involved:** You work directly with Patrick and John. No layers. No handoffs. Just experts managing every aspect of the search.

**Transparency at Every Step:** We give clients full visibility via our Referral Portal and weekly meetings. You'll never be left guessing where things stand.

**Obsessed With Fit:** We don't believe in "close enough." We believe in right fit, long-term results, and building leadership that lasts.



## ● CONTACT



You've just seen how Ready Set Exec solved a months-long hiring challenge in under 7 weeks—placing the right person, in the right seat, at the right time.

Whether you're scaling a fast-growing team or trying to fill a mission-critical role, we bring the process, precision, and persistence needed to deliver.

**Let's build your leadership bench.**

Connect with us today to start a conversation about your talent needs. We're not just recruiters—we're your partner in growth.

## Ready to Find Your Next Top Performer?

EMAIL:

[sales@readysetexec.com](mailto:sales@readysetexec.com)



WEBSITE:

[www.readysetexec.com](http://www.readysetexec.com)

