

Client Blueprint: Ten Practical Steps to Maximize Value

Over the past 10 years GLG Research has arranged more than 1 million expert projects for our clients. We have learned a lot about delivering value to many of the world's most demanding and discerning decision makers. To create this blueprint for value realization, we consulted with clients to capture their practices and perspectives. As with all successful relationships, maintaining frequent, open, bidirectional communication is a recurring theme. In that spirit, we are sharing their tips with you to help you achieve the best possible GLG Research experience.

1 View GLG Research professionals as thought-partners.

Communicate with us. Through scheduled communications (monthly office-hours, weekly investment committee meetings) or ad-hoc updates (research coverage and interest lists, partners on portfolio companies), the more you inform us, the more we can help you. Tell us about the research you are exploring; no detail is too granular.

Talk to your research professional—you will find an experienced thought-partner. Provide feedback to your relationship manager—you will find a keen advocate.

2 Be creative in using GLG Research as a cost-saving device.

Always consider GLG Research as an option when evaluating information services or research providers. Many industry-specific information service providers are now available for projects through the GLG Council Partners ProgramSM. In this economy, GLG Research can be a cost-effective alternative to directly negotiating contracts with niche service providers and a mechanism for soliciting RFP responses.

Communicate your research budget to us and we will work to identify line-item by line-item opportunities to create efficiencies without compromising your research.

3 Communicate precise expectations.

Be direct in your expectations when scoping your project. If you have an aggressive timeline, a specific number of bios to review, a desired number of consultations, or specific data points you expect to have at the end of the project, communicate those expectations to your research professional upfront.

Provide clear expectations to help us deliver the best match.

4 Know that we take confidentiality seriously.

Confidentiality obligations are embedded in our agreements with our clients. Every GLG Research Council MemberSM has signed an agreement to maintain your information and inquiries as confidential.

Work with us in confidence.

5 Go beyond the telephone consultation.

When considering your research, focus on your learning objectives and be open to a variety of approaches. For example, if you are new to a topic, consider an in-house session. If you find yourself repeating questions to many different CMs, consider a survey. If you need to share findings across your team, consider a written report.

Look to your research professional to help identify the optimum consulting method.

6 Don't stop at a bad match or hesitate to end the consultation.

In the event that a project fails to meet your expectations – for example, the CM doesn't have the right expertise, or the consulting method doesn't satisfy your information needs, tell us. We'll use the information to refine the solution for you.

Don't hesitate to terminate a project that isn't productive. We'll work to get you the right match.

Know we have more than 250,000 CMs in our network and 300+ professionals involved in expert recruiting every day.

7 Appreciate that GLG Research is relevant at every stage of the investment process.

From idea generation and sourcing to diligence and portfolio management, use CMs to achieve greater confidence and conviction in your investment thesis.

Consider GLG Research as a resource across the investment process.

8 Understand that GLG is relevant across the firm and at every level.

Use the GLG Research platform to help all professionals across every department make more informed decisions. From investment professionals, human resources, and purchasing to corporate development, information technology, accounting, investor relations, or strategy, we have a broad network of relevant CMs.

Consider GLG Research as a resource for all business decisions.

9 Use the Research Management PlatformSM to supplement the research professional.

The RMP is a powerful, Web-based complement to your research professional. Clients use it to discover new experts by searching the 90,000+ CMs visible on the RMP. Many clients use the RMP as a repository for all GLG Research project communications and scheduling, while others browse the RMP for idea generation.

Also, be sure to look at the answers to the profile questions of the CMs to determine potential matches for your project.

Make the RMP part of your research process.

10 Train new hires on GLG Research.

When a new colleague joins your firm, advise your research professional and they will get him/her up to speed quickly. Feature information on GLG Research in your new hire employee kits, your intranet, and in your training programs.

Know that well-trained users get the most out of their GLG Research experience.

About GLG Research:

GLG Research partners with organizations seeking efficient, targeted connections to expertise. We provide access to primary research for a wide range of companies: financial and investment institutions, Life Science companies, the Fortune 1000 and entrepreneurs around the globe. Our extensive and rigorous compliance framework helps support our client engagements, improve their own best practices and connect them to the most relevant insights.