



Emerging Managers – The Foundation to Growth

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The Bad News – There are no silver bullets to help you get into searches

The Good News – Consultant’s are more receptive to less-traditional managers in today’s “new paradigm,” as they look for ways to add value – a shorter track record and fewer AUM may not hurt you as much as before

Getting in the search:

- Develop differentiation strategy
 - How are you unique? How do you articulate this? Demonstrate that your organization, people and process are solid
 - Define your weaknesses and a plan to overcome them; provide the case that your process is viable and repeatable
 - Decide what intangibles work to your benefit
 - Decide who you aren’t
- Develop relationship with Consultant
 - Communicate - be politely persistent
 - Educate
 - Where do you fit?
 - What are the risks? How do you minimize them?
 - Gain Trust
 - Own your mistakes
 - Have a consistent vision
 - No surprises

Strategy

Structure

Training