European Real Estate Society Education Seminar
Lifelong Learning at CB Richard Ellis
Simon Woodhams, Head of HR, CB Richard Ellis - EMEA

Zürich, 3 December 2010
CB Richard Ellis Globally

- $5bn+ Revenue
- 29,000 People
- 300 Offices
- 120 Countries
- Fortune 500

2009:
- $97bn of Property Transactions
- 104,000 Valuations
- 2.5bn sq ft of Property under Management
- $125bn of Loan Servicing/Origination
- $900m Revenue
- 4,000 People
- 88 Offices
- 30 Countries

2009:
  - $27bn of Property Transactions
  - 54,000 Valuations
  - 500,000m sq ft of Property under Management
Internships, Work Experience, China Exchange
  • Pre-screening

Graduate Development Programme
  • 2 years (General Practice, Real Estate Finance, Building Consultancy)

CB Richard Ellis Academy
  • Graduate to Retirement
### Senior Surveyor

#### Client Focus

<table>
<thead>
<tr>
<th>Client and Commercial Knowledge</th>
<th>Company Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commercial context, market, clients, external network</strong></td>
<td><strong>Wider business, own business area, internal network</strong></td>
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<tr>
<td>- Considers with others developments in the commercial environment (eg global and local economic, political, market and regulatory) and their impact on own clients and business</td>
<td>- Updates broad company knowledge and focuses knowledge development to support cross-selling activity and personal business plan</td>
</tr>
<tr>
<td>- Builds and maintains deep understanding of own existing and target clients and broad knowledge of own area's clients</td>
<td>- Builds on deep knowledge of own business area and considers with others the impact of developments in other business areas and across the wider company (eg acquisitions, new business lines)</td>
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<tr>
<td>- Focuses external networking activity to build knowledge and contacts to support personal business plan, identifying and building relationships with high achievers who have the potential to be a strong source of future business</td>
<td>- Focuses internal networking activity to build knowledge and contacts needed to support personal business plan</td>
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#### Building for the Future

<table>
<thead>
<tr>
<th>Business Development</th>
<th>Building Reputuation and Profile</th>
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<tbody>
<tr>
<td><strong>Client relationships, service delivery, business development activity</strong></td>
<td><strong>Professionalism, communication, visibility</strong></td>
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<tr>
<td>- Uses client, commercial and company knowledge actively to explore client and target needs and work collaboratively with them and others to identify and develop value-adding solutions, exploiting opportunities to cross-sell</td>
<td>- Can deliver without active supervision, balancing appropriate use of initiative with proactively seeking guidance</td>
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<td>- Generates repeat work through strong client relationships and consistently excellent service delivery</td>
<td>- Communicates confidently and persuasively, demonstrating self-belief in own capabilities</td>
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<td>- Demonstrates an entrepreneurial approach to business development, using ideas, knowledge and relationships to identify and communicate new business opportunities for own and related business areas</td>
<td>- Creates and uses opportunities to further develop communication skills and profile</td>
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#### Working Together

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<thead>
<tr>
<th>Collaboration</th>
<th>Leadership and Development</th>
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Career stages and focus

- Graduate
- Senior Surveyor
- Associate Director
- Director
- Senior Director
- Executive Director

- Building foundations
- Effective operator
- Judgment and added value
- Leadership and strategic focus
- Shaping and change
- Role model

Support
## Course Availability

<table>
<thead>
<tr>
<th>Course</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>Info</th>
<th>Book</th>
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<tr>
<td><strong>Core</strong></td>
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<td>Advanced Presentation Skills</td>
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<td>12th am</td>
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<td>Argus Developer - Advanced</td>
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<td>Argus Valuation Capitalisation - Advanced</td>
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<td>CRM System - Introductory Course</td>
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</table>
- E-learning / Webex
- Coaching/Mentoring
- Work Shadowing
- Secondments (UK/International)
- Sponsorships (MBA, Professional Qualifications)
- Internal Conferences
1983 – Graduate Entrant

General Practice Surveyor
- Development & Funding – Industrial
- Development & Funding – Office
- Capital Markets – Retail
- Capital Markets – High Net Worth
- Capital Markets – Shopping Centres
- Capital Markets – Offices – Central London

2003 – UK Managing Director, CB Richard Ellis UK Ltd
Martin Samworth – Lifelong Learning
UK Managing Director

- Business Development in Professional Services
- Essentials of Leadership – London Business School
- Business Finance
- Business Leader Problems - Cranfield
- Managing an International Network
- Leading a Professional Services Firm - Harvard
- Leadership Through Change - Ashridge
- CB Richard Ellis Executive Leadership Programme
- Personal Mentor (external)
- Personal Coach (external)
Future Challenges and Opportunities

- Self-driven versus Managed Career
- Future Leaders / Managers
- Keeping Up-to-Date – CPD
- Research-led Thought Leadership
- Property Graduates – Commercial Awareness