



Amrop



**Connecting Dynamic Organizations to
Leadership and Executive Candidates**



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Amrop is about connection.

They've found a way to connect the world's most dynamic organizations with quality candidates for leadership and executive positions.

The results speak for themselves - with 75 offices in 49 countries, [Amrop](#) is one of the world's largest retained executive search partnerships. And within the Amrop Netherlands division sits one of Showcase Workshop's biggest ambassadors - Eelco van Eijck.

Managing Partner Eelco has been in the people business for a long time. He is a passionate believer in the concept of personal excellence. "If you want to build long-lasting and mutually beneficial relationships, you must understand the dynamics of the personal life of a candidate related to their work life."

Each country in Amrop's network owns their own territory, but there's a real sense of teamwork and connection even throughout such a vast expanse of regions and offices, with Amrop's partner network regularly sharing clients, projects, content, and new technologies.

However, each territory is responsible for the development of its own business - and that's where Eelco's relationship with Showcase comes in.

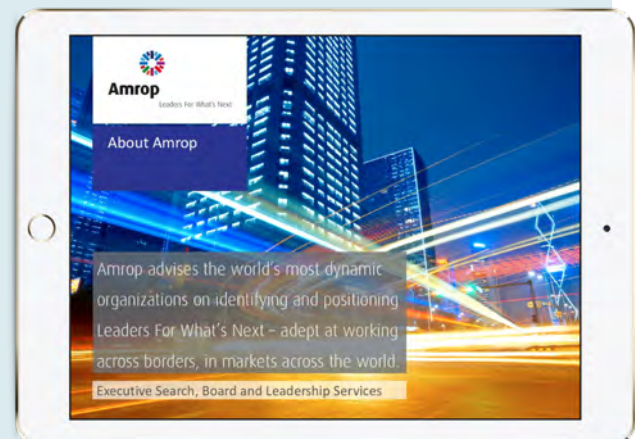
Problems and Solutions:

Effective partnerships come from emotional connection and understanding, says Eelco. Every client is different, but the groundwork in creating the connection is the same - find out who they are, and hear it from them rather than making assumptions.

A great relationship between Eelco and his clients is what sets him apart from his competitors, and what allows his clients to place a large level of trust in him to find the perfect person for the job.

Oftentimes, clients are faced with problems when someone in a leadership role decides to move on - how do you find an appropriate person to take on such a high level of responsibility and who can hit the ground running?

Clients come to Eelco in many ways. "I can meet a CEO at a conference where we start talking, and I offer to come visit them in their office and have a chat to see if we can create a good partnership. I like to learn as much about the client as possible, because that information is key in finding candidates that are valuable for a company."



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After creating that kind of relationship, Eelco becomes the first choice and the logical person to help when they need new leadership candidates.

As Eelco visits clients and companies every week, he needs an efficient and professional way to showcase who Amrop is and what he can offer them, and a great way to present these candidates.

Using a combination of PowerPoint and printed paperwork for every client was adding up environmentally, and became an arduous task to print and organise for every different client. Eelco found that he had a need for a tool that was able to easily switch between subjects, but could also send out a pre-fixed sequence of slides.

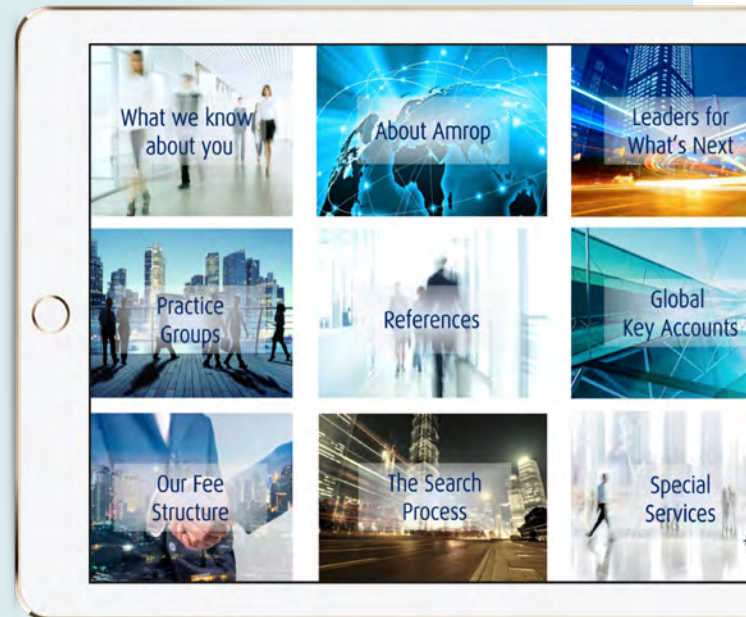
Eelco enlisted the help of Amrop's tech team and asked for recommendations of what he could use to replace his old system of presenting to clients. They discovered Showcase Workshop, and immediately saw the value and how it could be molded into exactly what he needed.

Showcase in the field:

Moving to Showcase from PowerPoint was no arduous task; in fact, Eelco was able to simply import a complete PowerPoint file directly into Showcase and have it be reflected as ready-to-go slides.

Eelco decided that each client he visits or works with gets their own showcase - that way, it's immediately obvious to the client that his presentation has been created with them in mind. He works with a Research Consultant to gather as much information about the client as possible.

“No matter where Eelco is in the country (or the world!) if he needs a change to his showcase, either he or his team are easily able to make the change to his slide and upload it to update on his iPad.”



“I always start my presentations in Showcase by going through slides that I've created of all of my research into the company and what I've been able to find out. I ask them if this is correct, and listen to them explain their company and how they operate.”

Being able to store a vast amount of information inside Showcase allows him to be prepared to answer any questions the client may have effectively and immediately.

Because it is so interactive, with the tap of a finger he is able to switch between an explanation of what Amrop provides to their clients, to a fee breakdown, to special services, and much more.

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He can also share immediately the information from within his showcase directly to the client's email - while he is presenting!

Keeping the information up to date and correct is easier than ever with Showcase. No matter where Eelco is in the country (or the world!) if he needs a change to his showcase, either he or his team are easily able to make the change to his slide and upload it to update on his iPad.

Showcase and Amrop in the future:

Eelco has found such benefit and potential for growth in his personal use of Showcase that he has become a "brand ambassador" of sorts!

"I'm always recommending Showcase to partners and clients because they see me working with it. I've actually got a few of our clients on board with it, and they use it themselves! I'm hopeful that this continues in the future."

The great part about Showcase is that as Amrop's and Eelco's needs and business change, Showcase can follow suit.

He has many ideas of what he'd like to do with Showcase in the future; "I'm thinking of potential ways to use Showcase to present individual candidates in more detail. Having the ability to upload videos into Showcase is a great option to have as I'd like to include personal profile videos in my candidate presentations - this makes it possible for clients to explore and watch these in their own time or even have a small recap when they have to make an executive decision."

If you're interested in seeing how Showcase can help you streamline your presentations, and add value to your pitches - [schedule a demo with us today.](#)

This article has been co-created with the support of [Eelco van Eijck](#), Managing Partner of Amrop the Netherlands.



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