



President of BroadReach Search Partners , Bob Broady, Authored “Opinion: How to Vet Your Next Company” in BioSpace

PLANO, TX, USA, December 22, 2023 /EINPresswire.com/ -- President of [BroadReach Search Partners](#) – A member of the Sanford Rose Associates® network of offices, [Bob Broady](#), Authored “How to Vet Your Next Company” Featured in BioSpace

Bob Broady is President of BroadReach Search Partners, an executive search firm located in Greenwood Village, Colorado. BroadReach Search Partners recruits leaders in the areas of Biotechnology, Life Sciences, Clinical Diagnostics and Medical Device. The following is an article published in BioSpace:

Recently, we wrote for BioSpace about how to evaluate whether it's time to change jobs. For those who are—voluntarily or not—already on the job market, what's the best way to assess whether one is likely to be happy at a given workplace? As candidates consider multiple opportunities in making their next career move, it can often seem daunting and confusing to try to vet different companies.

Over the past 20 years of counseling candidates, our team at BroadReach has been asked for tips on how to perform this vetting. Our approach is to consider each company using three criteria: its match with the candidate's “why,” its financial health and its employee reviews. This article will explain each area in more detail.

The Why

Simon Sinek coined the phrase and wrote the book “Start with Why,” which presents a way of thinking, acting and communicating that gives some companies the ability to inspire. As a starting point, it's important to pick a company that is operating in a market area that is growing and aligned with things that get you excited. You'll be much more motivated if your why aligns with the company's why as a common mission that has growth potential.

Read full article here: <https://www.biospace.com/article/opinion-how-to-vet-your-next-company/>

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