

LEVEL 5 POSITIONING MATRIX

Executive Search Competitive Comparison

"Beyond the Brand Name: Results That Last."



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Level 5 Partners | Research

LEVEL 5

Value Proposition

Tier 1 executive search firms often position themselves with certain advantages over boutique firms. However, many of these claims can be countered with Level 5 Partners' unique strengths, delivering equal or greater value.

Lets see how...

Beyond the Brand Name- Results That Last

Tier 1 Claim	What They Really Mean	Level 5 Counterpoint / Boutique Advantage
Global footprint	They have offices worldwide and cross-border teams.	We partner globally via targeted alliances, giving you worldwide reach without the cost and bureaucracy of maintaining massive offices. Results are faster and more agile.
Industry specialization	Dedicated practice groups by sector.	Our senior partners are the specialists—searches are not pushed down to junior associates. Every client gets hands-on leadership with direct industry and functional expertise.
Advisory Network	Claim partner connections as the 'brain trust.'	We activate our Level 5 Advisory Network—senior executives across industries—bringing real-world operator insight to every search.
Client Partnership	Transactional and episodic, with focus on filling roles.	Deeply consultative—embedding with leadership to align on culture, strategy, and future talent needs, not just filling today's job description.
Knowledge Centers Market Intelligence	Tier 1 firms leverage expert research teams and knowledge centers to support search strategy, but they do not typically provide clients with a standalone, pre-engagement dossier. Market insights are delivered as part of the search process, often after candidate outreach has already begun.	Every engagement starts with our proprietary Research Dossier—a comprehensive early-assessment report delivered before candidate outreach. It maps your competitive landscape, cultural benchmarks, SWOT, and labor dynamics, giving clients actionable intelligence and a decisive edge that Tier 1 firms do not offer as a complimentary service.
Large research teams	Many junior researchers working in the background.	We cut waste and shorten timelines with AI-assisted sourcing, freeing senior consultants to focus on evaluation, client advisory, and candidate engagement.
Agility	Bureaucratic, slow to pivot, constrained by process.	Nimble, fast-moving, senior-led teams who adjust strategy in real time to market conditions.
Candidate Assessment	Standardized interviews and partner reviews. Assessments are not included	PhD-supported assessments, Hogan & DiSC behavioral science, and cultural mapping are integrated into candidate evaluation and onboarding. Every engagement is designed around outcomes, not templates. Standard with every search

Beyond the Brand Name- Results That Last

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Integration & Onboarding	Limited to candidate placement and post-placement check-ins.	Multi-month induction model that reduces onboarding risk, accelerates alignment, and ensures cultural fit for long-term retention.
Proprietary databases	Internal candidate tracking & alumni lists. Closed to client access or viewing	Clockwork is our secure, always-on CRM that provides clients with 24/7/365 transparency into every stage of the search, complete with real-time viewing and commenting rights to streamline collaboration.
AI Driven	Legacy CRM + internal database.	Next-generation AI (Talentgenius) + cultural benchmarking + data visualization dashboards, delivering speed, reach, and sharper insights.
Benchmarking & compensation data	They cite internal pay benchmarking.	We integrate multiple live market comp datasets + AI analysis to give current, sector-specific compensation insight, not just outdated internal benchmarks.
Robust process	Multi-step process documents & formal playbooks.	Our methodology is not only robust but custom-built for each search—integrating Hogan & DiSC assessments, leadership integration planning, and cultural fit analysis that Tier 1s rarely deliver in depth.
Brand Prestige	Big-name credibility impresses boards and investors.	Hiring decisions are about candidate quality and cultural fit—not a search firm's logo. Our placements stay longer and perform better because we integrate assessments and cultural intelligence.
Cost Structure	Premium pricing tied to overhead and brand and multi-layered labor components	Boutique structure allows flexible, cost-efficient pricing—value tied to outcomes, not overhead. The investment model is flattened
Confidentiality & discretion	Experienced in sensitive board/C-suite searches.	We match that discretion—and enhance it—by limiting exposure of your search to only vetted, top-fit candidates while using tech to detect and avoid conflicts of interest faster. As a boutique, we have been leveraged when ultimate discretion was mandated. Keeping the search away from the public spotlight of the tier 1 firms

COMPANY

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LEVEL 5

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