

How Beta Gamma Sigma Helps GEICO Find Tomorrow's Business Leaders



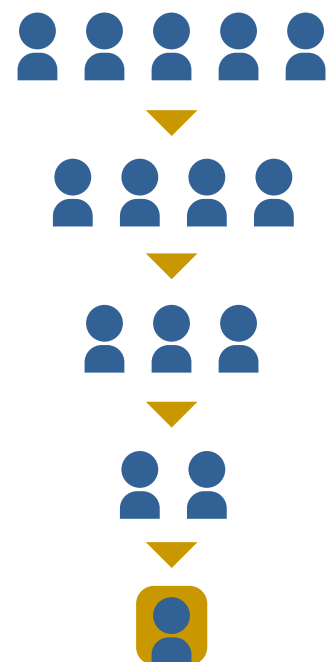
BETA GAMMA SIGMA
THE INTERNATIONAL BUSINESS HONOR SOCIETY



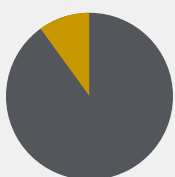
When thousands of candidates respond to a single job advertisement, how do you find the ones who actually fit? How can you single out the best and brightest without wasting time and money screening applicants who don't even fit your basic criteria? And when you find these candidates, how can you ensure they will grow within the company?

Students on the verge of college graduation, meanwhile, face the same frustration from the other side. Finding a relevant career in a company they actually want to work for long-term can seem like an almost insurmountable task. Searching on job boards is an opaque experience, and even interviews don't always give a good feel for the job.

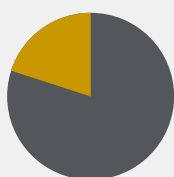
The challenge is the same: How can you match up the right people with the right positions? By partnering with Beta Gamma Sigma (BGS), the international business honor society, companies recruit from the best and brightest pool of applicants, and student members move to the front of the line for exciting career opportunities.



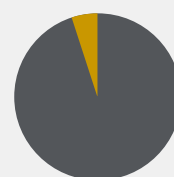
BGS members are:



the top 10 percent undergrad



the top 20 percent graduate students



and from the top 5 percent of business schools around the world (AACSB accredited).

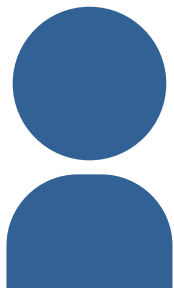
Cultivating Emerging Leaders

GEICO partnered with Beta Gamma Sigma because it faced this problem when seeking qualified candidates for its Emerging Leaders Program, an intense training for high-potential candidates with an eye toward placing them as future leaders in the company. Identifying students with not only the right academic backgrounds but also the intangible qualities of entrepreneurial drive and leadership potential presents a challenge.

GEICO sought highly motivated, talented students who could move up the ladder within the company and become leaders. BGS offered a pre-screened pool of candidates for this selective program.

On the other side of the table, students seeking jobs attend BGS' Global Leadership Summit because it provides an avenue to a career pipeline as well as an opportunity to widen their networks as they meet fellow professionals and potential employers. The result is a win-win for both business students and corporations.

Students and recruiters alike appreciate the value of a BGS membership. GEICO executives return again and again to the Global Leadership Summit, where they know they will find future leaders. BGS student members also value the Global Leadership Summit because they know they will be in front of promising job opportunities.

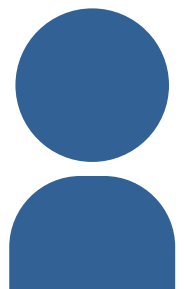


Daenon Gault-Vasconez, GEICO Corporate National College Recruiting:

"Matt Dwyer, a Beta Gamma Sigma member still at GEICO, is one example of the quality of potential hires found in Beta Gamma Sigma's membership. Now in his third year in the Emerging Leaders Program, the program's director attests that he continues to be everything the company was looking for in a candidate. In addition to having the right skills for the job, this Beta Gamma Sigma member demonstrated strong leadership skills and a drive that's proven an asset to the company."

Matthew Dwyer, GEICO Emerging Leaders Program Participant:

"GEICO's Emerging Leaders program has provided me with constant mentoring, coaching, and feedback. ... Beta Gamma Sigma helped prepare me for this success by introducing me to and giving me an opportunity to work with a diverse group of people. This has allowed me to adapt to the differing communication and leadership styles I encounter daily with GEICO's diverse group of associates."



Beta Gamma Sigma is the premier international business honor society, providing long-term value for its members and for companies looking to hire the right people. If you're a business student with a strong drive and the academics to back it up, joining BGS will pave the way for success for years to come. For businesses struggling to find the next luminaries in their fields, Beta Gamma Sigma's membership is the place to start and end your search.

