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and great companies.

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## Miles Nadal's Top 6 Rules for Acquiring Top Talent

By [Adrian Robinson](#)

Miles Nadal, Founder, Chairman and CEO of MDC Partners Inc. shared his views at the recent Advertising Week Canada launch on a wide range of industry topics including the attraction and acquisition of top talent.

Miles' approach to partnership and hiring is reinforced by MDC's corporate logo byline: "Where Great Talent Lives". Under Mr. Nadal's leadership, MDC Partners has grown to become the ninth largest marketing and communications company in the world with annual revenues topping \$500 million. The company's shares are traded on NASDAQ and the Toronto Stock Exchange. MDC provides advertising, media and marketing services as well as customer relationship management, to many of the world's premier corporations. MDC Partners' roster of affiliated firms boasts Crispin Porter+Bogusky, named in the trade press as "Agency of the Year" twelve times, Kirshenbaum Bond Senecal + Partners, Henderson Bas Kohn, Capital C, and Bruce Mau Design.

During the breakfast, Miles shared an expanded version of his "6 Rules for Successful Partnerships" (and acquiring top talent).

Miles Nadal's Top 6 Rules for Successful Partnerships (And Acquiring Top Talent)

1. Never partner (hire) someone you don't want to have breakfast, lunch or dinner with a second time.
2. Never partner (hire) someone you don't like, admire and respect.
3. Never partner (hire) someone you wouldn't trust to be the executor of your estate.
4. Never partner (hire) someone you don't want to spend a long weekend with on a small boat.
5. Never partner (hire) someone who does not share the same passion, dedication and willingness to sacrifice to accomplish the common mission.

6. Never partner (hire) someone who does not have the compassion gene.

In addition, Miles added the following points:

7. Partner with people who are smart and passionate – “large craniums with big candle power and dedicated to making a difference”

8. Partner with people who appreciate animals.

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