



Human Resources by Design
...people skills for thoughtful leaders



Human Resources by Design (HRbD) will partner with you to build organisational and individual capability using a range of the most effective concepts, methods, and processes available. We work to successfully integrate strategy, planning and execution to help you achieve your organisation, business unit or individual goals.

HRbD has generalist expertise in all things Human Resources (HR): Organisation Development, Change & Transition, Strategic Planning, Leadership & Management Development, Human Resources Management, Development of Executive Women, Coaching & Mentoring, Learning & Development, Online Learning and Public Speaking

Helen Hartley is the founder and managing director of HRbD. She has worked in the United States, New Zealand, Germany, Asia, and India and has been part of major organisational change initiatives. Helen has worked for notable global companies: Duty-Free Stores owned by Louis Vuitton Moët Hennessy (LVMH Group), Schwarzkopf and Levi Strauss. At Levis, she was a Global Faculty member for Levi Strauss Core Curriculum: Leadership, Ethics and Diversity Programs.

Her range of experience is broad and deep. It extends from Fast Moving Consumer Goods (FMCG), Retail (including Luxury Retail), Manufacturing, Digital, and Financial Services, Education, Water, Energy and Not for Profit.

Helen is a creative solution finder and works with experienced and exceptional associates to bring her clients the best available.

Examples of her depth of experience, qualifications and accreditations follow:

Human Resources (HR) Management

Extensive generalist human resources experience across all HR platforms. Has significant employment relations experience, believing prevention is better than cure, coaching and mentoring clients to understand due diligence and procedural fairness is good HR and good HR is good business.

Managed substantial downsizing, including determining the business case for the decision, designing the industrial strategy, planning, logistics, communication roll out and support for affected staff, leaders, and managers through the execution phase through to the completion

Provided coaching, mentoring and support to CEOs and Senior Managers and younger HR professionals. Has worked with challenging or underperforming staff as part of the due diligence process to prevent termination and managed termination process where required.

Conducted complex workplace investigations, provided recommendations, and assisted with the implementation of the same

Leadership & Management Development

Substantial experience in developing executive, senior, and middle management leaders whose purpose is to deliver high-performance outcomes while exercising considerable influence over business results.

While using 'best in class' developmental tools, designing development processes for executive, senior and aspiring leaders which includes a mix of coaching, mentoring and structured learning experiences.



Coaching & Mentoring

Thoughtful leaders need to be coaches and being coached themselves allows them to develop a set of skills that enable greater interpersonal effectiveness. Using best in class tools provides Group and 1:1 Coaching for Executives, Senior and Middle managers. Has voluntarily mentored a few aspiring leaders who have been successful in obtaining CEO positions or senior level career advancement.

Learning & Development

We have designed and or facilitated a multitude of programs tailored for individual organisations. Helen rewrote the Industrial/Employee Relations Program for the Australian Institute of Management (AIMSA) to reflect the Fair Work Act 2009 and its implication to business. Building Online learning websites. Authors, designs, and builds SCORM and AICC Compliant online learning programs. Manage a Learning Management System (LMS)

Change & Transition Management

To meet the Financial Services Reform Act (FSRA) was part of the business reengineering team and lead the HR component Under Regulatory Guide 164 (now RG105): Organisational Competence.

Development of a self-directed Change Masters Toolkit used throughout the Asia Pacific Region she negotiated with US suppliers to allow cultural customisation and the translation into five different languages.

Organisation Development: Strategy and Performance

Through clearly articulated and integrated performance drivers, developed the methodology to align business, performance, and reward. The key was the mass functional and cross-functional objectives setting process and on mass yearend review of performance and reward allocation process.

During the implementation of significant legislative reform, a series of HR initiatives resulted in a >10% positive increase in 27 dimensions of 36 dimensions with retest, data for Organisational Core Values Alignment and Staff Satisfaction.



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Psychological Accreditations: (acknowledged as 'best in class' developmental tools)

Myers Briggs Type Indicator® (MBTI® or TYPE) Practitioner (Step I & II):

The MBTI® instrument identifies your strengths and unique gifts. You can use the information to better understand yourself, your motivations, your strengths, and potential areas for growth. It will also help you to better understand and appreciate those who differ from you. There are many applications of type that can create a common framework of understanding, particularly in organisations.

Emotional Intelligence – EQ-i2.0

Emotional intelligence is a set of emotional and social skills that influence the way we perceive and express ourselves, develop and maintain social relationships, cope with challenges, and use emotional information in an effective and meaningful way. While emotional intelligence is not the sole predictor of human performance and development potential, it is proven to be a key indicator in these areas. Emotional intelligence is not a static factor - to the contrary, one's emotional intelligence changes over time and can be developed in targeted areas

Benchmarks®:

Benchmarks® is designed for experienced managers and executives and is a comprehensive 360-degree assessment tool that measures 16 competencies critical for success: *Leading the Organisation, Leading Others and Leading Yourself*. As well, it identifies five possible career *Derailment Factors*.

SKILLSCOPE®:

SKILLSCOPE® is designed for new leaders and managers and is based on what managers' job roles entail and the skills they require to be effective within those roles. It identifies 5 clusters of skills that are proven to be critical to effectiveness in the workplace: *Information Skills, Decision Making, Interpersonal Skills, Personal Resources and Effective Use of Self*.

FiroB®:

The Fundamental Interpersonal Relations Orientation-Behaviour or **FIRO-B®** is a model of personality that identifies three personal needs: *Inclusion* (forming relationships), *Control* (decision making & influence) and *Affection* (connections between people).

Proudly a facilitator of



And Situational Leadership

Blanchard® | **Consulting**
AUSTRALIA | **Partner**

Qualifications

- Graduate Certificate in Managing Organisational Change,
- Bachelor of Business (HRD),
- Associate Diploma of Education,
- Diploma of Graphic Design
- Certificate IV in Workplace Training and Assessment
- AIMS: Certified Practicing Manager.