



**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 is a provider of 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, Design & Delivery of Learning & Development Programs, and Public Speaking.

Helen Hartley is the founder and managing director of HRbD which is built on her global corporate experience that has seen her work in the United States, New Zealand, Germany, Asia, and India and has been part of major organisational change initiatives. She has worked for such notable global companies: Duty-Free Stores owned by Louis Vuitton Moet 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 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. Manage a Learning Management System (LMS)
- Since 2022 has conducted Leadership Development in tandem with 1:1 Coaching by developing the live classroom throughout Asia, USA, India and Europe.
- Designed, Developed and Delivered the Women's Development program throughout, USA, Europe, Asia Pacific and India.

### Change & Transition Management

- To meet the Financial Services Reform Act (FSRA) was part of the business re-engineering 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 year end 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.

### 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
- AIMSA: Certified Practicing Manager.

### Accreditations

- Myers Briggs Type Indicator® (MBTI® or TYPE) Practitioner (Step I & II):
- Emotional Intelligence – EQ-i2.0
- Benchmarks®:
- SKILLSCOPE®:
- FiroB®: