

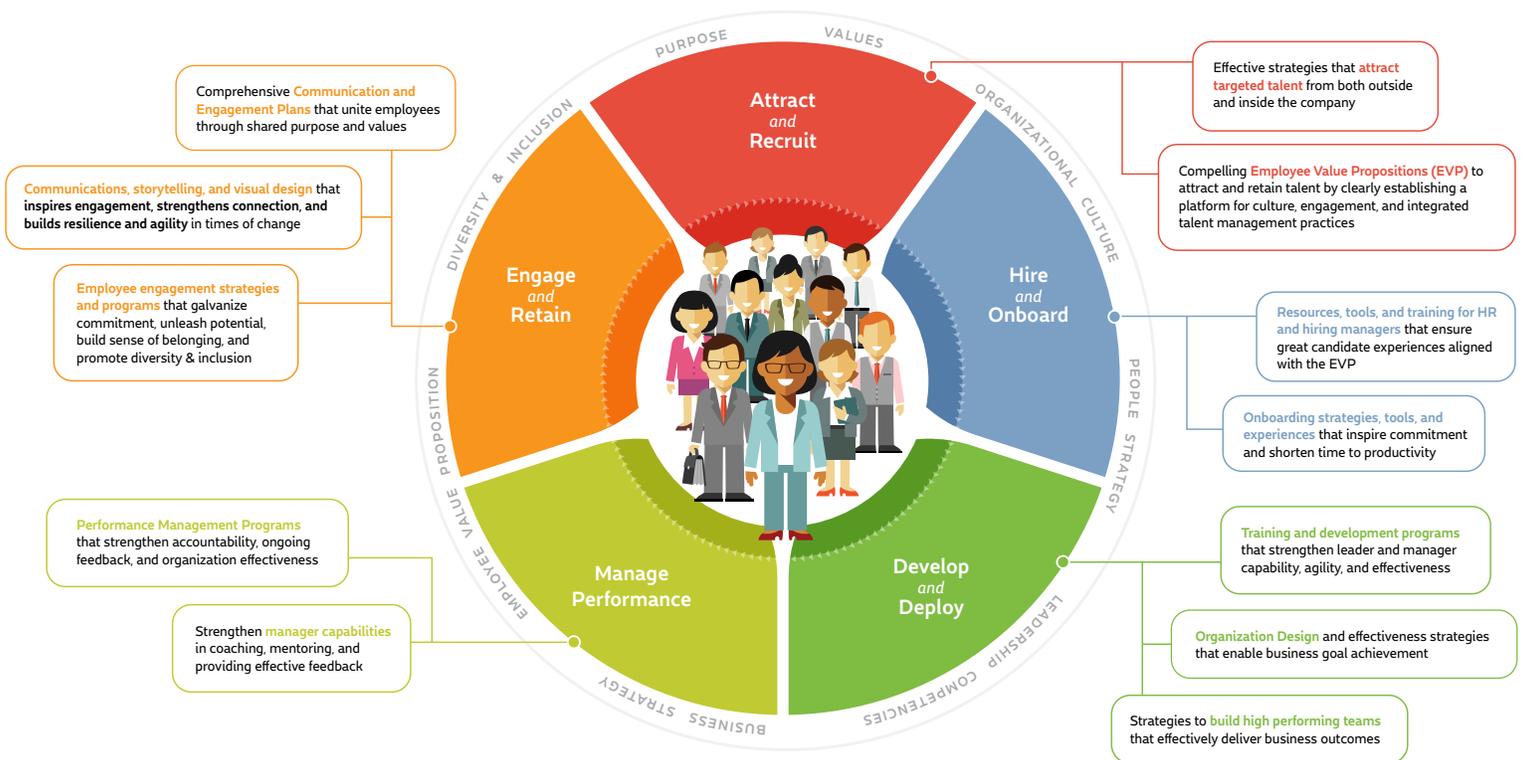
How we support talent leaders

Talent leaders have always had a big job, but today's organizations are counting on those leaders even more heavily to not only bring in top talent, but provide them with a positive workplace experience from day one, grow their capabilities, and keep them engaged. Blue Beyond understands and appreciates the unique challenges and mounting pressures that talent leaders and employees alike face. And we've made it our mission to build effective organizations where both the business and the people thrive.

We believe that when employees are in an environment where they can do – and want to do – their best work, both the employees and the company are set up for long-term success. Much of this happens through the design, development, and implementation of innovative and impactful talent strategies and solutions that address every touch point in the employee life cycle.

Blue Beyond clients come to us with a diverse range of needs:

- Many are global Fortune 500 companies who have the opportunity to create a new people strategy and develop a compelling Employee Value Proposition (EVP). We conduct a deep assessment, recommend overarching strategies, create an engaging narrative, and ensure all touch points of the employee experience map back to the EVP.
- Another Talent and Development team found itself struggling to engage employees in the company's many talent, leadership, and learning programs. Employees were either overwhelmed by the sheer volume, unclear what offerings best fit their development needs, or simply didn't understand the connection between these resources and their job performance and career growth. We created a cohesive talent narrative, and worked to ensure it was realized through all people resources.
- Other clients need to strengthen culture and develop new mindsets, norms, capabilities, and behaviors in leaders and managers. We do that too, and always approach the work in a way that ensures smooth integration with the broader talent program and clear alignment with the overarching business priorities.



Below are a handful of specific client engagements that demonstrate how we help HR/talent leaders in organizations of all shapes and sizes across the employee life cycle:



Attract and Recruit

A compelling **Employee Value Proposition (EVP)** to attract and retain talent by clearly expressing the company's commitments for today and promises for the future

Helped a corporate spin-off with 24,000 employees to rewrite their talent playbook, starting with the creation and rollout of an EVP that serves as a unique expression of – and provides a strategic frame for – all talent initiatives. Continuing this partnership to bring their EVP to life through the structure and delivery of all talent programs and processes – from hiring and onboarding to performance management to employee engagement and more.

Effective strategies to **attract targeted talent** from both outside and inside the company

Developed communications and messaging in support of university and overall recruitment strategies. Also created, designed and launched a Career Development website, building out every page to deliver compelling messages and useful resources that facilitate external applications as well as internal job movement.



Hire and Onboard

Resources, tools, and training for HR and hiring managers that ensure great candidate experiences aligned with the EVP

Embedded the company's values into all talent processes – not only ensuring that job ads and job descriptions reflected the desired attributes and behaviors, but also that hiring managers looked for candidates that embodied these values and interviewed them with that in mind.

Onboarding strategies, tools, and experiences that inspire commitment and shorten time to productivity

Took a holistic change management and stakeholder engagement approach to create a scalable 90-day employee onboarding experience at a global Fortune 500 technology company with more than 12,000 employees. Developed and currently delivering solutions for new employee experience optimization, hiring manager enablement, content development, and ongoing evaluation and improvement of processes and resources.



Develop and Deploy

Development programs that strengthen leader and manager capability, agility, and effectiveness

Created a robust Manager Resource Center for a global Fortune 500 leader to drive manager effectiveness and support employee development. Built e-learning modules for core management tasks/responsibilities. Followed up with design, development, and delivery of a day-long classroom leadership course, as well as a unique approach to managing performance through meaningful check-in conversations.



Manage Performance

Performance Management Programs that strengthen accountability, ongoing feedback, and organization effectiveness

Designed and facilitated a working session for talent leaders representing 67 operating companies to collaborate and align on a consistent approach to Performance Management. Created the messaging, creative visuals, and resources to effectively launch and generate excitement and buy-in.

Workshops to boost **Team Alignment and Effectiveness**

Created numerous custom solutions targeted at the workgroup level (oftentimes within major corporations), focused on specific needs impacting team performance or workplace experience, such as:

- Help team to navigate within environment of significant change and ambiguity;
- Use INSIGHTS Discovery® to help teams appreciate their differences and understand communication preferences;
- Help non-customer-facing employees understand how their work impacts the customer experience;
- Enable team to embrace a culture of feedback.



Engage and Retain

Employee Engagement assessment, business case, and strategic plan

Worked with a cross-functional team, led by HR, to assess current level of engagement (segmented by employee group). Built the case for dedicated Employee Engagement resources (people and budget), recommended strategies to boost engagement, and gained leadership support. Strategies focused on manager capability, leader engagement, corporate purpose, and rewards and recognition — all within the purview of HR.

Diversity & Inclusion communication strategy and messaging

Developed D&I vision statement, communications strategy and messaging, visuals, web presence, and communication resources in support of initiative.

WHO WE'VE HELPED



Building effective organizations where both the business and people thrive. Blue Beyond helps leaders and teams succeed. We are people-side-of-business generalists who are expert in the “soft stuff” that is so often the hard stuff—leadership, communication, change, culture, organizational effectiveness, talent management, and employee engagement. We partner with our clients to envision possibilities, activate their people, execute with excellence, and achieve breakthroughs. Blue Beyond was founded in 2006 in the San Francisco Bay Area. Our experienced team members provide services to clients in a variety of industries and sectors across the US and globally.

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