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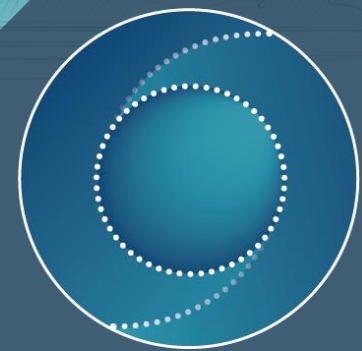
Partnering with companies  
to architect engaging  
environments in the form of  
experiences, practices and  
teams that optimize talent  
attraction, talent growth,  
and talent engagement in  
order to propel business  
performance

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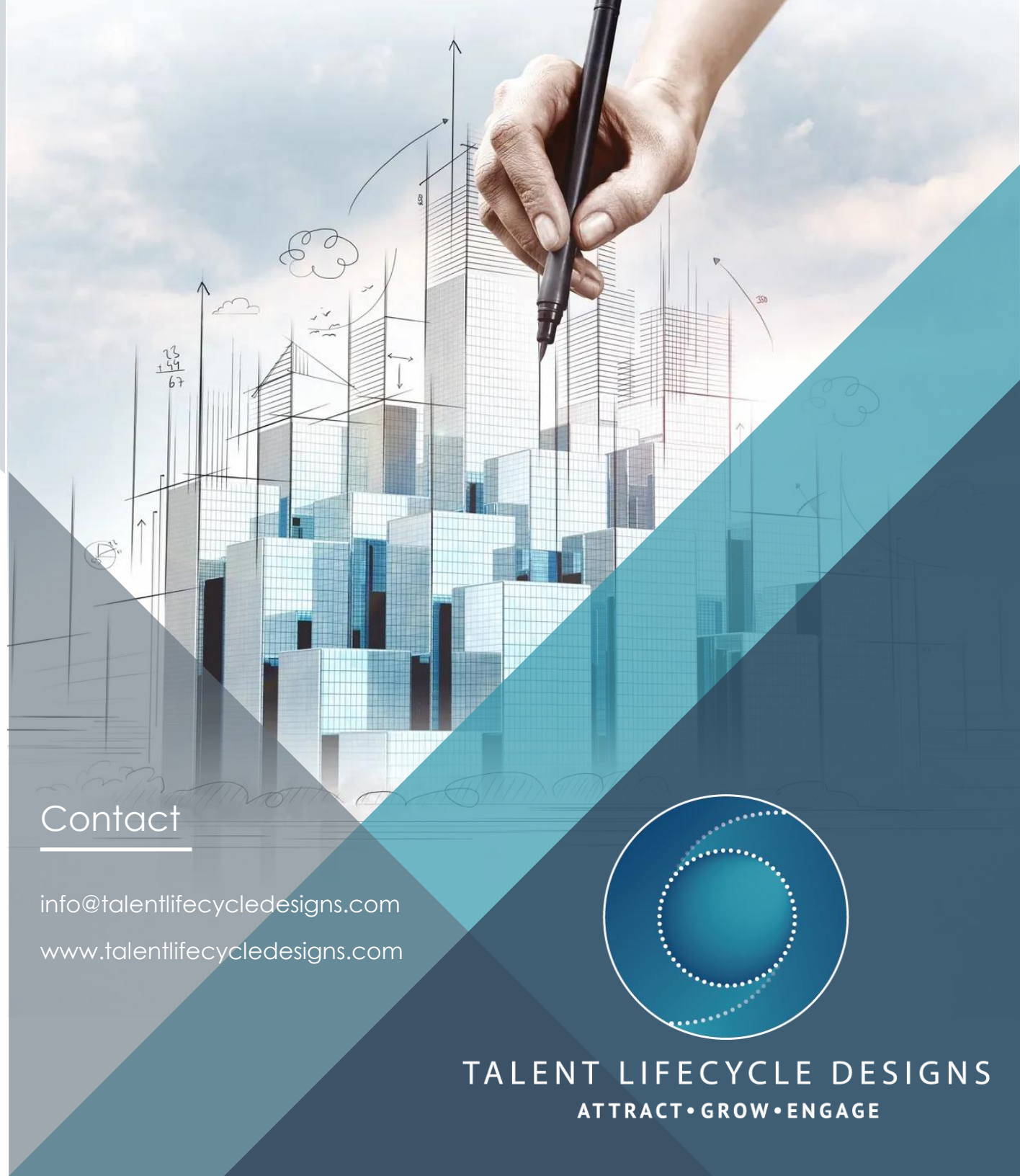
## Contact

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TALENT LIFECYCLE DESIGNS  
ATTRACT • GROW • ENGAGE





**Angela Heyroth**  
Founder & Principal  
TALENT LIFECYCLE DESIGNS

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## CAREER HIGHLIGHTS

- **20+ years** leading across all areas of talent management
- Experience as a **leader at 5 different Fortune 500 companies** and as a consultant to various sized companies; range served includes less than 100 to over 25,000 employees
- **MBA** in organizational management
- Certified **Strengths Coach** – Gallup
- Adjunct **faculty member**, teaching in the University of Denver's Strategic HR masters program
- Thought leader and sought after keynote speaker in **#culture**, **#employeeengagement**, **#employeeexperience**

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## HI, I'M ANGELA -

**I've always loved building things.** In fact, as a child, I thought I would become an architect. Something about bringing an idea from conception to reality, creating something both striking and functional, and taking on challenges with a people-centric point of view has always stirred something in me.

Eventually, as I was drawn to the field of human resources and talent management as my calling, I never lost that desire to build experiences that make an impact on people.

**I was fortunate to begin my HR career in the late 1990's, serendipitously at the exact time that talent management was first being defined as a new practice** area within HR, honing my skills and viewpoints in some of the largest companies which were employing the latest research in the field. This gave me the opportunity to spend the first half of my corporate career getting really innovative, building hundreds of best practice programs across the end-to-end talent lifecycle and seeing their value firsthand while being inspired and challenged in my knowledge.

**I was being counted on for my ability** to not only design but also, like a true architect, to also deliver and deploy. In addition to realizing that my ability to build could still be put to use, but on impactful experiences, practices, and teams instead of buildings of stone, glass, and metal, I also began to form a set of core beliefs, including that all people have inherent value, and tapping into this value is a multiplier for company performance.

Realizing that all companies needed (and all employees deserved) **architected environments where people could thrive**, I knew that one day, I wanted to step outside my box and drive this work from the outside.

And so, I purposefully determined to spend the second half of my career building up a portfolio of key experiences, incubating my ideas, learning from mentors, broadening my network, and deepening my expertise, all which would prepare me for what I knew I wanted to one day be able to do - running my own business driven by this set of beliefs, where I could focus on building engaging environments, which was what I knew I loved doing.

**By the time I'd crossed my 20th year in my corporate talent management journey**, I'd collected experiences across the entire range of the talent lifecycle. I had led talent brand and talent attraction (including technical recruiting, college recruiting, and exec recruiting), internship programs, learning and career pathing, leadership and executive development, high-potentials, succession planning, competency modeling, engagement surveys, culture transformation, offsite design and facilitation, and much more. Many of the experiences and teams I'd built were recognized as best-in-class.

**Then came the events of 2020**, which helped clarify for many what was really important, including for me. That was my catalyst year, signaling it was time to move away from my roles in-house and toward the work I had been preparing for myself.

**TALENT LIFECYCLE DESIGNS** is the culmination of my journey, and also the beginning of a new one, shaping changes and coming alongside of partners to architect engaging environments in which people can thrive and organizations can experience increased performance.

I now get to spend my days partnering with companies across multiple industries and spanning a variety of needs, all with one underlying purpose - to further organizational performance through a focus on talent.

And my nights and weekends? Well I get to spend those with my family playing in the mountains of Colorado and the beaches and lagoons of lowcountry South Carolina, as well as teaching Bible study for my church and teaching HR graduate students at the University of Denver.

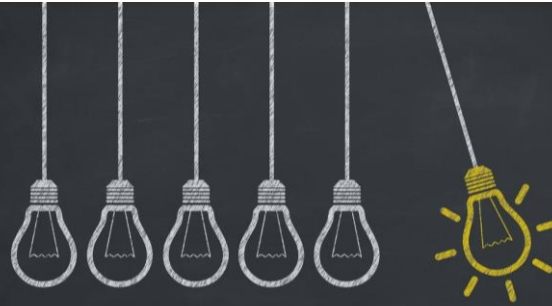
# WHEN YOU PARTNER WITH ANGELA AND TALENT LIFECYCLE DESIGNS, YOU GET:

## TALENT-CENTRIC LENS



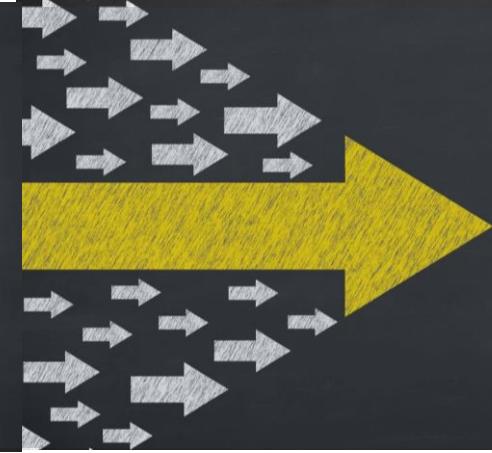
Your ultimate advantage is your people and the more you engage them through intentionally designed experiences, practices and team structures, the more improvements you will see in performance, productivity, and profitability. In fact, a talent-centric approach offers the most direct path, and acts as a multiplier, to increased business value.

## CREDIBLE EXPERTISE



With more than 20 years leading end-to-end talent management for several Fortune 500 companies, plus the added experience of consulting for dozens of companies across all sizes, Angela has proven success designing and launching industry-leading programs and strategies across all aspects of the talent lifecycle. Angela not only knows how to do this work as a practitioner, but she also brings the highest levels of professional acumen and a polished style.

## ACTION-ORIENTED DELIVERY



Angela is known for creating momentum and for her dedication to constant improvement. She will bring you more than good ideas and proven strategies - she thrives on producing results, on delivering impact, and on making things happen. She's productive, with the ability to prioritize and be resourceful, always with an eye on excellence. She will draw upon her background to provide you with actionable suggestions and solutions that will work for your needs, sharing resources and creating tools to ensure sustained success.

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## PURPOSE

To further organizational performance through a focus on talent

## MISSION

Partner with organizations to shape the talent lifecycle, architecting engaging environments of experiences, practices and teams that propel results for both the people and the organization



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## BELIEFS

- People have inherent value
- Designing experiences along the talent lifecycle with intention creates a multiplier effect
- Investing in your people and their experiences is an investment in the success of your business

Angela works under the deep conviction that everything rises and falls in your business based on your people and your approach to your people. She is grounded in the belief that your people are innately valuable, not because they are your greatest asset or because they are an important resource, but because they are humans with worth and dignity.

When you show humans you value them, they pay it back to you. So inherently, when we invest in people with great experiences across the talent lifecycle, we are investing in business success and can drive increased performance, better products and services, and improved profitability.

Seeing business from a talent-centric lens changes everything - You attract, grow, and engage your people knowing that each experience leads to bigger results.

Put simply, better talent leads to better business.



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## LEARNING & GROWTH

Experiences that onboard, develop potential, identify successors, accelerate performance, and grow careers

*Sample projects completed:*

- Designed onboarding program focused on culture introduction
- Redesigned performance management process
- Designed internal mentor program
- Created leadership development and career pathing programs
- Designed career progression ladders and competency models
- Created full scale succession planning program



# AREAS OF PRACTICE

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## TALENT ATTRACTION & ACQUISITION

Experiences that attract candidates to your brand, and selection processes that are effective and efficient

*Sample projects completed:*

- Created scenario planning and forecasting tools
- Designed Talent Acquisition scorecards
- Created college recruiting and intern programs
- Designed candidate information sessions
- Wrote copy for external careers landing pages
- Re-wrote job postings to focus on attraction
- Designed new interview guides
- Re-wrote candidate communications
- Implemented AI chat bot



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## CULTURE & ENGAGEMENT

Experiences that propel feelings of belonging and inclusion, appreciation, and connection to the company

*Sample projects completed:*

- Led full culture assessment and transformation
- Conducted employee surveys and action plans
- Created employee-led culture teams
- Created employee recognition and appreciation programs
- Created employee communication plans and internal newsletters, including ghostwriting for executives
- Directed strategic plans, organizational redesigns, and restructures
- Produced and facilitated offsite meetings

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## KEYNOTES & WORKSHOPS

As a sought-after keynote, conference, and workshop speaker, Angela Heyroth is known for her engaging presentations and an approachable style on topics ranging from the employee experience, talent acquisition, and various leadership themes.

*Most requested topics include:*

- Architecting the Employee Experience
- Culture Transformation Roadmap
- Framework for Succession Planning
- Engaging Onboarding Design
- Leading Across the Generations



*Angela has delivered livestreamed online webinars and in-person engagements to audiences ranging from 10 to over 1000 people.*



## ADDITIONAL SERVICES

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### HR TEAM DESIGN & TRANSFORMATION

Let us be your partner on your HR team transformation into a strategic organization, with discovery work, gap analysis and needs identification, related meeting facilitation, survey creation, and a communication plan. An external voice – yet still that of an experienced and trusted practitioner – makes a huge difference in the process of redefining roles and operating models.



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## PARTNERSHIP APPROACH

You want more than insights or ideas or canned models from a book. You deserve to be understood and need actionable steps to get to the results you are looking to achieve.

So, in every engagement, Angela will apply her three-step approach, ensuring that what we architect as we partner together is uniquely suited to your business needs.



### ASSESS

Angela will start by listening in order to identify your needs and gaps, evaluate your current process or team, and pinpoint areas of improvement.

This could include interviews and focus groups with stakeholders, reviews of your current documentation and resources, observation during real-time work or meetings, surveys, or other methods depending on your unique situation.

Angela will then synthesize this into a set of talent-centric recommendations and insights. With your talent outcomes in mind, Angela will ensure that the program or structure built is a meaningful and holistic step towards a broader strategy.



### DESIGN

As a result of the assessment stage, and informed by her background, Angela will then move from idea and concept into building a set of deliverables and collateral.

Depending on your needs these deliverables may include toolkits, guides, curated training pathways and curriculums, policies and communication drafts, scorecards, decks, templates, process flow maps, team structure charts, career matrices and grids, job descriptions and postings, etc.

These designs won't be over-engineered, they will be specifically aimed at usefulness and for you to be able to immediately put them in place, accounting for your unique needs, resources, and timelines.



### IMPLEMENT

No matter the project, Angela will always work to ensure that you are fully equipped to put the recommendations into practice with guidance on critical path steps and robust, actionable plans.

Angela can also come alongside for a full implementation and project management support or retained advisory services if desired, driving results and follow-through with your team to ensure your talent goals are achieved for sustained improvement.

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## FAQ's

*Q: Am I too big or too small a company? / Is my project too big or too small?*

A: With a broad background conceptualizing and constructing talent-centric programs and approaches across virtually every industry and for company sizes ranging from under 100 employees to well over 25,000, Angela is uniquely suited with the ability to step into any size organization.

*Q: Has Angela worked in my industry? / Will she understand our unique needs?*

A: Angela has worked in virtually every industry.

*Q: Do I need to commit to something long term?*

A: Angela offers flexible levels of support based on your needs, including options for short-term, long-term, or on-demand engagements, based on your company's needs and budget.

*Q: Will we work with Angela or will she sub-contract the project?*

A: Angela hands-on guides every project she takes on. Sometimes, in order to bring an idea fully to life, there is a need to bring in other experts. In that case, she'll connect you with someone from her network of trusted partners, such as in graphic design, e-learning design, leadership coaching, training facilitation, compensation design, payroll and benefits administration, executive recruiting, and recruitment process outsourcing, as well as with HR and recruiting systems providers.

*Q: Who in the company would Angela work with? / Will Angela "work around" me as the HR leader?*

A: Angela typically partners directly with your top HR and/or talent leader, or in some cases, your COO or CEO/owner. And, while she can play in the background or foreground she won't ever work behind the back of the HR leader.

# DON'T TAKE OUR WORD FOR IT

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## “Tangible results”

“With Angela's help we have taken on many talent management projects. She is so professional and easy to work with. I couldn't give Talent Lifecycle Designs higher praise. As a result of our engagements with her, we have generated tangible results - most notably people are happier and profits are soaring. Talent Lifecycle Designs is just that good.”

KENT BOZARTH, Owner & President, Bozarth Chevrolet & Celebration Chevrolet

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## “Innate Knowledge”

"Angela is a strategic consultant who offers highly effective talent programs built on best practices and innate knowledge of increasing employee engagement. Regardless of your size, leveraging Angela to drive business results through your talent is worth every penny you will invest."

DAWN KIMBALL, SVP Human Resources, Landec

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## “Exceptional Value”

"Angela has helped Brown and Caldwell evaluate, assess and redesign our HR Operating model in a way that positions us for continued growth through strategic HR. Angela is an expert in the talent management space and brings exceptional value to our culture work."

ROBERT CHAPMAN, Chief People Officer, Brown and Caldwell

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## “Phenomenal Work”

"Angela is an amazing architect of many HR/people-related processes and activities including Leadership meetings, L&D, and development programs. She did phenomenal work for us helping us translate our old culture into a clearly articulated vision for the future."

TAMARA BRAY, Chief Human Resources Officer, DCP Midstream

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## “Solutions that Work”

"We are a small organization and at times there are things we don't know we don't know. Angela went out of her way to coach us through the realm of performance management, shared best practices and delivered on solutions that work! I can't begin to describe the benefits we've realized by implementing the program she established for us."

J.D. MCCRUMB, Town Administrator, Columbine Valley, Colorado

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## “Strong Impact”

"Angela has been highly effective in rapidly understanding our team culture to address opportunities and concerns. She has the experience and depth of understanding of Human Resources that allow her to be effective. In other words, she does not just tell us what to do, she helps us get there quickly and with strong impact for our company."

HEATHER BULK, President & CEO, Special Aerospace Services (SAS)



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# WHAT IS TALENT MANAGEMENT & WHY DOES IT MATTER?

The talent lifecycle is the set of experiences that people have as they are attracted to, grow, and engage at your company. Actively managing these experiences, and the practices and teams that come with them, then, is what is often called "talent management," but the solutions are not limited to this area of HR.

This lifecycle is a cyclical journey - As people are attracted and acquired into the company, they learn and grow, which leads to re-attraction into the company, which leads to increased growth, and so on and so on. This continual, interconnected process is reflected in the logo of **TALENT LIFECYCLE DESIGNS**.

These experiences can either happen organically and spontaneously, with little advance planning and therefore few results, or they can be intentionally designed for ultimate value creation.

Ultimately, the more these experiences are purposefully architected and connected thoughtfully to your central culture and tenants, the more a **multiplier effect** happens, which is that you experience increased performance, productivity, and profitability as a result. It is people who build relationships with your customers, who create better products, who uncover new sales channels, who lead effective operations. So creating an environment in which people can be engaged - through effective experiences, structures and teams - is THE single lever that carries through all the others.

Engagement, rather than a strategy itself, is the outcome of these well designed experiences, practices, and teams. And as engagement increases, so too do people's performance and productivity, and ultimately, your profitability.

This is talent-centric thinking in a nutshell.

In fact, using a talent-centric lens that is actionable, impactful, and integrated offers the most direct path to these key business results.



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## Giving Back

Reinvesting in our communities (global and local) is key to all of us living vibrant and engaged lives. And so, we donate **5%** of gross revenue from client partner fees as a **give-back to our community**. Non-profit charities are chosen based on their mission to equip people in disadvantaged situations with the resources to live engaged and thriving lives – and after all, engaged and thriving is what great talent experiences are designed to drive!

The following charities have received donations as a result of this program:





Seeing business from a talent-centric lens changes everything.

You attract, grow, and engage your people knowing that each experience leads to bigger results.

It's the ultimate multiplier!

*Angela Heyroth*

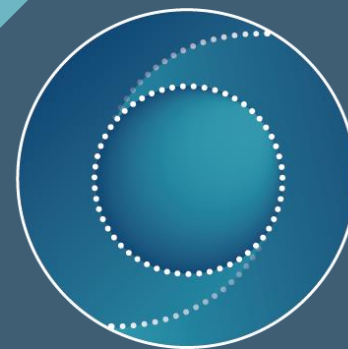
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