



TALENT CENTRIC DESIGNS

CONTACT

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**PROPELLING
ORGANIZATIONAL
PERFORMANCE**
THROUGH A FOCUS ON TALENT



CAREER HIGHLIGHTS

- **25 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**



[View video introduction to Angela and TALENT CENTRIC DESIGNS](#)

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 talent-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 CENTRIC 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 experiences, processes, and teams 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 CENTRIC DESIGNS, YOU GET:

INTENTIONALITY



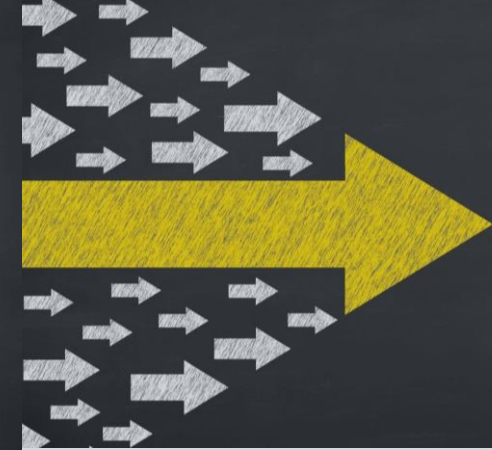
Your ultimate advantage is your people and the more you engage them through intentionally designed experiences, practices and team structures, the more improvements you will see in performance, productivity, and profitability. In fact, a talent-centric approach offers the most direct path, and acts as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

CREDIBLE EXPERTISE



With 25 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.

CONVICTION

Everything rises and falls in your business based on your people and your approach to your people

PURPOSE

To propel 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 multiply results for both the people and the organization

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

AREAS OF PRACTICE

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

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

CULTURE & ENGAGEMENT



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

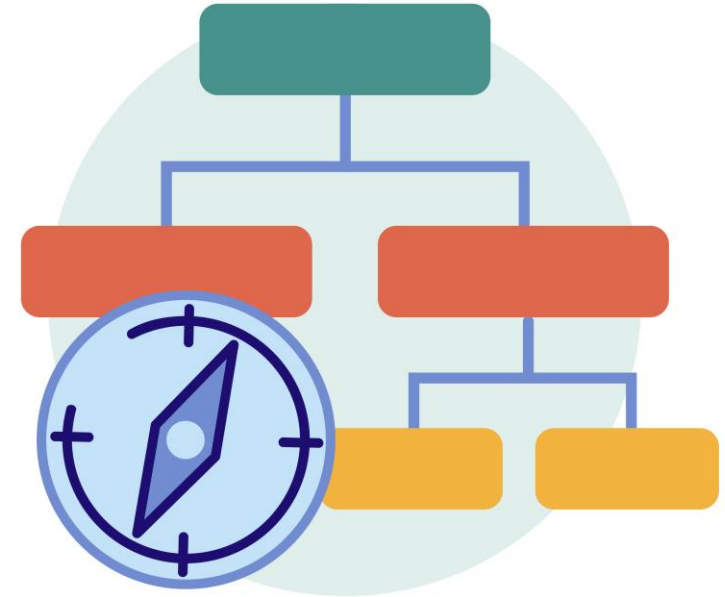
Sample projects completed:

- 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

HR STRATEGY & STRUCTURE

Running HR and talent management can be a lonely place. This mentorship-style service (sometimes called "consigliere") provides you with a safe space to feel heard, to vent, to ideate – all with someone who's been in your shoes and gets where you are coming from. Angela will partner with you to advise on solutions (the what) and importantly on the approach (the how) so you'll feel equipped, prepared, supported

Additionally, she can help guide the development of your HR/People team strategic plan as well as your team's HR transformation. Based on your organizational needs and team capabilities (current or aspirational), she can redesign your HR operating model and team roles, to maximize your HR team's efficiency, contributions, strategic approach, aimed towards delivering increased business value and impact. Your team will appreciate that she can speak their language and truly understands the HR function as an insider.



ADDITIONAL SERVICES



[View Angela's speaker reel](#)



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

KEYNOTES & WORKSHOPS

As a sought-after keynote, conference, and workshop speaker, as well as a Strengths Coach, Angela is known for her engaging presentations and an approachable style.

Most requested topics include:

- Architecting the Employee Experience
- Culture Transformation Roadmap
- Accelerating Engagement with Great Onboarding
- Framework for Succession Planning
- Engaging Across the Generations
- Secrets of Employee Belonging and Retention
- Demystify the Interview and Selection Process
- Discover Your Strengths (Clifton StrengthsFinder workshop)
- Managing the Candidate Experience

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: 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.

PARTNERSHIP APPROACH

You are looking for more than ideas, insights, 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, rather than follow a prescribed or overly linear path, Angela has a portfolio of solution options at the ready to share with you depending on your needs.

Ways to partner with Angela include:

- As your **designer**, to create or modify deliverables, processes, and solutions that fit your needs and enhance the employee experience
- As your **facilitator**, to bring structure and support, guiding and directing your talent-centric project, discussion, or meeting
- As your **advisor** (*sometimes called a consigliere*), to listen to you and add expertise, insights, and recommendations as you develop your HR and talent strategies

Or, a combination of these roles depending on your organizational needs and objectives

INVESTMENT OPTIONS

RETAINED

Optimal for long term partnerships and sustained needs, Angela will come alongside you to partner on an ongoing basis, offering her collaboration and expertise on a continuous basis. This approach ensures you have consistent counsel and support from Angela as your projects and strategic objectives evolve over time.

PROJECT

Ideal for short term projects or initiatives, Angela will partner with you for a time-bound or results-based need. Whether it's facilitating a one-time workshop for a few hours or collaborating over several weeks or months to deploy results on a targeted project, this approach caters to those with on-demand needs.

TAKE THEIR WORD FOR IT

“STRATEGIC PARTNER”

“Angela had a very **clear path and process** for leading the project to its successful completion. She was **excellent in facilitating** meetings and provided great **added value** and insights on job descriptions, skills, and increasing levels of competence.

Angela is an **insightful strategic partner** who both gets the big picture and can do the hands on tactical work to **deliver real impact** for employees and organizations.”

Julie Y, VP Learning and Development - Financial Services company

“REMARKABLE WISDOM”

“Angela exemplifies an **exceptional collaborative** partner, **possessing remarkable wisdom and insight** that hold immense value.

Her contributions to ideation encompass **innovative perspectives**, complemented by a conscientious consideration of the ramifications they entail for all stakeholders involved. Furthermore, she has an **authentic** approach.”

Brittany B, Director of Talent Management - Higher Education institution

“EXCEEDED EXPECTATIONS”

“I consider Angela a **great partner**, both in terms of our relationship and her ability to consult and execute. She was asked to help identify our HR operating model vision, recommend needed changes, and set forth a strategy to implement.

Her **quality, timeliness, effectiveness, and efficiency** were spot-on and **exceeded expectations.**”

Kyle M, VP HR - Engineering company

“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 B, Chief Human Resources Officer – Energy company

“IMPACT WAS MONUMENTAL”

“I appreciated Angela's **sensitivity and integrity** in working with our team. I valued her very **specific, actionable feedback** and recommendations for our organization.

The **impact was monumental** - we were finally able to take action in ways that had been previously stalled for years. She provided a road map to guide us in changing directions with a detailed plan to move us forward.”

Cindy D, Officer - Healthcare company

“ACCOMODATING AND RESPONSIVE”

“Angela has **helped me significantly** with employee engagement. Her advice and recommendations are **always spot on** and I have always found Angela **accommodating and responsive.**

She also is a very **good listener** and follows up with a **measured response.**”

Rich A, COO - Aerospace company

WHY DOES ANY OF THIS MATTER? – THE MULTIPLIER EFFECT

I am 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 people you value them, they pay it back to you. It is people who build relationships with your customers, who create better products, who uncover new sales channels, who lead effective operations. So inherently, **when we invest in people with intentional and effective experiences, processes, and teams, 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.

When you are talent-centric, you create an environment in which people want to come to **(ATTRACT)**, want to stay in **(GROW)**, and want to do their best work for **(ENGAGE)**, furthering the organization in the market. And, the more of these intentionally created experiences you have, the more and bigger results you gain.

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

A talent-centric lens is the ultimate multiplier of success!



GIVING BACK

Angela donates **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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