



# WORKFORCE *by Design*

## **Unleash the Potential. Optimize Your Business.**

Workforce by Design is a Vancouver, B.C. based business that helps organizations make the right decisions and find innovative solutions when it comes to unleashing the potential of its people to generate high impact, sustainable results.

We were established based on the fundamental principle – to prosper today and be successful tomorrow, business must be agile and forward-thinking regarding its workforce.

Everything we do is built on trust, and we earn that trust relationship by relationship. Our Values support Our Vision and help shape our culture. They guide every conversation, decision, and interaction, and underpin every service we provide.

- Deliver with Purpose
- People and Relationships Matter
- Stay ahead of the Curve and Anticipate the Corners
  - Create Sustainable Value
  - Do Work that Matters

**Exceptional workplaces** that are distinct; based on leading people practices; and, focused on achieving strategic goals and delivering high business-impact results.

## **Our FOCUS**

Workforce by Design is a boutique HR Group that provides strategic governance services and program design and delivery on organization effectiveness, human resources, and corporate culture to organizations across a variety of sectors including natural resources, not-for-profit, and sustainable development industries. We focus on:

- Growth related issues (scaling up).
- Inaugural set-up of HR and administration function including the establishment of processes, policies, practices and systems.
- Organization design, governance and risk mitigation.
- Culture design and strategy.
- Team effectiveness, including leadership development.
- Organization re-structuring and transformational change.
- Workforce analytics including External Labour Market Insight.

## **What We DO**

We provides consulting, facilitating and coaching services. We customize our approach to meet your needs and work with you to deliver the level of service required to ensure desired results. In summary, we:

**Cultivate Strategy.** We help you connect your people with your corporate strategy.

**Unleash Potential.** We help you ensure your employees work to their greatest potential, resulting in maximized productivity and performance.

**Pursue Results.** We help you achieve organizational goals today and align with desired results of tomorrow.

## Building Sustainable VALUE

Workforce by Design provides consulting, facilitating and coaching services. We customize our approach to meet your needs and work with you to deliver the level of service required to ensure desired results.

We built our service delivery model around the philosophy of understanding the legacies of the past, delivering tactical solutions today and planning tomorrow with a fundamental curiosity. We follow a four-step process:

- **DEFINE it.** Begin by Appreciating the Best of What is, and *Envisioning What Could Be.*
- **DESIGN it.** *Build the core foundation* by Stating What Should Be and Outlining the Plan of What Will Be
- **DEPLOY it.** Bring your plan to life by aligning behaviors, simplifying communications and integrating systems to *Unify the Whole Organization.*
- **LIVE it.** Continue to *anticipate the future* by Analyzing Today and Planning Tomorrow with fundamental curiosity.

## Our Team, Alliances and Partners

We align our business with strategic partners and subject matter experts who share our commitment to innovation, sustainable value, and high impact results. These experts provide you with access to highly specialized guidance when required, for example: health, wellness and benefit advisors, employment lawyers, communication and branding advisors recruitment and executive search experts, and compensation advisors.

### Kim Humphreys, B.Comm., M.A., CHRP | President

For more than 15 years, Kim has provided strategic direction and program design and delivery on organization effectiveness, human resources and corporate culture to organizations across a variety of sectors including mining, health care, oil and gas and utilities. A highly regarded and collaborative business leader, Kim's experience includes senior leadership and executive positions that span across unionized and non-unionized environments.

Passionate about people and creating a strong workplace culture that attracts and retains top talent, Kim leverages her experience in strategy, facilitation and organization design, along with her tactical-delivery background to create innovative solutions that benefit all stakeholders. She actively participates in her local community, most recently being appointed by the province of British Columbia as a member of the Board of Governors of the British Columbia Institute of Technology (BCIT).

Kim holds a Bachelor's of Commerce from University of Saskatchewan; a Master's of Arts in Education from New Mexico State University; and, an Evidence Based Coaching Certificate from Fielding Graduate University. She has earned professional designation as a Certified Human Resources Professional (CHRP) and is an active member of the Human Resources Management Association (HRMA). In 2014, Kim was awarded the **Award of Excellence – Team** by the Human Resources Institute of Alberta.



Contact Kim Humphreys today at **604.312.5906** to discuss how Workforce by Design can help you build an exceptional workplace.



## Our Services

- Strategy Development and Deployment
- Company Culture Design
- HR - Management Operating System (HR-MOS)
- Executive Confidante and Coaching
- Workforce Insights – External Labour Market and HR Analytics
- Organization Structure, Governance and Design
- Workforce Planning – Manpower Planning, Diversity and Inclusion
- Workforce Growth – Recruitment
- Workforce Management – Engagement, Training and Development
- Leadership - Alignment, Development, Succession Planning
- Total Rewards and Recognition
- Employees in Community Programing