



Competitive advantage begins with... great people.

GREAT PEOPLE BEGIN WITH A STRATEGIC APPROACH TO HUMAN RESOURCES.

At **Optimance Strategies**, we know the HR obstacles you're facing and we can help. Our people are experts with proven experience that can make a difference between staying ahead and falling behind. From working with your executive team to communicating to every employee in your organization to evaluating your overall structure and processes, we customize our approach to meet your needs exactly.

IT STARTS WITH PEOPLE WHO UNDERSTAND WHERE YOU ARE AND WHERE YOU WANT TO BE. OUR SOLUTIONS ARE AS UNIQUE AS YOU ARE.

Whether it's a major shift in the industry or a minor trend in the workplace, change can have a profound impact throughout your organization. Managed correctly, it can bring new opportunities for success. Managed poorly, it can become a negative force that affects performance at every level.

No two organizations are alike. That's why our solutions are as unique as you are. No one plans to fail. The pitfalls – and the opportunities – are usually unseen. Sometimes success itself can become an obstacle to sustained excellence. At **Optimance Strategies**, we work with you to identify the challenges and to develop a plan that will capitalize on the emerging opportunities.

It may be a human resources program that brings sweeping modifications to your entire structure and it may be as simple as implementing a plan that enhances the abilities of key leadership. Working together we can help you meet the challenge of change like never before.

Long-term success is in your hands. Contact us and discover how **Optimance Strategies** can work for you.

optimancestrategies.com



HR ON DEMAND

Proactively manage your risk and regulatory compliance issues company-wide.

IT ALL STARTS WITH THE POWER OF THE INTERNET.

HR On Demand at-a-glance:

- Web-Based Compliance Training
Available in English and Spanish
- An Online HR Library
- Real-Time Regulatory Updates
- Employer Consultation
- Employee Hotline
- Administrative Assistance
- Background Checks

Staying ahead of changes in employment law is no small task. Mostly because the changes seem to occur on a daily basis. It's time consuming. It's costly. And, it's ongoing. Whenever the law changes, everything you communicate to employees has to keep pace. That's where HR On Demand makes a significant impact.

HR On Demand transforms your hard-copy compliance training, testing, forms, handbooks, management guides, and business procedures into living online documents. When the law changes, these web-based materials can be easily updated and distributed company-wide.

Additionally, our team of HR experts monitors regulatory changes and works with you to bring your documents and processes into compliance in real-time. A few clicks and everything is updated and distributed to appropriate personnel across your entire organization.



WORKFORCE STRATEGY EXECUTION

Unleash the true potential of your employees.

IT'S THE GREATEST PERFORMANCE OPPORTUNITY
AVAILABLE AND IT'S WITHIN YOUR REACH.

Making sure your employees are focused, motivated and working towards the same goal is challenging to say the least. Fortunately, we've been able to identify the critical elements of workforce strategy execution – the elements that make the greatest impact on workforce performance.

Our approach is proven and the results we deliver are measurable. Working together we can help your employees and your organization reach a new level of success.

Step 1: ASSESSMENT

Assess general execution performance, estimate opportunity, prioritize issues around clarity, alignment and execution

Step 2: CLARIFY

Conduct hands-on strategy clarification session to drive clarity, consensus and prioritization

Step 3: ALIGN

Develop prioritized operational/financial plans in alignment with existing strategies

Step 4: EXECUTE

Manage implementation and ongoing execution



STRATEGIC EXECUTIVE DEVELOPMENT

The leadership of your organization defines the future of your organization.

OUR CUSTOM PROGRAMS ARE DESIGNED TO ENSURE ONGOING SUCCESS.

Strategic Executive Development Services at-a-glance:

- Strategy Execution
- Change Leadership
- Communication Skills
- Cultural Assimilation
- Decision Making
- Interpersonal Effectiveness
- Personal Enhancement
- Project Management
- Strategic Goal Implementation
- Strategic Leadership Thinking

Sometimes it's easy to forget that behind the title there is a person – a person with unique skills and abilities as well as areas that can be strengthened. That's where we can help. Our Strategic Executive Development services will attract, grow and retain top talent. We can assess an executive's strengths and weaknesses, develop plans to enhance specific skills, and measure ongoing success.

With the business world changing faster than ever, the demands on your leadership are greater than ever. Strategic Executive Development is an investment that shows your commitment to each executive on your team as well as to your overall success.



PLACEMENT PLUS

Because hiring the right HR professional takes time... and your business can't wait.

OUR EXPERTISE IS READY TO HELP WHENEVER YOU NEED TO AUGMENT YOUR STAFF.

Placement Plus Services at-a-glance:

- Recruiting
- Executive Search/Placement
- HR Outsourcing
- Co-Sourcing
- Staff Augmentation
- Vendor Selection

Careers change. People move to new locations and new opportunities. And just when you can least afford it, sudden business demands push your staff to the limits. We understand and we can help. **Placement Plus** is a unique service that gives you immediate access to experienced HR professionals to help address your short-term needs. Longer-term, we work with you to recruit candidates with the exact backgrounds you're looking for. It's seamless. It's effortless. And it's the perfect way to ensure you're never caught off-guard.

With **Placement Plus** you get the support you need immediately as well as the recruitment assistance to help fill any openings in your department. The fact is the business world is always changing; we make sure you can address the changes with confidence.



HR FOCUS ASSESSMENT

Are you sure you're following the latest state and federal employment guidelines?

WE'LL MAKE SURE YOU'RE IN COMPLETE COMPLIANCE.

HR Focus Assessment at-a-glance:

- Complete examination of your current HR efforts through the strategic review of practices, processes and policies
- Interviews with designated members of management
- Onsite File and Operational Review
- Immigration Law and Compliance
- Unemployment Management
- Affirmative Action Compliance
- Employee Relations
- New Hire Process, Orientation and Integration

Everyone has the best intentions. Your policies and procedures were created to follow the letter of the law. But the fact is, Human Resources is a dynamic area – the rules change seemingly on a daily basis – so even the best intentions may not be enough. That's where HR Focus Assessment can help.

Our experts are up-to-date on the very latest state and federal regulations. From how you recruit and hire to training and development to everything in between, we examine every aspect of everything you do. Our assessment ensures that your policies and procedures are legal and fair so you can run your business with a little more peace of mind.



GENERATIONAL CONSULTING

The way you recruit, retain, hire and inspire employees should change with each generation.

HOW CAN YOUR HUMAN RESOURCES FUNCTION KEEP PACE?

Generational Consulting at a glance:

- Generational Assessments
- Competitive Strategic Analysis
- Recruiting / Retention Strategies
- Workforce Awareness Training
- Employee Communication Tools
- Workshops / Seminars

Fact: each generation is unique. They respond to different messages. They have different expectations from their employer. They have different outlooks on their careers. Most striking of all, they have different definitions for “success.”

Needless to say, effectively communicating to different generations can be a dizzying situation for any organization. That’s why we offer **Generational Consulting** services from proven experts in the field. Working together, we can ensure that you communicate the right messages – in the right form – to each employee. From how you attract talent to how you motivate and retain your people, understanding the fundamental differences between the generations is critical to success.

Our **Generational Consulting** services will help you reach every level of employee from Traditionalists to Millennials, and everyone in between.



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