



Nicole Martin

speaker · consultant · futurist · author



2017-2018
SPEAKER
KIT

www.nicolemartin.live

“Nicole’s energy and enthusiasm for what she does is second to none!...”

- Melissa Lagowski / Big Buzz Idea Group



About Nicole Martin

Nicole Martin is an internationally renowned speaker, author, and CEO and Founder of HRBoost, LLC. Nicole is a dynamic and empowering consultative leader and futurist skilled in helping organizations meet their strategic objectives through their people.

In recognition of her complete commitment to professional excellence as well as her community, Nicole has been honored by multiple organizations and most recently as a 2016 Enterprising Women of the Year Champion by Enterprising Women Magazine.

As a highly regarded and sought after expert, her knowledge and advice have been featured in newspapers and magazines throughout the country. Recent publications in which she has been seen include Forbes.com, the Daily Herald Business Ledger and Fast Company.

She is the author of the book, *The Talent Emergency*, and *HR Practices: The Human Side of Profitability*. In addition, Nicole is the host of HR in the Fast Lane on advisor.TV.



International Literary Award



Nicole as Your Next Speaker

When you engage Nicole as a Speaker, either online or in-person, you are hiring not only a speaker, but a proven HR leader and Business Consultant that dives into businesses every day revealing insights that can drive results. As a practitioner in the field, Nicole brings a real understanding of the possibilities in business and believes in facing challenges head on. Topics are relevant, credible and customized. Known for her enthusiastic approach you can guarantee she will bring energy to the room. More importantly, Nicole prefers to tailor her speaking engagements to the intended audience to ensure that the time is value added for everyone. With in-depth knowledge in HR, she is in demand as a Trainer, Presenter, Keynote, Panelist, Moderator, and Facilitator. Nicole gives presentations for National and International Conferences, Professional Associations, Human Resource Professionals, SHRM Chapters, Private Businesses, Schools, as well as in-house employees' and executive management teams.



*“Nicole is an outstanding speaker...
Dynamic, engaging and knows her stuff!”*

- Culture Leadership Summit Attendee

Speaking Topics The Talent Emergency

For businesses seeking to retain, attract or compete with talent, the time is NOW! In a perfect world, all businesses would be high performing with high performing talent at the core of their purpose and success.

The Talent Emergency delivers a clear message. We are living through the biggest shift of human capital in our lifetimes. Businesses are facing multigenerational, multicultural dynamics in addition to shrinking talent pools. For businesses seeking to retain, attract or compete with talent in the coming five years, the time is now! In this session Nicole will provide specific tools and resources used to provide proven results in business. Nicole has facilitated proven results with growing businesses achieving sustainable returns and you can too! Learn the strategies to achieve results that optimize the HUMAN SIDE of PROFITABILITY!

Learning Objectives:

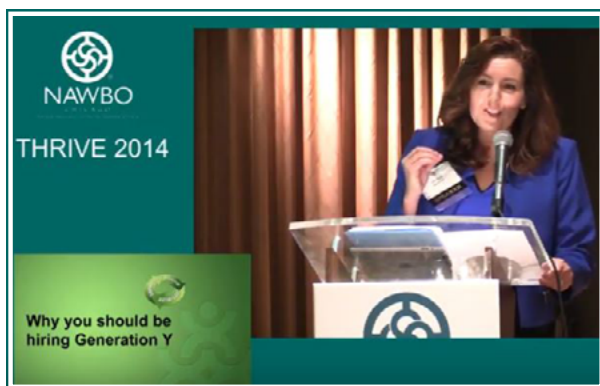
- Learn how Organizational Leadership is expressed in Shared Leadership
- Learn the competencies for Managers of Choice
- The concept of Team Engineering
- Learn the 4 Pillars to High Performing Businesses
- How to identify the BEST talent for YOU
- Learn how to lay the Foundation to create the ultimate culture for your company!

The Human Side of Profitability

When it comes to scaling, growing and building a sustainable business today, nothing will be more important than people! We are living through the biggest shift of human capital in our lifetimes. Businesses are facing multigenerational, multicultural dynamics in addition to shrinking talent pools in the domestic United States. The Fundamental Truths have arisen from working on the Human Side of Profitability in businesses for twenty years. Small improvements can impact profitability while small mistakes can devastate the bottom line. The Fundamental Truths will shed light on areas that can optimize or threaten the human side of profitability.

Learning Objectives:

- Strength based Leadership
- Talent: With you or with the competition?
- Competencies of Leaders
- The definition of Success in Career Pathing
- Chief Challenges and why you need them
- Fundamental TRUTH: As the CEO, the Founder, or the Entrepreneur, you must lead! But how?



Why You Should HIRE a Millennial

The U.S. Bureau of Labor Statistics predicts that by 2020, most the workforce will be in its 20's and 50% of seasoned talent will be exiting the talent pool. This is Generation Y, also known as Millennials. They present a huge challenge—and equally a huge opportunity for your business. Are you ready for the largest shift in human capital in history? Let's face it. Every business is challenged with recruiting, retaining, and engaging Generation Y. Dismissed as difficult, spoiled, and entitled, many myths surround the rise of this post-Industrial generation. Your business needs to fully understand what makes Generation Y, Z and Boomers tick, if you plan to attract their talent, retain and develop to successfully capitalize on this shift in human capital and consumerism. This presentation will identify the defining characteristics, work ethic and training preferences for Y and provide valuable insight on how to manage and motivate these young professionals.

Learning Objectives:

- Management strategies that lead to greater productivity and retention with Generation Y; Generation Z and Boomers.
- Capitalize on the positive attributes that Generation Y offers.
- Transform your Y employees into a competitive advantage for your organization.

NICOLE MARTIN'S MOST REQUESTED TOPICS

You have lots of choices. Select a topic that Nicole has presented on from the list below. You can mix and match topics OR let her create a special session just for you!



- *Building Generational Agility*
- *Taking Collaborative Leadership to the Next Level*
- *Creating a Winning Work Culture*
- *Linking HR to Profitability*
- *How an Engaged Workforce makes Cents*
- *THE BUSINESS IMPERATIVE every HR professional must face – Talent Development*
- *Managing Today with Tomorrow in Mind*
- *Revealing the Secrets of the Best and Brightest Companies to Work For*
- *The Relevance of HR Outsourcing*
- *Winning the Global Challenge on Talent Management*

With 20 years of speaking, training, consulting, and coaching expertise, Nicole has a wide range of knowledge, experience, and materials perfect for crafting a personalized message specifically for your organization or event. She doesn't use canned presentations. Let's be honest; building a winning culture is relevant to leaders everywhere regardless of industry or demographic.

Let Nicole help your event be value added for attendees! Call for a complimentary proposal.

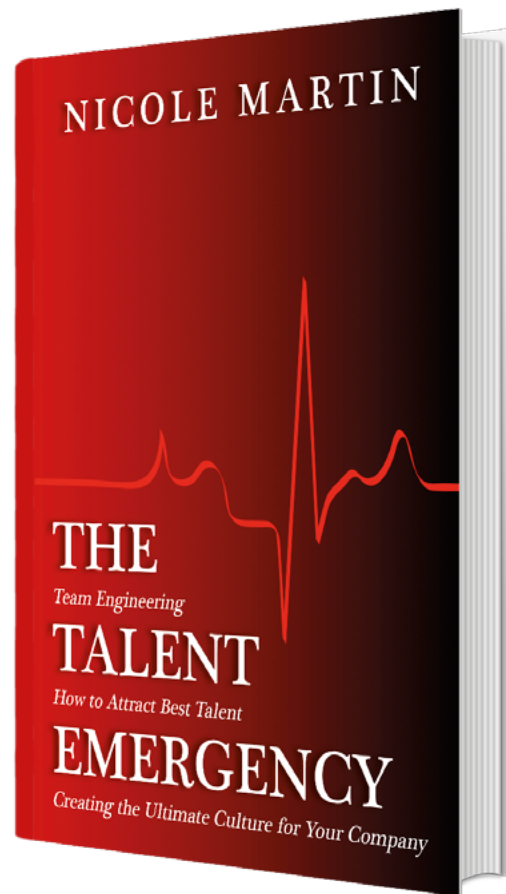
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The Talent Emergency

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Using this resource as your guide you will learn:

- How to attract the best talent
- The power of managers of choice
- Team engineering
- How to prepare talent for the future
- How to become a high performing team
- How to identify ideal candidates when hiring
- Ways to create the ultimate culture for your company!



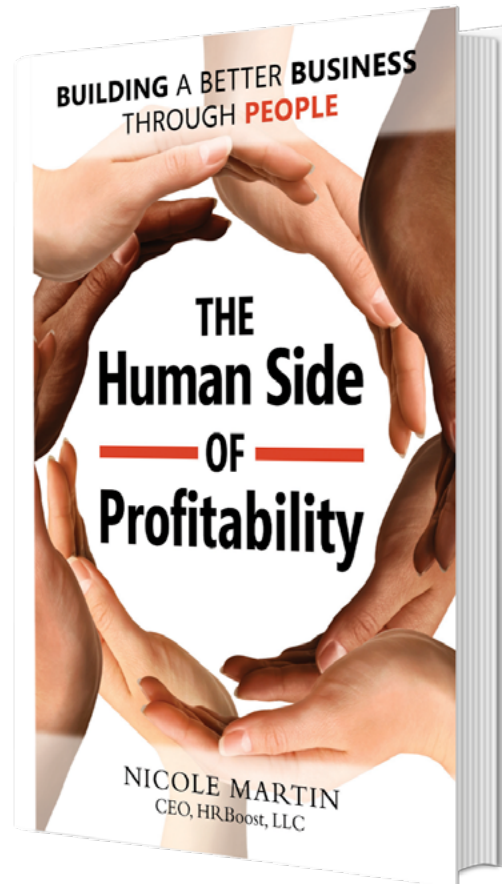
www.talentemergency.com

The Human Side of Profitability

The Human Side of Profitability reveals undeniable realities and reflections we face in business, both then and now. Nicole Martin shares her personal experiences and insights in a practical way with real events and stories that have impacted her outlook and passion for people. Leaders in business understand how small improvements can impact profitability while small mistakes can devastate the bottom line. The 11 Fundamental Truths in this book will shed light on areas that can optimize or threaten the human side of profitability.

Discover inside:

- The Old Model vs. New Model for understanding motivation
- How the direct manager of talent is STILL the most significant opportunity in business today
- Team Engineering to achieve genuine diversity



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