



*Nicole Martin*

speaker · consultant · futurist · author



2020  
**SPEAKER**  
**KIT**

[www.nicolemartin.live](http://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 one of *Mirror Review’s* 20 Impeccable Women in Business in 2017, as a 2017 honoree of the Annual Awards for Business Excellence by the *Daily Herald Business Ledger*, and recognized as one of *CIOLOOK* magazine’s “Successful Leaders in Tech, 2018.”

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 books, *The Talent Emergency*®, *The Human Side of Profitability*, and *The Power of Joy and Purpose*. She is also the author of the chapter “Emotionally Speaking” in the new book, *Leading From The Heart*. In addition, Nicole is the host of the internet show, *HR in the Fast Lane*.



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

**W**hen 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 20s 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.

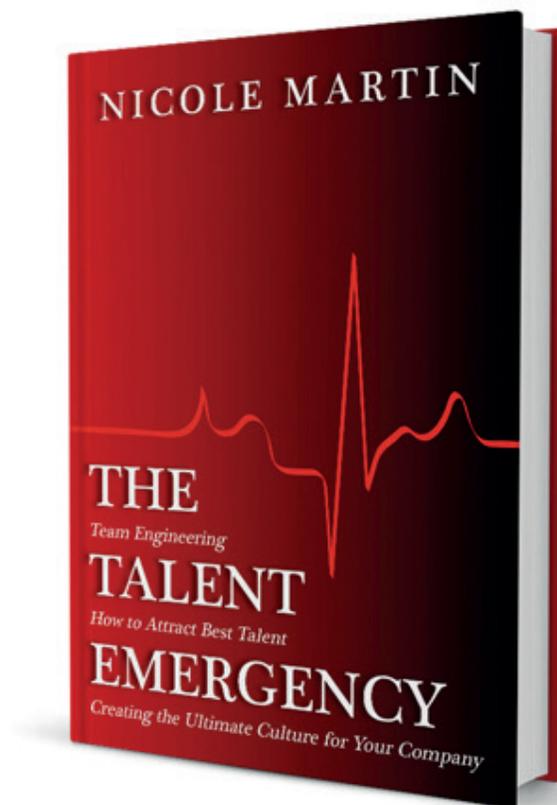
Let Nicole help your event be value added for attendees! Call for a complimentary proposal.

## The Talent Emergency®

**T**he Talent Emergency® delivers a clear message. We are living through the biggest shift of human capital in our lifetimes. Businesses are facing multi-generational, 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! *The Talent Emergency®* will provide specific tools and resources used to provide proven results in business. Nicole Martin has facilitated proven results with growing businesses achieving sustainable returns. Results that optimize the human side of profitability are now available for you to benefit.

### 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!



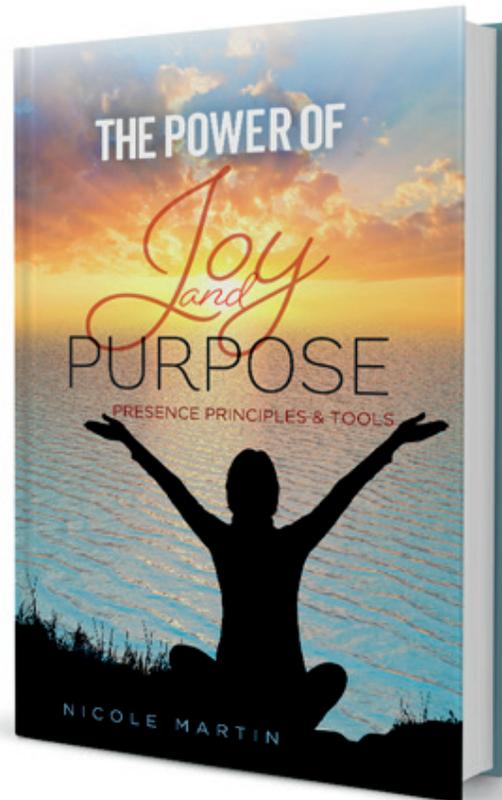
[www.talentemergency.com](http://www.talentemergency.com)

## The Power Joy and Purpose

Everyone deserves to feel joy and purpose each and every day. Every human seeks to find a deeper meaning in what they do, how they live, why are they here? Yet many are still searching. There is no perfect time to find answers to our deepest questions. The answers are often right before you, already deep within you waiting to be exposed. The question is, are you ready to begin your journey to who you really were meant to be?

People will say we should feel content and blessed with what we have versus what we do not have. Yet, many will look externally to gauge how they are doing. How do I look in the mirror? Is my home spacious and inviting? Do I drive a luxury car or have I taken an exotic trip? But do you truly wake up embracing each day with joy? If you do, from what do you source your joy from? With 20 extra pounds on your hips and expression lines on your face, are you capable to look in the mirror and see the beauty that radiates from within you? Do you jump out of bed with a purpose that truly fulfills you?

Let Nicole show you and your group how to open up your possibilities to reach your full potential. She will share with you the tools and practices that she used on her remarkable journey from a small Montana town to becoming the CEO of her own Chicago based HR consulting company, speaker, author, and futurist.



### Learning Objectives:

- How to claim your Success in 7 easy Steps
- How to find the Happiness you Deserve
- The Empowering Lens
- Capturing Dignity and Authenticity
- How to surround yourself with people who Bring Out your Best
- And, 3 Secrets to source Confidence & Change your life NOW!

## No Fear Negotiation for Women

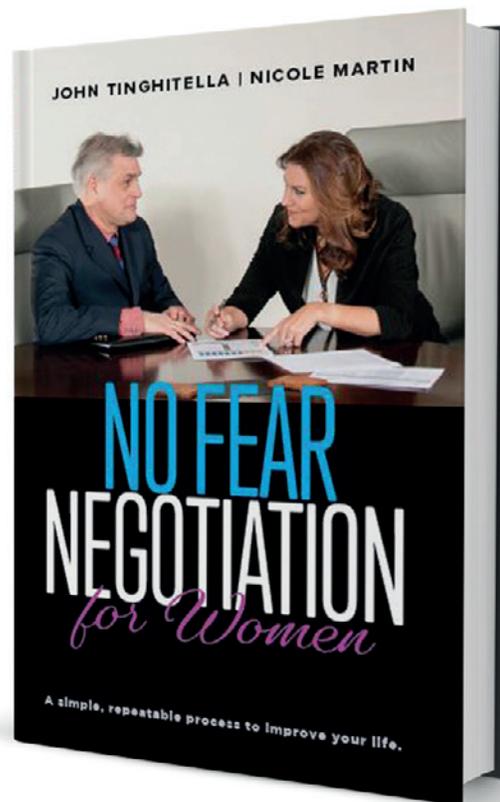
**N**o Fear Negotiation for Women is a simple, effective, and repeatable tool designed to help women achieve a negotiation mindset and advance their careers. The authors, Nicole Martin and John Tinghitella, combine a deep understanding of the negotiation dynamic and personal insights into the challenges faced by women in business.

Women in the American economy have faced systemic unfairness in compensation and upward mobility. They have to work harder than their male peers to get less – a lot less, in fact: \$.80 on a male dollar. This is unacceptable. In 2014, women became the majority gender in the United States. There will need to be significant changes made in workplace policy and workplace dynamics for businesses to attract and retain women as a competitive advantage. However, the women who step forward into the opportunities present in today's economy will make a tremendous impact. Women are making progress, but not fast enough. We intend to accelerate that trend — one negotiation at a time, and without fear.

### Using this resource as your guide you will learn:

- Why We Negotiate
- The Power of Martini Glass Thinking
- The Power of Preparation
- The Power of Tactics
- The Power You Hold in a Room

[nofearnegotiation.com](http://nofearnegotiation.com)



### About Nicole's co-author, JOHN TINGHITELLA:

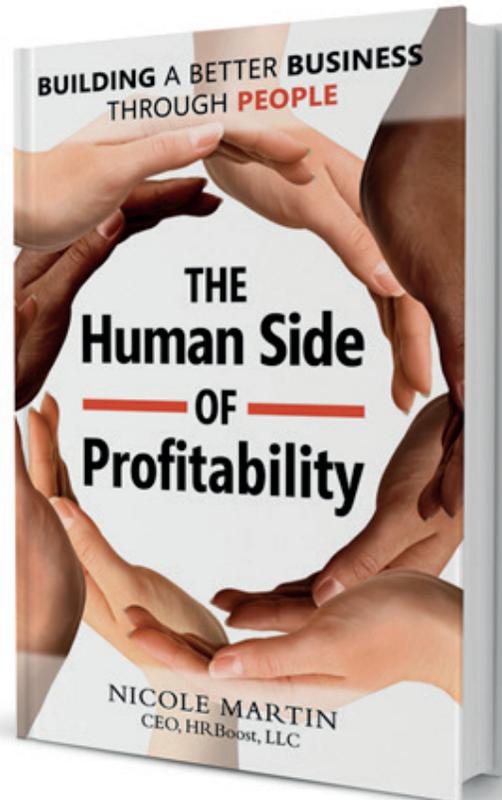
John's career has taken him from the trenches of sales management, to the corner office, to owning his own business so he can realize his vision for success. A self-described "sales guy," he combines a strong sense for the creative solution with a keen focus on building relationships. Collaborative negotiation is his lifelong passion. He's observed first-hand the unfairness of how much women contribute versus the rewards...which typically go to men. His negotiation message is the culmination of a career spent learning, applying, adapting, and giving back.

## *The Human Side of Profitability*

**T**he *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



## Leading from the Heart

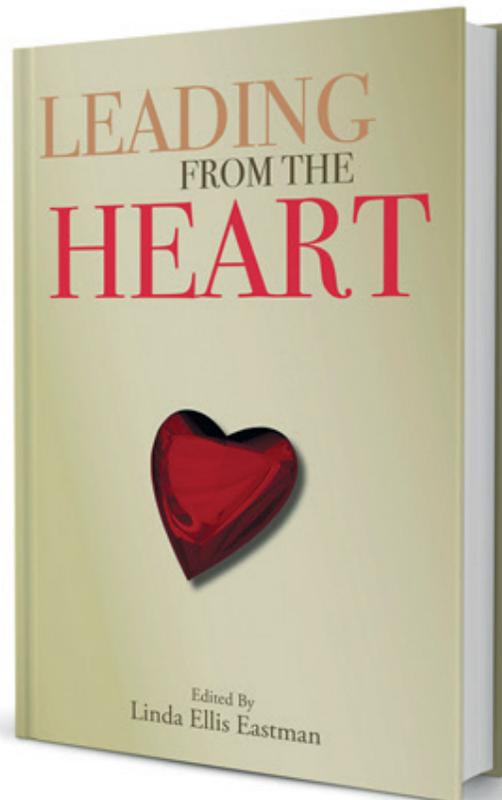
The way in which we relate to others, manage our emotions, communicate effectively, and balance optimism and pessimism can greatly enhance our ability to build rapport in any situation.

Whether it be the complacency in failing to communicate or the passive aggressive grandstanding, maneuvering, and emotional outbursts we witness, everyone is speaking emotionally. Verbally or otherwise, each of us is emotionally speaking. As leaders or as a team member, how do we make sound decisions and support efforts to develop rewarding relationships both at work and outside of the office?

Nicole will discuss how Emotional Intelligence, a relatively new field of psychology, can empower any leader to make an impact. She will share the skills needed in building the ability to speak emotionally with others and how to further navigate for mutually beneficial exchanges.

### Learning Objectives:

- The 3 Step Process to Guide Your Conversations
- How to Interpret What You are Hearing
- How to Effectively Communicate Your Expectations
- And, How to Manage Emotions for Positive Outcomes!





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## **Nicole Martin, CEO**

HRBoost, LLC.

HRBoost, LLC. is a Human Resource and Management Consulting firm that is focused on providing custom human resource solutions, systems, training and support to develop and optimize a company's investment in people. HRBoost offers a full range of services on both a consulting and outsourced basis that allows your business to do what it does best. Helping companies contain costs, minimize employer-related risk, and relieve the administrative burden of HR while creating results that rival big competition. Our solutions are based upon best practices and the latest thinking in the field of human resources management. Whether you are simply looking for guidance on a particular human resources matter or to implement a complete human resources support system, HRBoost can add value.

We...Analyze, Optimize, Emphasize...to complete the circle and meet all needs!

To discuss your organization's HR needs, please contact Nicole and the HRBoost team at:

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