

trusted source for talent solutions where

***People are the Source of Competitive Advantage***



# About Bergeron Associates™

Founded in 1998, Bergeron Associates™ helps people and companies realize their business objectives through talent management approaches that are practical, grounded in business strategy and designed collaboratively to maximize organizational fit and commitment.

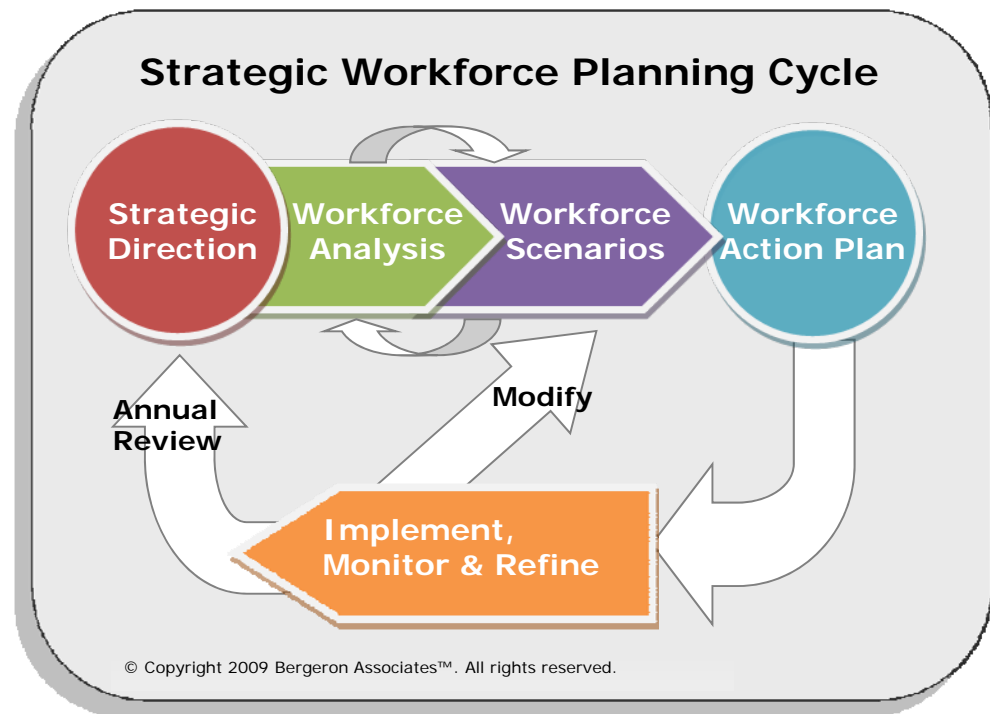
- Strategic Workforce Planning and Integration
- Leadership Development to build future, agile leaders
- Manager & Supervisor Training & Coaching
- Solutions to Attract, Engage & Retain People for greater performance
- Human Resources

# Strategic Workforce Planning

Workforce Planning is an approach used by highly successful companies for proactively addressing future uncertainties. It is natural follow-on to strategic business planning.

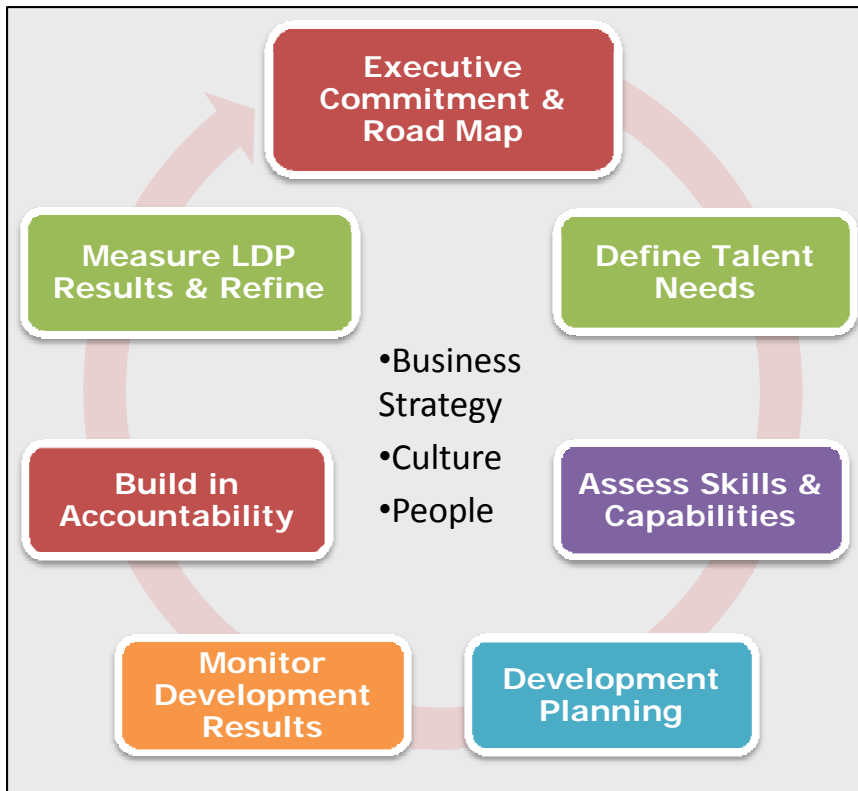
- Methodology for aligning workforce strategies to desired short & long-term business outcomes
- Scenario planning strengthens strategic thinking skills
- Accelerates leadership decision making
- Builds commitment for implementing workforce initiatives
- Practical for closing the gaps: current vs. future talent needs

We work closely with the leadership team so that the action plan gets implemented resulting in the right people with the right capabilities ready to achieve business goals.



*Common Elements of Action Plan: staffing (initiatives to hire, engage and retain top talent, succession planning, employee development), organization design, culture, HR infrastructure & rewards programs, regulations & risk management.*

# Leadership Development



Developing leaders is the most effective way to improve organizational performance and successfully attract and retain talented employees. That is because leaders have such a profound impact on future direction of the organization, culture and the quality of the daily employment experience of employees.

Common Elements of Leadership Development Programs / Succession Planning include:

Leadership Capabilities / Profile

- Leadership Assessment
- Leadership Learning Workshops
- Peer Learning Forums
- Coaching
- Stretch Assignments

*Expand to include all mission critical jobs, not just managers & leaders.*

# Manager & Supervisor Training & Coaching

Mastering people management skills requires the internal desire to excel, exposure to effective approaches, practice and positive reinforcement. The guides in our new product line, Talent Magnet Series™, serve as:

- A foundation for learning
- Workbooks for management training to get everyone onto the same page
- A tool for coaching to fast forward learning one by one

**Talent Magnet Series™**(samples):



Guide to  
Strategic Workforce  
Planning



Guide to  
Hiring Top Talent



Guide to  
Delegating with Ease



Guide to  
Improving Team  
Effectiveness

*Bergeron Associates™ works with other providers to deliver customized talent assessment, education and coaching solutions.*

# Attract, Engage & Retain Top Talent

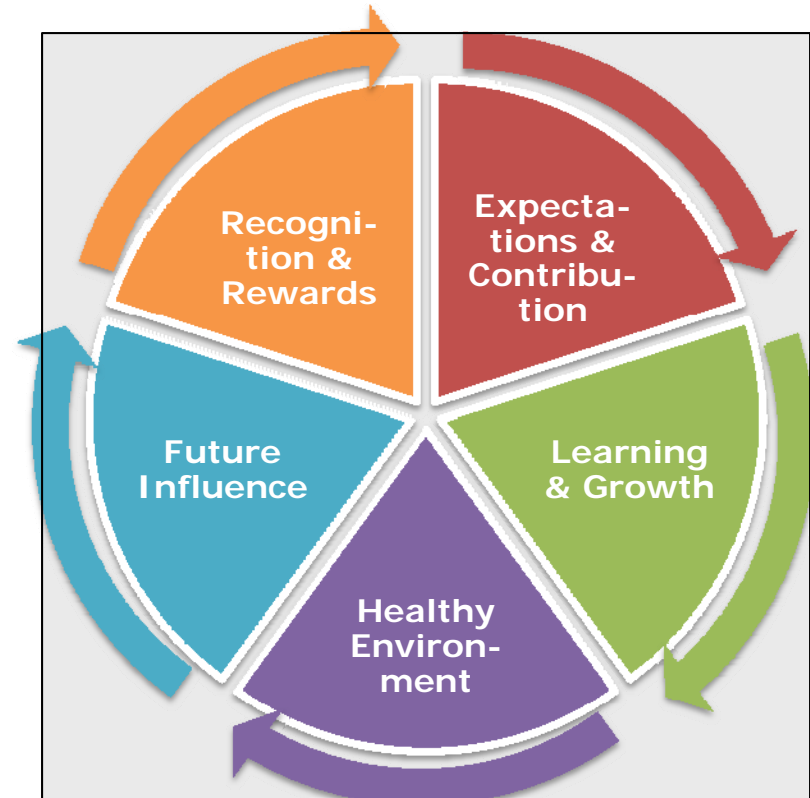
Assess your current employee value proposition, define the one you want and build people practices to realize desired employee engagement, retention and productivity rates.

The reasons why people choose to join, stay and contribute to your organization's success:

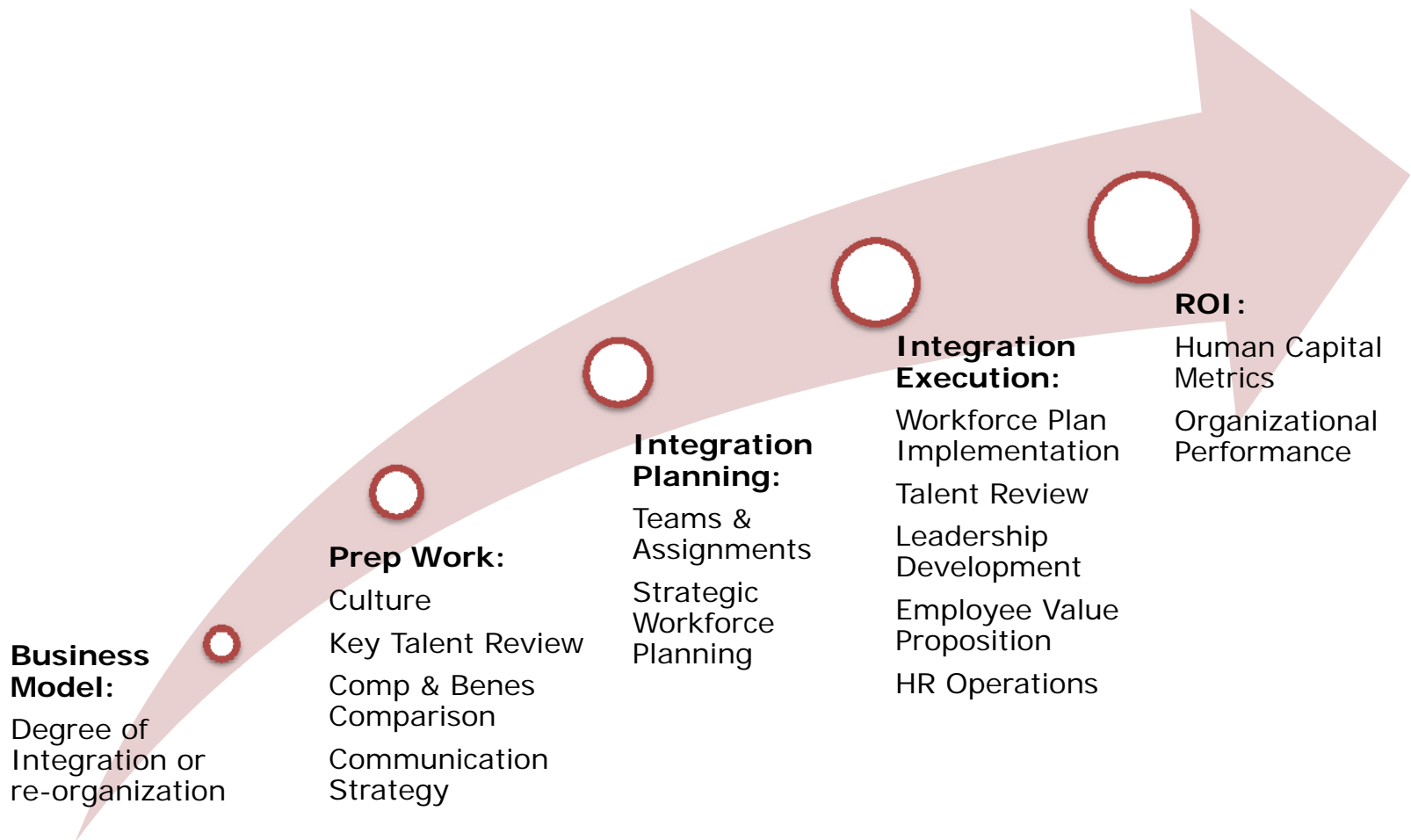
- Embody the employment experience desired by employees
- Analogous to customer value proposition
- Must be integrated into people practices
- Critical in good and bad economies
- Solutions for individuals, teams & organizations

*Our approach includes empowering leaders & managers to assess and address the quality of the employment experience within their own work groups.*

Employee Looking Glass™



# Workforce Integration



# Human Resources

## Employment

- Recruiting Strategy
- On-boarding
- Employee Value Proposition
- Retention
- Site Selection

## Performance Management

- Individual
- Team
- Organization
- Capabilities & Results

## Learning & Development

- Assessments
- Gap Analysis
- Training – design & delivery
- Peer Community Forums
- Coaching
- On the Job Assignments

## Work Design

- Driven by Business Strategy & Processes
- Impacts: employee development, performance management, compensation

## Communication

- People Practices - handbook
- Management Philosophy & Values
- Company Strategy to communicate organizational direction, goals & progress

## Triggers

- Need increased capacity
- Need different expertise

# What makes us different?

**Grounded in  
business strategy**

Align:

- Business Direction, Goals & Process
- External Forces
- Results orientation

**Created  
collaboratively**

Maximize:

- Creativity
- Organizational fit
- Commitment

**Holistic approach**

Connect:

- Right brain & left brain solutions
- Strategic, operational & tactical solutions
- Reconcile interdependencies

**Practical**

- Build on strengths
- Leverage for the future
- Introduce HR/OD Exec expertise or add bandwidth

# Triggers

- Change in direction
- Approaches for addressing business uncertainties
- Organizational underperformance
- Re-organization, re-structuring, merger, acquisition, divestiture, new site or relocation
- Fast growth
- High turnover and/or employee relations issues
- HR infrastructure & operational needs

# Industry Adaptability

## Technology

- Computers
- Manufacturing
- Media
- Medical Devices
- Semiconductor Capital Equipment
- Software
- Technical & IT services

## Other

- Construction
- Education
- Insurance
- Non-profit
- Professional Services
- State Government
- Venture Capital

# Service Delivery Options

- Assessment
- Consulting - project or retainer
- Coaching
- Training & Facilitation
- Interim HR / OD Executive
- Consultants each with 20+ years experience operating at strategic, operational & tactical levels with expertise in employment, learning & development, compensation, performance management, process design and more
- Collaboration with other providers for total solutions

# Carol Bergeron Biography

- 25+ years experience, founded Bergeron Associates™ 11+ years ago
- **Senior Leadership Positions** - GSI, Teradyne Laser Systems, ISI Systems & Symbolics
- **Architect** of *Talent Magnet Series™*, *Talent Zone Analysis™* for site selection decision making, *Employee Looking Glass™* for attracting & retaining an engaged and productive workforce
- **Researcher** - study of 100+ companies, revealed best practices used by top performing companies
- **Instructor, Facilitator** – Boston University Corp Ed, Bentley College
- **Published Author** - Handbook of Business Strategy, Leadership Excellence, CEO Refresher, IndUS Business Journal, NonProfit World, Womens' Business Boston, Society of Human Resource Management, Insights and monthly enewsletter
- **Speaker** - CEO Resources Forum, Mass Bio Tech Council, Medical Development Group, WPI Venture Forum, Senior Executive Networking Group NE, Institute of Management Consultants NE, Society for Information Management, The Executive Committee
- **Community Leader** – ACG, IMCNE, Condo Trustee
- **BS Business Administration**, University of Vermont

# Contact

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