

Karan Ferrell-Rhodes is the founder of **Shockingly Different Leadership (SDL)**, a global human capital professional services firm that is changing the way companies scale up their strategic People, Learning & Culture initiatives during peak periods of work!

SDL's team of over 175 consultants partner with executive teams to execute business-critical, talent-related initiatives on an on-demand, project, or contract basis. The firm helps organizations solve the problem of quickly locating trusted expertise to help them get their urgent "people projects" executed, in the areas of:

- ◆ Learning & Development
- ◆ Human Resources
- ◆ Diversity, Equity & Inclusion
- ◆ Organizational Development
- ◆ Organizational Effectiveness
- ◆ Change Management & Workforce Realignment

Karan founded SDL in 2013, after years of noticing how both she and her fellow executive peers constantly struggled with finding ideal external talent, when additional capability or capacity was needed. She became fascinated listening to colleagues urgently asking each other for recommendations for high-caliber ad-hoc consulting support. Karan empathized with their fear of hiring strangers when their own performance and reputation was on the line, and saw a void in the human capital market that she felt she was uniquely positioned to fill.

Karan founded SDL around the core belief that HR, Talent, and Learning functions deserve to have the right resources to do their best work. As such, the firm's differentiating value is being it's clients' favorite ally to provide strategic advice & expert resources to help them become future-ready, today.

Immediately before following her passion to share her consulting gifts on a more global scale, Karan held numerous leadership positions at the Microsoft Corporation during her 14 year tenure, including leading the human capital strategy for 6 Corporate Vice Presidents and leading the Microsoft Global High Potential Leadership Development Program, which was ranked in the top 5 global programs by Fortune Magazine, Leadership Excellence, the Best Practices in Leadership Institute, and Workforce Magazine.

She holds a Bachelors in Industrial/Organizational Psychology from the University of Georgia and a MBA with a triple concentration in Organizational Development, Human Resources & Marketing from Florida State University. She is certified as an Executive/High Potential Leadership Coach, a Master Action Learning Facilitator, a Design-Thinking Facilitator and is also certified in several leadership assessment tools.

Karan has a deep passion for up-leveling leader capability and optimizing organizational workforces to do their best work. After a decade researching the behaviors and tactics of some of the world's most high achieving leaders and organizations, she has become a leading thinker on driving impact and influence through a concept she coined, called "differentiated leadership." In her book, *Lead at the Top of Your Game*, she shares the seven tactics that today's most successful individuals master which propel them to becoming elite leaders in their profession or industry. Via her speaking engagements, workshops, and coaching, Karan loves unleashing the magic which occurs when ambitious, gifted professionals boost their acumen in a way that delivers greater value to their organizations, creates raving fans, builds their leadership brand, and positively impacts the bottom line.

Karan is involved in numerous professional and non-profit organizations and resides in the metro-Atlanta area with her wonderful husband Victor, adorable daughter Alexis, family dog Pappi, and a host of extended family and friends. In her rare moments of downtime, she loves engaging in social media, going on "date nights", watching football, critiquing movies, listening to jazz, and giving back to the community.



Bio