



# SHOCKINGLY DIFFERENT LEADERSHIP

The best HR/L&D/OD project consultants, on-demand.

# HELLO!

We're excited to meet you!



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leadership



shockinglydifferent & narak1908



youtube.com/ShockinglyDifferent

Click <http://bit.ly/SDLvideo> for our  
1 minute company overview



We live to **equip** and **empower** HR, Talent and Learning functions to help their organizations become future-ready . . . . today.

**OUR  
WHY**

We do this by being **our clients'** favorite ally . . .  
by both being a thought partner  
& serving as a source for expert consulting resources.

Everyone has a story.

We believe it is vital for organizations to **prioritize supporting** the very people accountable for taking care of their people.

And for those who have the wisdom & moxie to do so, we help them **co-create and deploy people initiatives** that **uplevel & optimize** their workforces to do their best work.

**THAT'S WHAT MAKES US SHOCKINGLY DIFFERENT!**



# A WORD FROM OUR CEO

“

Believe me, after over 20 years in corporate executive stints in the areas of HR, OD, and Leadership Development, I've been in your shoes.

I know how complex developing your people, getting the best out of them, and mobilizing your organization to support your latest “people” initiative can be.

And during those times when you're able to secure a bit of budget to bring in some short-term expertise to help out, we ask ourselves the million-dollar question:

*“Who can I get to assist us?”*

It can be overwhelming to find the perfect consultant, especially when your own professional reputation is on the line.

*So, what do we all do?*

We start calling up colleagues, crossing our fingers that they have a referral to share. We fear and avoid posting on online freelance websites, because who has time to screen the 50K un-vetted profiles which flood our email?

And worse of all, we dread having to inform our team of the real possibility that we'll have to work 60-hour work weeks for months, doing everything ourselves.



***What if there was a better way?***

*I started this firm to answer that very question.*

I built a firm that prioritized distinctive service, agility, empathy, proven expertise, budget-friendly pricing, and seamless back-end administration. And I hand-picked a feisty group of transformation experts, who had my same conviction to delight clients, to join me in serving professionals like you!

”



SOON, THE ONLY DIFFERENCE BETWEEN US AND YOU WILL  
JUST BE THE **COLOR** OF OUR EMPLOYEE BADGE!

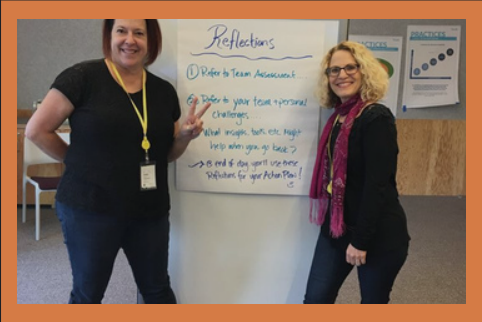
# WHAT WE DO

At Shockingly Different Leadership, we are changing the way HR-functions scale up their teams during peak periods of work.

Let's face it – we all need a helping hand at times, and HR-functions are no different.

SDL is proud to be a global human capital professional services consultancy that provides organizations access to the best consulting expertise in the areas of Talent Development, Organizational Development, and Human Resources – on an on-demand, project or contract basis.

Our staff can work on-site, remotely or a combination. Your choice!



Our clients LOVE us because we LOVE what we do and are excellent at it.



Partner with us to see for yourself!

# WE'RE A RARE BREED

We are not a temp agency. We're a rare breed of consultancy that offers a mix of highly experienced internal staff and specialized contract talent for project-based work, all who have proven work histories with real SDL clients.

Companies are using SDL to scale their talent development capabilities, source the perfect HR consultant, lead organizational change initiatives, flex their HR functions on-demand, reduce costs and better manage their human capital project spend.

We have the best experts, made our services competitively affordable, and love to co-create solutions that deliver “shockingly different” results!

## Why Partner With SDL? Here's Our Differentiating Value



### Just-in-Time Expertise

Our globally-based consultants have been hand-picked for their industry experience, functional expertise, and track record of client success. Consider us an on-call extension of your team.



### Cost Savings

Until you find the need to hire additional full-time staff, using our consultants will allow you to scale operations in a way that keeps you under budget. Use us for one day or one year . . . it's your call.



### Agile Collaborators

We know that you may not yet have all the answers, and that's okay with us! Our consultants are feisty, agile, and fun individuals who "go with the flow". Also, we do great work both in -person and virtually.



### Time Efficiency

By partnering with us, you free up your time to focus on leading the initiative vs executing the details. Since our consultants require minimal ramp up, we will help you exceed your timetable for deliverables.



# HUMAN RESOURCES

We are masters in expanding HR teams' capacity to enhance their corporate culture and employee value proposition, in a way that defines the company's success and positively impacts the bottom line.

Need HR project support?

We have consultants & experts who specialize in:



# LEARNING & DEVELOPMENT

Talent Development is people development. We are masters in expanding L&D teams' capacity to ensure the right individuals have the right capabilities at the right time to deliver the right results.

Need L&D project support?

We have consultants & experts who specialize in:





# ORGANIZATIONAL DEVELOPMENT

We are masters in expanding OD teams' capacity to develop and execute plans to make their companies more healthy and profitable.

Need OD project support?  
We have consultants & experts who specialize in:

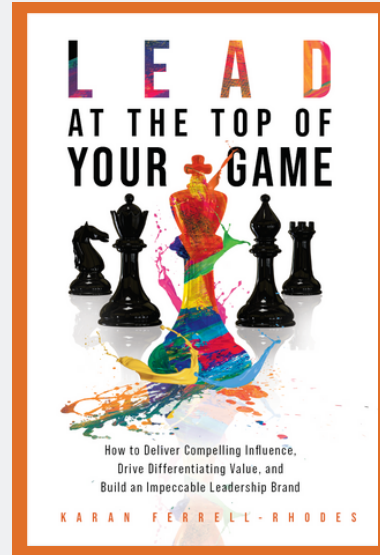


# ADDITIONAL FEATURED SERVICES



## CONTRACTOR MANAGEMENT SERVICE

We help companies optimize a blended workforce of both internal and external talent for business initiatives.



## ACCELERATED LEADERSHIP DEVELOPMENT

Let us help accelerate the development of your executive and high-potential (HIPO) leaders via our comprehensive leadership development experience, based on the book, "LEAD AT THE TOP OF YOUR GAME: How to deliver compelling influence, drive differentiating value and build an impeccable leadership brand."

Based on the research of over 10K global high-achieving individuals, participants master the 7 leadership tactics which have proven critical to increasing the success rate of bold leadership initiatives.

Through a mix of workshops, coaching, design-thinking project and a Shark Tank-like experience, participants take courageous action, close development gaps, accelerate readiness for roles of broader responsibility, learn the responsibility which comes with becoming a "leadership athlete" in their profession or industry.



## CONTINGENT LABOR & BPO

Have a larger initiative and need multiple experts of different skills/professions? We've got your number! Just ask.



## TALENT DEVELOPMENT POOLS

Ask about our deep bench of facilitators, executive coaches, instructional designers and more!



## DIVERSITY, EQUITY & INCLUSION

Implement inclusion initiatives which reinforce curiosity, openness, respect, acceptance and a diversity of perspectives.

We can assist with mentoring programs, employee affinity groups, workshops, "interventions" and executive coaches w/ DEI as their niche area of expertise.



## TOP 3 COMMON PAIN POINTS OF SDL CLIENTS

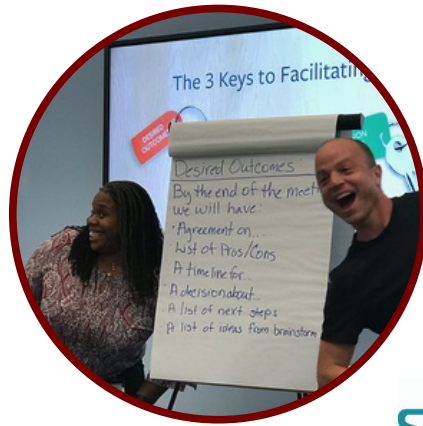
1. "We have the skills internally, but are short on capacity and need a partner we can trust."
2. "We are going through a big transformation project and need specialized expertise."
3. "We don't have the skills we need internally and can't bring on additional permanent headcount."

**137** CLIENT  
COMPANIES  
SERVED TO DATE

**532,000+**  
EMPLOYEES IMPACTED BY SDL  
PROJECT INITIATIVES

NUMBER OF SDL  
STAFF &  
SPECIALIZED  
CONSULTANTS **223**

**0** NUMBER OF OTHER  
VENDORS YOU  
SHOULD CONSIDER



A FEW OF  
OUR HAPPY CLIENTS



## INDUSTRIES SERVED



Automotive  
Banking and Finance  
Consumer Goods  
Education  
Energy  
Government  
Healthcare  
Insurance  
Leisure  
Manufacturing  
Media

Nonprofit  
Oil & Gas  
Pharmaceuticals  
Professional Services  
Retail  
Professional Sports  
Start-ups  
Technology  
Telecommunications  
Transportation  
Venture Capital  
Private Equity



## You Deserve a Full Service Strategic Human Capital Partner At Your Side!

### HOW IT WORKS

#### STRATEGIZE



ALWAYS START WITH US



1. Submit overview of your project via our website.

You now have an **experienced advisor** at your side to help you scope your needs, strategize possibilities and determine resource requirements.

Not sure if we can help? **Just Ask!**

#### BUILD



WE'LL CO-CREATE TOGETHER



2. We will schedule a Discovery meeting to scope project needs and create a sound strategic plan.

No matter how ambiguous, we "meet you where you are" to partner in co-creating the best solutions for your organization.

#### EXECUTE



WE'LL HELP MAKE IT HAPPEN



3. We identify a shortlist of ideal SDL experts for your initiative. You meet them & make the final selection. We send a **Statement of Work** and begin engagement.

"**Execution**" is the name of the game and SDL is personally invested in collaborating to get your critical work done - both on time and under-budget!

SDL has the infrastructure of a seasoned firm with the agility of a small one – you get the best of both worlds!

No bones about it, We want to earn the right to be considered as your vendor partner of choice.

We invite you to get to know us better by having a "virtual coffee" via phone.



"You were a lifesaver!"

"Our team was extremely impressed by the quality of services your team provided! There was no way we could have completed the global rollout without your assistance. You and SDL are our new best friend!" –Facebook

Schedule a non-obligatory meet-n-greet: <http://bit.ly/TalkWithKaran>



# EXECUTIVE COACH BIOGRAPHY



**Hi, I'm Karan!** (Pronounced like Karen, but with two A's; crazy unusual, right?)

I am the founder of Shockingly Different Leadership, a global professional services consultancy supporting strategic People, Learning, DEI & Culture initiatives in today's most progressive corporations.

**I am honored to be considered on your short-list of coaches with whom you may potentially partner.**

I've cut my teeth in the coaching world by helping high-achieving top performers:

- reduce development gaps and increase emotional intelligence acumen
- transition from a focus on leadership theory to leadership in action
- increase readiness for roles of larger scope and responsibility
- strategize how to best lead work initiatives and get the work done
- increase self-confidence to conquer the challenges of workplace dynamics



## How I work with my clients:

Let's start off by answering what you likely **REALLY** want to know:

**Karan, do you understand people like me? Have you been in my shoes?** Obviously, I'll need to get to know you better to fully be able to answer this question, but my guess is that the answer is **YES**. I have worked in Fortune 50 corporations, medium-sized firms, government entities, and nonprofit organizations. I have held roles from an individual contributor "worker-bee" up to the the top executive position at my employer. I have managed both small and large teams - both globally and domestic.

**Have you helped someone like me?** Having coached over 5000 individuals in both one-on-one and in group settings, I would bet 3 pennies (which says a lot because I don't gamble) that the answer is **YES**. What I do know is this - although there are common challenges in the workplace, your particular situation is nuanced and specific to you. Navigating your current needs in your current environment would be our areas of focus.

## So, how does this work exactly?

It's as easy as 1-2-3!

1. We have an initial call to meet each other and discuss the details.
2. Afterwards, if you want me to be your coach, we take care of paperwork.
3. I issue your pre-work assignments and then we both get to work!

## Do you have any particular coaching niches?

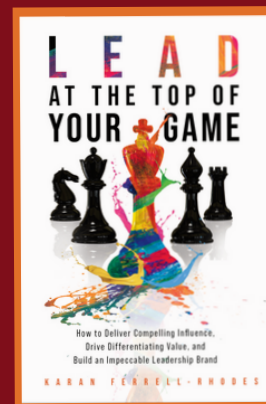
While I am equipped to coach any leader at any career stage, I am known for coaching:

- HIPO Executives and leaders (those on succession slates)
- HIPO Women and Professionals of Color



I've coached over 5000 high-potential executives and leaders to strategize how to best accelerate the development of leadership skills.

**Are YOU next?**



Most coaching engagements include a focus on the 7 research-based leadership tactics of the world's most high achieving leaders, as outlined in my book, "Lead at the Top of Your Game: How to deliver compelling influence, drive differentiating value, & build an impeccable leadership brand."



## Ready to Start?

Book an initial chat at <http://bit.ly/InitialChat>

If you think you'd like to explore a coaching engagement with me, set up a complimentary initial phone conversation on my calendar via <http://bit.ly/InitialChat>. During our call, we'll:

- \* Learn more about each other and how we both like to work
- \* Talk about your goals and how you can reach them
- \* Review how a coaching partnership will work and all the particulars

I warn you- I'm a bit chatty, but our calls are a lot of fun. If I can help you further, I'll tell you how, but there's no pressure. If I'm not the right fit, I have a HUGE network and can likely refer you to someone else more ideal.

## Happy Coaching Clients At These Wonderful Organizations



“

Karan is amazing and passionate about helping others achieve career success. She took the time to get to know me -- my unique gifts, talents, and value proposition. Then helped me uncover the components of my ideal role and implement a plan to find positions that were a good fit. I especially appreciated that she knew when to listen, when to offer advice, when to push me out of my comfort zone, and when to encourage.

Regardless of where you are in your career, Karan can help you connect the dots, up your game, and get to the next level.

- Tonya, Leader at Ernst Young

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## A Tad About Me Professionally

- Bachelors in Industrial/Organizational Psychology
- MBA with a triple concentration in Organizational Development, Human Resources & Marketing
- Certified Executive Leadership Coach
- Certified Action Learning Coach, World Institute of Action Learning (WIAL)
- Certified Senior Professional in Human Resources
- Certified in numerous assessment tools and development curriculum
- Past Corporate Executive Experience: Microsoft, AT&T, Comcast, and Blue Cross Blue Shield

## A Tad About Me Personally

- I am a goal-setting, high-energy, "glass half-full" kind of gal.
- I live in Atlanta but consider myself a "citizen of the world", having traveled to over 40 countries.
- I have an wonderful hubby (Victor), adorable daughter (Alexis), and fur baby (Pappi)
- I am an American football fanatic, movie critic, wine connoisseur, and lover of jazz.
- Little known facts: I'm ambidextrous, played on a traveling softball team, graduated college in 2 years, and am two IQ points from officially being at "genius-level." (Hmmm, feels like I should have solved world hunger by now, right? Gotta work on that!)



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