

SDL

SHOCKINGLY DIFFERENT LEADERSHIP

THE BEST HR, LEARNING & ORG EFFECTIVENESS PROJECT CONSULTANTS, ON-DEMAND.

HELLO!

We're super excited to
collaborate with you!

SDL is the go-to firm companies trust to supplement their
HR functions & strategic "People" initiatives,
during business-critical periods of work.



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shockinglydifferent & narak1908



youtube.com/ShockinglyDifferent

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



WHO WE ARE

SDL is the go-to firm companies trust to supplement their HR functions & strategic “People” initiatives, during business-critical periods of work.

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!

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

TOP 3 COMMON PAIN POINTS OF SDL CLIENTS

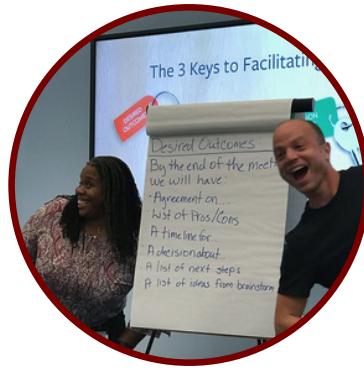
1. "We have the skills internally, but are short on capacity and need a partner we can trust."
2. "We are going through a big transformation project and need specialized expertise."
3. "We don't have the skills we need internally and can't bring on additional permanent headcount."

163 CLIENT COMPANIES SERVED TO DATE

712,000+ EMPLOYEES IMPACTED BY SDL PROJECT INITIATIVES

NUMBER OF SDL STAFF & SPECIALIZED CONSULTANTS **327**

0 NUMBER OF OTHER VENDORS YOU SHOULD CONSIDER



A FEW OF OUR HAPPY CLIENTS



INDUSTRIES SERVED

Automotive	Nonprofit
Banking and Finance	Oil & Gas
Consumer Goods	Pharmaceuticals
Education	Professional Services
Energy	Retail
Government	Professional Sports
Healthcare	Start-ups
Insurance	Technology
Leisure	Telecommunications
Manufacturing	Transportation
Media	Venture Capital
	Private Equity



WHAT WE DO

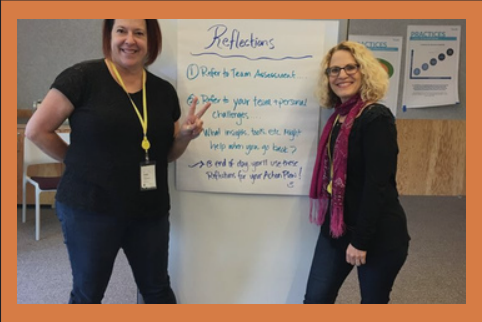
WHAT WE DO

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:



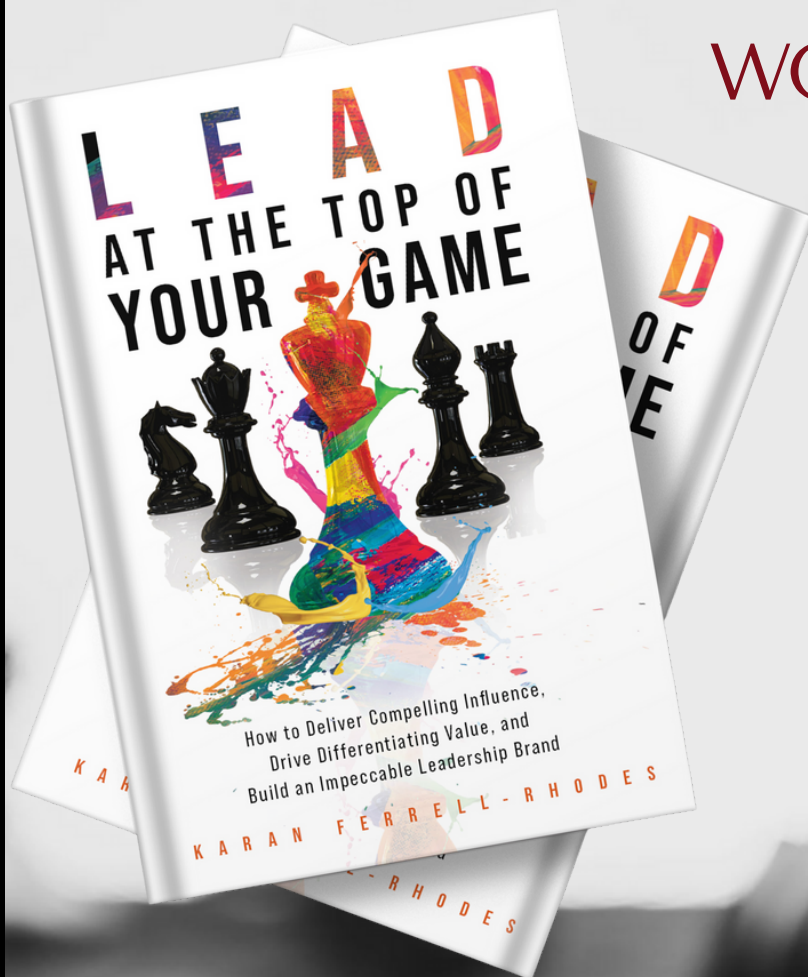
LEARNING & DEVELOPMENT

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:



OUR SIGNATURE DEVELOPMENT PROGRAM



CHALLENGE YOUR WORKFORCE TO PUT THEIR LEADERSHIP POTENTIAL INTO ACTION!

The leading world-class leadership development experience that teaches participants how to master the top tactics to best demonstrate an immediate impact & ROI back into the organization.

Based on our founder, Karan Ferrell-Rhodes', research, book and leadership assessment, the Leadership Tactics Diagnostic

See the full program components at <http://DevelopingYourGame.com>

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:



SPECIALIZED STRATEGIC HR CONSULTING & SUPPORT FOR ORG REALIGNMENTS, MERGERS, ACQUISITIONS & NEW VENTURES

Specialized consulting for corporations, private equity firms and venture capital groups desiring to accelerate the optimization, realignment or assimilation of their workforces.

One of the most common derailers of merger, acquisition, realignment or change management projects is the lack of ideal execution of critical People-related initiatives. Fail to get it right, and it will destroy your bottom line.

More often than not, M&A deals or major organizational effectiveness efforts extremely hurt company value. Did you know that more than half of all mergers, acquisitions and realignments fail or underperform? While the transactions still go through, they never unlock the full potential of the newly formed/realigned company. For M&A's, that's because the challenge of bringing together two organizations, each with its own processes, structure, culture, and management—is profoundly complex. Similarly for internal realignments, the challenge of upgrading the plane while simultaneously flying the plane presents its own set of challenges.

SDL has a pool of high-caliber executive and specialty consultants who are extremely experienced in the human capital needs of org development, private equity, venture capital and corporate venture integration teams. We are uniquely positioned to help you maximize and accelerate synergies and value creation.

Want to learn more? [Just reach out and ask!](#)



HR STRATEGIES

We help develop and implement People & Org Effectiveness strategies, including building infrastructure plans and both pre- and post- deal close activities.



INTERIM/CONTRACT HR LEADERSHIP & STAFF

Our staff can function as interim CHROs or HR functional specialists (like employee Relations, HRIS, total rewards, payroll, benefits, learning & development, and talent acquisition) until ready to hire permanent in-house staff.



CULTURAL ALIGNMENT

We are skilled at assessing legacy cultures, defining an aspire-to culture, and developing plans for how to cultivate that culture moving forward.



ORG STRATEGIES

We assist in the development of organizational design to enable future-state strategies, including supporting the implementation of the new organizational structures.



SHARED VALUES

We help you create and articulate a shared purpose, values, mindsets, and behaviors in order to inspire workforce commitment.



WORKFORCE OPTIMIZATION

Ideating and transforming the composition and capabilities of the workforce to match the needs of the future of work for the company.

EXPERT PROFILES

>> That's why we come to work everyday!



**SHOCKINGLY
DIFFERENT LEADERSHIP**

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BLENDING WORKFORCE STRATEGY ADVISORY & IMPLEMENTATION



BLENDING WORKFORCE STRATEGY ADVISORY

Pick your choice of executive research studies and you'll find that most of the C-suite say that the gap between the employee talent they currently have and the skills that are needed is what keeps them up at night.

Executives are being forced to boldly question long-held assumptions about how work should be done, who should do it, and the role of the physical office and technology solutions.

That's why Blended Workforces are one of the hottest talent strategies today. Blended workforces are when employers use a mix of traditional employees with external resources like independent contractors, consultants, vendors, and technology— all in the hopes of enhancing competitiveness, ensuring cost flexibility, and expediting business goals. This sounds like a no-brainer, right? Well, it's not as easy as it seems.

Unfortunately, effectively leading and managing blended workforces is very dynamic and complex, and has been overlooked by MBA programs and in-house corporate training departments.

But now companies have an ally to help them both construct and implement a blended workforces strategy that works best for their business model! SDL is proud to be that ally.

Not sure where to start or want to understand what's possible?

Reach out to set up a chat with one of our experts via shockinglydifferent.com/contact.

CONTRACTOR MANAGEMENT SERVICES

Few companies teach their people managers how to best interact with non-employee talent. We help companies source, train and optimize a blended workforce of both internal and external talent to ensure business initiatives are executed on-time and under-budget.

Reduce your legal risk and costs by partnering with a firm experienced in the sourcing, contracting, onboarding, work management, payment, compliance and off-boarding of external talent pools, contractors and vendors.

Have a larger initiative and need multiple experts of different skills/professions? Want to avoid IRS penalties for treating contractors like employees?

We've got your number! One of SDL's Project Directors will be assigned as your single point of contact for all administration, operations and reporting.

Want to learn more? Just reach out and ask!



ADDITIONAL FEATURED SERVICES

OUR PODCASTS



The **Lead at the Top of Your Game Podcast** celebrates the ingenuity, resilience and execution excellence of firebrand leaders who constantly bring their A+ game in order to do big things in their profession or industry. Each episode highlights our guests' tips to include in our LATTOYG leadership playbook.



The **Blended Workforces @Work Podcast** examines the intersection where internal workforces (employees) and external talent pools (vendors/contractors) collide. We curate best practices of how companies use blended workforces to remain hyper-competitive in their industry, as well as what it takes for external suppliers to be chosen as the final candidate who wins the engagement.

LEADERSHIP DEVELOPMENT CO-HORT PROGRAMS



NOTABLE is a private network designed to support high-achieving, advanced-level leaders who are not yet in the C-Suite (Director/GM+), to sharpen their leadership acumen, increase their network of strategic supporters and expand their capability for roles of broader scope and responsibility.



L-School, an eight-week, instructor-led online micro-leadership program, is one of the only programs focused on upskilling your expertise in executing "leadership-in-action." The experience involves simultaneously using a variety of skills, best practices and leadership tactics to increase the odds that your leadership effort or initiative will be successful.



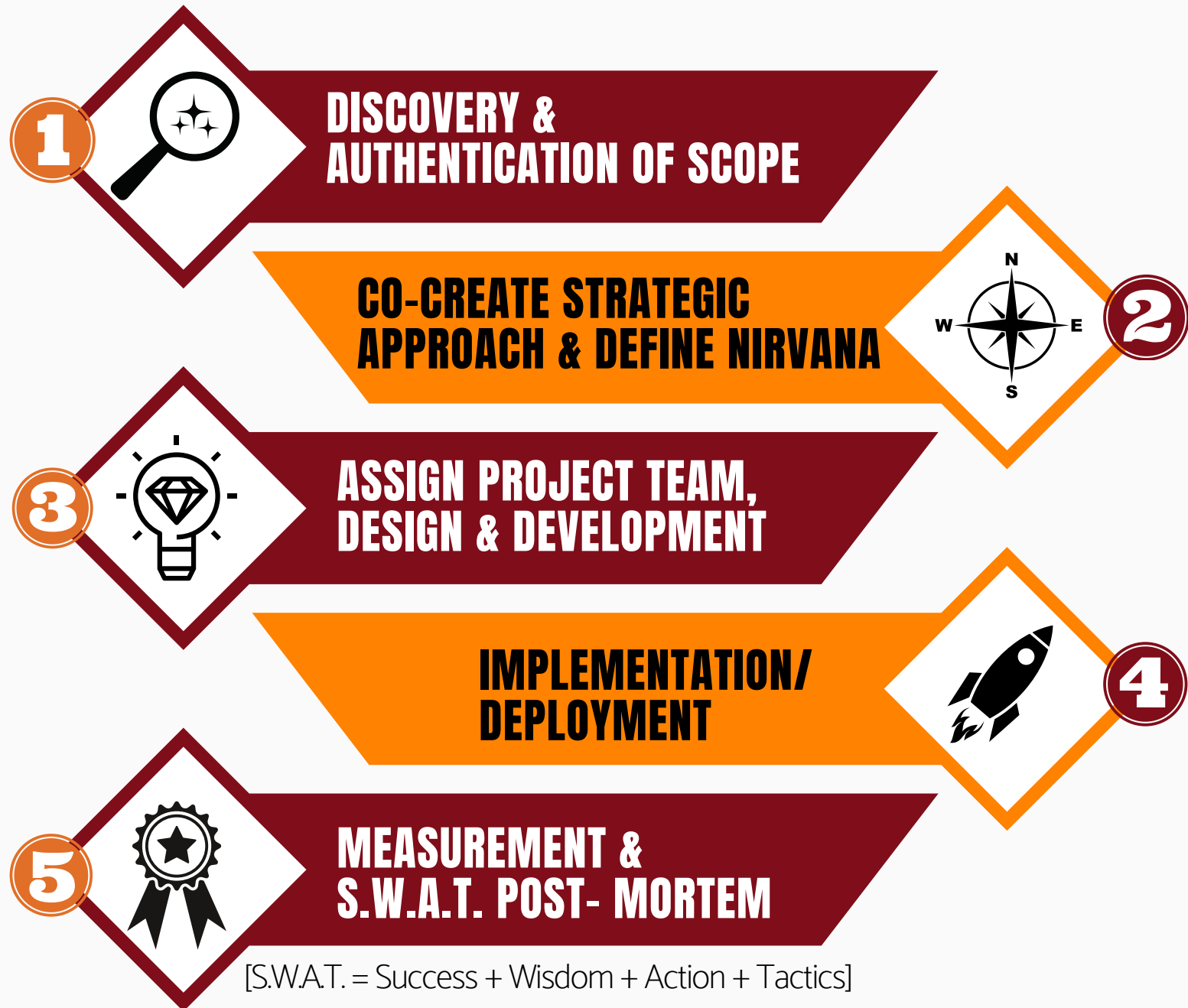
DIVERSITY, EQUITY & INCLUSION

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.

HOW SDL CO-CREATES ALL ENGAGMENTS:

OUR STAGES OF EXECUTION WITH OUR CLIENTS



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 with our founder: <http://bit.ly/TalkWithKaran>