

Leadership Development Expert  
Strategic Consultant on "People-Projects" (Talent Development, HR & OD)  
Workshop Facilitator - Leadership Coach - Speaker - Author

## Areas of Specialty:

High Potential Leadership Development  
The HR Gig Economy & the New Blended Workforce  
Building a Strong Leadership Brand  
Accelerated Career Advancement & Progression



FOUNDER & CEO  
SHOCKINGLY DIFFERENT LEADERSHIP

## SPEAKING

# TOPICS

Topics can be presented in seminar,  
webinar, or workshop format

### CURRENT MEGATRENDS IN ACCELERATING THE DEVELOPMENT OF HIPO & NEXT-GENERATION LEADERS

Companies and industries are changing by the nanosecond in order to survive in today's world.

Developing your top talent to be capable to lead through the challenges of both today AND tomorrow is a huge priority for most organizations.

However, most old development approaches have proven to be outdated and expensive, with a low return on investment.

The Corporate Executive Board reports that high potential leaders (HIPOs) are 91% more valuable to your organization than non-HIPOs, but 73% of HIPO programs show little to no ROI and 1 in 4 HIPOs plan to leave their employer in the next 12-18 months.

Based on her research of over 7000 high potential leaders and their employers, Karan curates and shares today's hottest megatrends in effective leadership development.

Join her to learn some best practices that you can immediately infuse into your people strategy which will increase the strength of your leadership bench and keep your top talent from running out of the door to your competitors!

#### AUDIENCE TAKEAWAYS

- Strategies for low-cost, high ROI leader development
- Review of best practices in the development industry
- Gain ideas to decrease your bad attrition

### HOW TO LEAD "AT THE TOP OF YOUR GAME"

Everyone has a "game". Your "game" is your area of specialty, dominance, or expertise in which you naturally thrive.

The common thread that all elite product, service, and people leaders have in common is that they use their differentiating value to master their "game" in their organization, profession or industry. Those who reach the pinnacle of leadership at the elite levels, enjoy a place of nirvana and fight like heck to stay there.

However, so few ever actually reach the top of their true potential and it has been Karan's life's work to understand the root causes as to why. She shares insights from her lifelong fascination with how exemplary leaders are able to accomplish what the other 95% of the population aspires to, but rarely achieves.

You must first be in the game to even have a shot to lead the game. Join Karan as she presents you a blueprint how to be a smarter, stronger leader who leads "at the top of their game"!

#### AUDIENCE TAKEAWAYS

- Understanding the 3 areas of critical mastery
- Identification of your own differentiating strengths
- The top 7 methods to provide the type of differentiating value which will increase your impact & influence in a way that others are compelled to follow.

### HOW TO IGNITE A LEADERSHIP BRAND ON FIRE!

**Differentiate Yourself** - The idea is simple, but powerful.

Using your niche expertise to provide unique value that only YOU can provide will help you become known as the "go-to" leader in your profession or industry. It also opens many doors to new opportunities, benefits and rewards.

This is why one of the hottest topics today involves raising the bar on personal branding by embracing **the more powerful tactic of leadership branding**. Think of leadership brands as personal brands on steroids!

What impression do people have of you in both business and in life?

An expert in developing strong leadership brands, Karan will share stories and demonstrate how you can put the power of your own innate brilliance to work to ignite your leadership brand in a way that increases impact and generates your own tribe of raving fans!

#### AUDIENCE TAKEAWAYS

- Learn the components of a leadership brand, why it is important, and how to manage it
- Ideas on how to use your leadership brand to exceed your goals

## Happy Clients - Big & Small

Facebook - IHG - eSecuritel - British Petroleum  
Coca-Cola - SHRM-Atlanta- NonProfitHR - Linkage  
Success Magazine - NSBE - NABA - AACA - Target

## Inquire About Booking Karan:

Send email: [karan@shockinglydifferent.com](mailto:karan@shockinglydifferent.com)  
Book an exploratory call: <http://bit.ly/TalkWithKaran>  
[www.shockinglydifferent.com](http://www.shockinglydifferent.com)

## HOW & WHY HR MUST PREPARE NOW FOR THE BLENDED WORKFORCE OF THE FUTURE

Whether you like it or not, the "blended workforce" of the future is months vs years away from being reality.

Around 40 percent of today's labor force is made up of non-traditional workers, including freelancers, consultants, contractors, and temporary workers. Forecasts predict that percentage to rise close to 55% within just a few years.

In addition, tomorrow's blended workforce will include a larger percentage technology-driven solutions, such as artificial intelligence, to get work done. The concept of managing one's "team" will have a whole new meaning, provide a litany of challenges, and require a much different set of skills than exists today.

Organizations will look to their HR leaders for direction on how to succeed in the evolving workplace, and HR leaders themselves must rethink how their own work teams will strategize to get work done.

Karan will help audiences explore the benefits and challenges of this new way of working and how to best prepare their organizations for this mind-shift to the inevitable.

### AUDIENCE TAKEAWAYS

- Understanding the challenges and risks of a blended workforce
- Tips and resources for how HR can more effectively lead the change management for their organization

## LOGISTICS

**TRAVELS FROM:** Atlanta, Georgia

- EXPENSES:**
- Flat rate travel expenses within the US but outside of Atlanta are \$1000 (covers air, ground transportation, meals, and incidentals; hotel expenses are separate)
  - Client is asked to book and pre-pay for hotel accommodations. Hotel preference include Marriott, Westin, Hyatt, W, or similar.
  - International travel expenses require business class air, ground transportation, meals, incidentals, plus at least 4-star hotel accommodations.

**PAYMENT:**

All checks should be payable to "Shockingly Different". Direct deposit and cards also accepted. A W-9 with Federal Tax ID will be provided.

**A/V NEEDS:**

- Wireless Lavalier
- LCD projector and screen
- Laptop equipped for sound and video output (Karan will bring her presentation on a flash drive)
- Wireless microphones for audiences greater than 50 people
- Sound and A/V Check at least 1 ½ hours before presentation

**OTHER:**

A pre-event conference call between Karan and the client is required to discuss content in order to personalize the experience. Video recordings of Karan's session requires advance approval. She requires a copy of all videos and photos within 30 days of the event.

**FEES:**

Please contact for scoping session and price estimate.

### Brief Bio:

Karan Ferrell-Rhodes is the Founder of Shockingly Different Leadership, an international talent development and HR project support consultancy that helps organizations solve the problem of quickly locating trusted expertise to help them get their "people projects" done. SDL partners with business executives and senior leaders of Learning & Development, Organizational Development, and HR teams to execute business-critical, talent-related initiatives on an on-demand, project, or contract basis.

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

Karan loves unleashing the magic which occurs when ambitious, gifted professionals are able to create and implement innovative ideas boosts their acumen in a way that delivers greater value to their organizations, creates raving fans, builds their brand, and impacts the bottom line.

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