

EXPERTISE:  
**The Strategic Use of Blended Workforces  
as a Business & Talent Strategy**

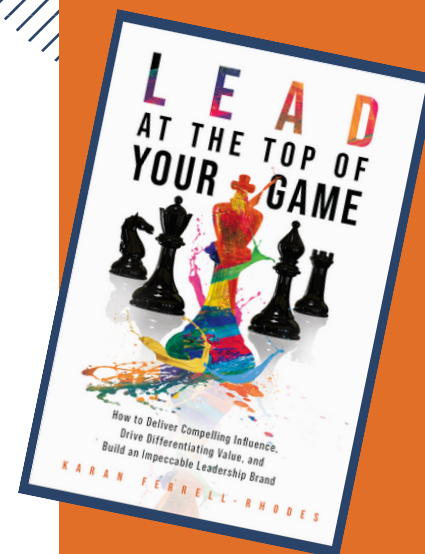
**PODCAST GUEST INFO FOR KARAN RHODES:**  
 **Hi, I'm Karan!**  
(Pronounced like Karen, but with two A's;  
crazy unusual, right?)



I have experienced sitting in a multitude of "seats" within the People, Learning and Culture industry:

- As a corporate HR executive at numerous Fortune 50 companies, leading major organizational change efforts
- As a talent development executive, focused on accelerating the development and readiness of Executive/high-potential leaders for roles of broader scope and responsibility
- As a researcher of 10K+ leaders & coach of over 5K leaders
- As a founder of a global human capital firm and speaker on both the critical success factors of leadership execution and megatrends occurring in the future of work.

I would be honored to share my learnings to help YOUR listeners!



**MY BOOK:**  
*Lead at the Top of Your Game:*  
How to deliver compelling influence, drive differentiating value, & build an impeccable leadership brand

**BIO:**

Karan is a CHRO and organizational effectiveness strategist who is obsessed with up-leveling the capability of companies to optimize their workforces to do their best work. After 18+ years of witnessing the chaos and trauma caused by under-resourced HR teams and bad leadership actions within organizations, she ditched her comfy job as a corporate HR exec at Microsoft to found Shockingly Different Leadership, a global human capital professional services firm that companies trust when needing to supplement their in-house HR teams with contract experts to help execute business-critical People, Learning, Culture and Organizational Effectiveness initiatives.

Karan and the team of over 350 SDL consultants have worked with executive teams at companies such as Coca-Cola, Microsoft, British Petroleum, Meta, EY, Raymond James, Major League Baseball and the NFL.

Listen in as Karan gives us an insider's look into how the world's most progressive companies manage blended workforces, scale their talent capabilities, source the perfect external consultants, lead organizational change initiatives, flex their business functions on-demand, reduce costs and better manage their human capital project spend.

**ADDITIONAL OPTIONAL INFO:**

Karan is also the author of **Lead at the Top of Your Game**, creator of the **Leadership Tactics Diagnostic** assessment and is a frequent contributor on leadership strategies to Forbes.com. She is also the host of the **Lead at the Top of Your Game Podcast** & the **Blended Workforces @Work Podcast**.

When not traveling the globe, Karan resides in Atlanta, where she enjoys serving on numerous non-profit boards, planning intimate dinners with family & friends, watching professional sports, and dreaming of one day becoming a movie critic and sommelier.



**Topic Proposal: How a Powerful Blended Workforce Strategy Can Be an Organizational Gamechanger That Bolsters Companies' Long-term Viability**

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 creating a sound blended workforce strategy, leading the change management of the transformation and managing all components on a daily basis is very dynamic and complex. The fact that the topic of blended workforces has been overlooked by MBA curriculum, executive leadership programs and in-house corporate training departments has contributed to companies' lack of readiness to fully capitalize on this powerful business strategy that helps to enable workforce agility and accelerate profitability margins.

Cost of labor is one of the largest items on a company's balance sheet. Today's companies, both large and small, must rethink how and if to include a blended workforce approach into their current People strategies in order to remain viable in their highly competitive markets and industries.

**7 Interview Question Ideas You Might Ask Me:**

1. What are blended workforces?
2. Why are blended workforces a workforce structure for which leaders need to prepare themselves?
3. What are the elements of a sound blended workforce strategy?
4. What are the implications for HR teams who are facing the need to upskill their leadership ranks on how to best manage blended workforces?
5. What are some of the legal risks to avoid when considering leveraging a blended workforce strategy?
6. Can you share a few case studies of companies that have implemented blended workforces successfully?
7. What are Managed Service Providers (MSPs) and Employers of Record (EORs)? And why are more companies using these services?



# Ready to Book Karan as a Podcast Guest?

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

## SOCIAL PROFILES

**Website:** <https://www.shockinglydifferent.com/>

**LinkedIn:** <https://www.linkedin.com/in/karanrhodes/>

**Facebook:** <https://www.facebook.com/ShockinglyDifferent>

**Twitter:** <https://twitter.com/KaranRhodes>

**YouTube:** <https://www.youtube.com/user/ShockinglyDifferent>

**Instagram:** <https://www.instagram.com/shockinglydifferent/>

**Book:** <http://bit.ly/LeadYourGame>

## EQUIPMENT THAT I USE

**Microphone:** Blue Yeti

**Headset:** Yes

**Video:** Yes, if pre-arranged

## HOW I'LL PROMOTE OUR PODCAST EPISODE

- A monthly newsletter/Blog posts to 15000+
- Social media (LinkedIn 13000+, IG, X)
- Website post
- My own podcasts: Lead at the Top of Your Game & Blended Workforces @Work

## 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
- Certified Senior Professional in Human Resources
- Certified in numerous assessment tools
- Sample of Past Corporate Executive Experience: Microsoft, AT&T, Comcast, and Blue Cross Blue Shield
- Member Leader on Leadership Strategies for Forbes.com
- Been featured in Essence, Newsweek, Forbes, HRBrew, USNews & Authority Magazine

## 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 babies (Pappi & Bones)
  - I am an American football fanatic, wannabe 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, lol!)



## A SAMPLE OF PREVIOUS PODCAST APPEARANCES

- Transformational Truths podcast
- Career View Mirror podcast
- The Resiliency Theory podcast
- Starts With a Vision podcast
- The Leadership Expose podcast
- PeopleStar podcast by Trakstar
- Work From Your Happy Place podcast
- Bring Out the Talent podcast
- SoundBalm podcast
- The Optimal Life podcast
- Transformational Selling podcast
- Design Your Life And Business podcast
- Lets Go Win podcast
- Bring Out the Talent podcast
- AugMentors podcast

## PODCASTS THAT I HOST



## A Sample of Happy Clients



**Karan Ferrell-Rhodes**  
People, Culture & Organizational Effectiveness Strategist

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