

LaNETTE PARKER

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CERTIFIED EXECUTIVE COACH AND EMPLOYEE COMMUNICATION CONSULTANT

Dynamic, incisive, certified executive coach and employee communication consultant with 15 years of notable success directing and implementing a broad range of strategic organizational, human resources and benefits communications in professional services, health care, retail and high-technology environments

CORE COMPETENCIES

- Strategic employee communications
- Executive coaching
- Team development
- Project management
- HR/benefits writer

PROFESSIONAL EXPERIENCE

Certified Executive Coach — Based in Silicon Valley, CA 2007 — present

COACH, AUTHOR AND SPEAKER

Results-oriented executive coach, author and speaker. One of just 4,000 coaches worldwide to earn the International Coach Federation's prestigious credential. Serves as a Motivation Factor® certified partner engaging and motivating teams to realize common goals. Contributing author to the amazon.com® top-ten bestseller *Empowering Transformations for Women* and upcoming *Woman Entrepreneur Extraordinaire*, and hosts *Your Greatest Life™ Radio Show* on The Difference™ Radio Network.

Key Achievements:

- Clients often realize significant personal change (e.g., one client realized a gain of \$500K in his net worth, while another realized a 50% salary increase over a three-year period)
- Developed team building program using Motivation Factor® methodology to bring together post-merger internal communication function of a global professional services firm

Towers Watson (Global HR consultancy) — San Francisco, CA 2003 — 2011

COMMUNICATION CONSULTANT

Highly accomplished in developing and implementing successful employee communication and change strategies to support the short- and long-term strategic objectives of Fortune 500 and international companies. Serve as communication lead for several clients, managing simultaneous projects. Regularly manage teams of writers, graphic designers and production staff to produce high-quality communications on tight timelines and budgets, ranging from \$50K to \$250K in consulting fees per project.

Key Achievements:

- Created annual benefit enrollment strategies, enrollment materials, presentations and ongoing communications for approximately 50+ companies, ranging in size from 8,000+ to 40,000+ employees, to introduce changes to health and wellness and retirement savings programs
- Developed and lead employee focus groups on total rewards, including health care strategy, compensation strategy and learning and development programs, for 10+ companies
- Provided nine-month onsite communication support to develop job descriptions for a 20,000-employee global internet search company's homegrown career management tool; for same company, developed intranet site to explain compensation programs to employees
- Provided five-month onsite project management support for an HR integration of two leading dermatology pharmaceutical companies

Pillsbury Winthrop — San Francisco, CA

1999 — 2003

MANAGER, HUMAN RESOURCES COMMUNICATION

For one of the top 25 largest U.S. law firms, developed, wrote and managed communication campaigns and projects in the areas of benefits, policy, recruiting, orientation, performance reviews and employee relations. In addition, drafted Chair's employee communications, managed the firm's annual staff performance review process and served as employee relations manager for approximately 100 employees in human resources, finance and information technology groups.

Key Achievements:

- Co-developed, wrote and managed communication campaign to introduce new benefits and retirement savings programs due to merger. As a result, 95% of employees enrolled in benefits by the deadline, up from the firm's traditional 45%
- Developed, wrote and managed communication campaign to introduce PeopleSoft Self-Service (Benefits, Payroll, and Personal Information). As a result, 70% of employees logged into the system, much higher than the industry standard of 10-15% for a first-time rollout
- Co-managed the opening of the firm's Houston office; served as human resources lead to establish office procedures, ensure compliance with firm guidelines and draft communications and orientation materials for new employees
- Developed and delivered firm-wide training to staff on grammar and writing fundamentals, and how they applied in the business environment
- Developed, wrote and managed six-month recruiting campaign; ads featuring firm's staff appeared weekly in daily Bay Area legal papers — the first campaign of its kind among Bay Area law firms

EDUCATION

Certified Professional Coach – International Coach Federation

Bachelor and Master of Arts in English – Fort Hays State University, Hays, KS