
BURR
CONSULTING, LLC

Matthew W. Burr

Think Like an HR Consultant
(Unbox Your HR Career)

SHRM Tompkins County
March 2024

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Academic Institutions, Degrees, Certifying Organizations & Certifications			
Academic Institution	***Degree***	***Certifying Agency***	***Certification***
Tompkins Cortland Community College	Associate Business Administration	Villanova University NewPage Corporation	Lean Six Sigma Black Belt 2023 Lean Six Sigma Green Belt 2013
Elmira College	Bachelor Business Management & Administration	HRCI	SPHR (Senior Professional Human Resources)
University of Illinois	MHRIR (Masters in Human Resources & Industrial Relations)	SHRM	SHRM-SCP (Senior Certified Professional)
Syracuse University	MBA (Masters of Business Administration: Focus in Entrepreneurship)	HRCI	GPHR (Global Professional Human Resources)
Tulane University	MJ-LEL (Masters in Jurisprudence Labor & Employment Law)	CPHR British Columbia & Yukon	CPHR (Chartered Professional in Human Resources, Canada)

UNBOX your HR CAREER

TALENTSCAPE LLC

LaborLove

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My Background

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Session Overview

This program is designed specifically for any HR professional to approach their career as internal or external HR Consultants. How to strategically design your career through the consulting mindset. We will focus on Internal SWOT, the business approach to HR, the balance of needs the organization, employee and legal.

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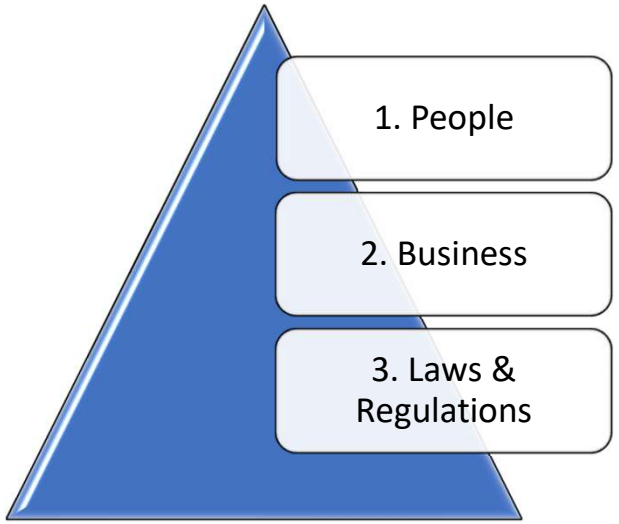
Session Overview

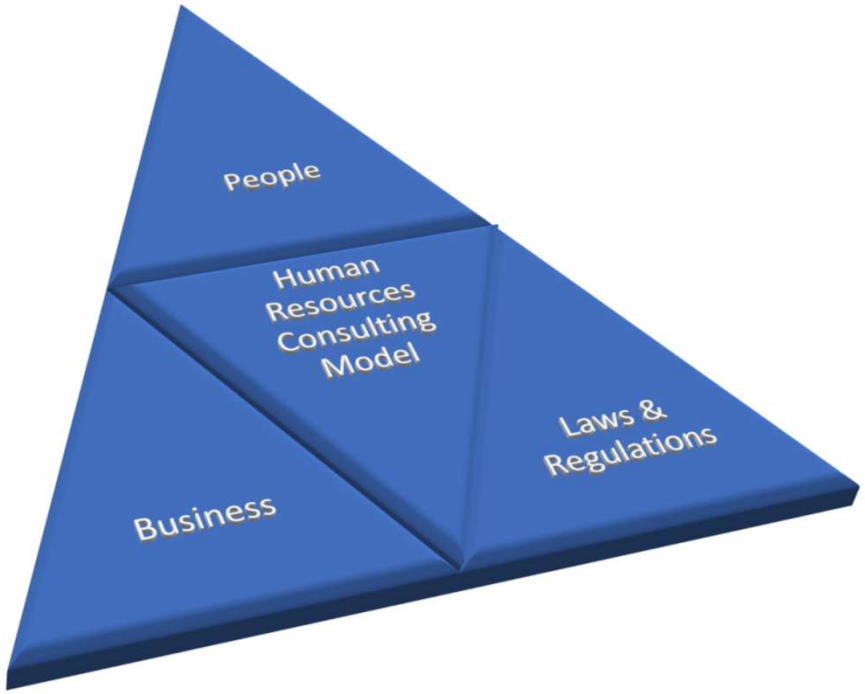
- Strategic Approach to HR through a consulting mindset
- Designing your department as an internal consulting engine
- Reinventing your career and approach to Human Resources & the profession
- Understanding the business approach to HR
- Building a professional brand
- Continuous improvement and a continuous learning mindset
- Failing forward
- Communication, culture, leadership & decision making
- A global approach to HR

What's Your Why?

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HR & Business Strategy





Subject Matter Expertise (SME)



How do you stay current on trends and changes in the field?



Legal changes



Strategy

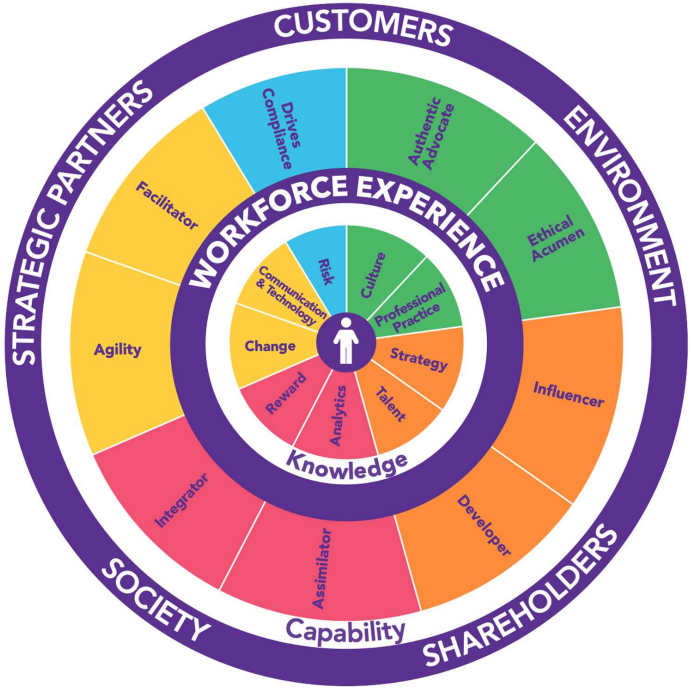
Personal Brand Strategy



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SHRM BaSK & HRCI Capability Model





SWOT ANALYSIS

STRENGTHS

- This is strength one
- This is strength two
- This is strength three

WEAKNESSES

- This is weakness one
- This is weakness two
- This is weakness three

OPPORTUNITIES

- This is opportunity one
- This is opportunity two
- This is opportunity three

THREATS

- This is threat one
- This is threat two
- This is threat three

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Exploit Weaknesses

Where do we need to improve?

Self Reflection

Emotional Intelligence

Continuing Education

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Obsessed with Self Improvement

Career Goals

Education Goals

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Goal Setting & Growth

- Develop a long-term goal/career objective.
- Identify short-term goals or positions which will help you to achieve the long-term goal.
- Identify actions steps which will help to achieve your short-term goals (include education, training, projects, etc.).
- Prioritize the action steps as follows:

A = vital
B = important
C = optional

- Define a target date for completion of each action step.
- Transfer the action steps to monthly and daily task lists.
- Long-term (5+ *years*) goal (*career ultimately desired*):
- Short-term (1-5 *years*) goals (*positions/degree programs*):
- **Action Steps**

(classes, seminars, projects, self-development, activities, etc.)

Priority	Description	Target Date

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Business Strategy & Building a Plan



Understand the business and its objectives



Evaluate employee skillsets



Conduct a gap analysis & Assess talent strategy



Develop existing employees & Limit Turnover



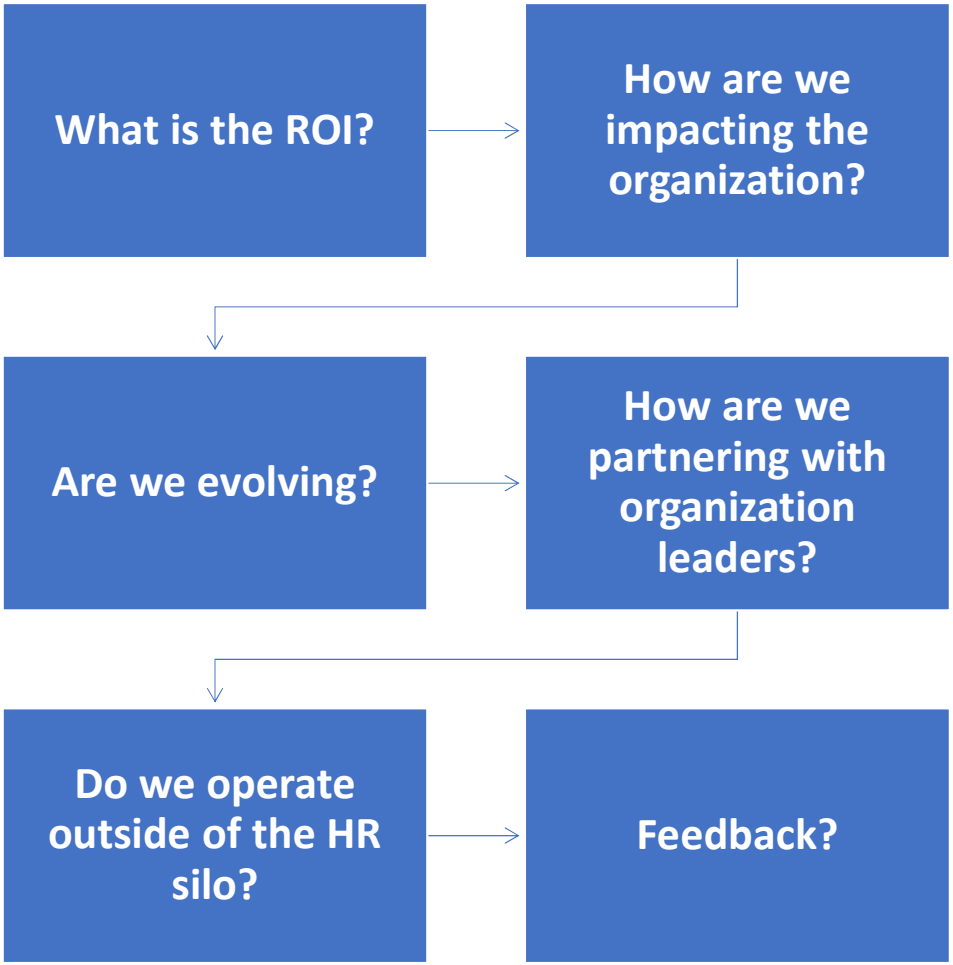
Succession Planning & The Use of Analytics



HR Mission & Vision

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Return on Investment



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Outside the Box

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Communication Skills

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Conflict Resolution Skills

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Decision Making



Training Style

Auditory

Visual

Kinesthetic

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The Power of Mentoring



What Is Mentoring?



MENTORING IS A CAREER DEVELOPMENT METHOD WHERE LESS EXPERIENCED EMPLOYEES ARE MATCHED WITH MORE EXPERIENCED COLLEAGUES FOR GUIDANCE EITHER THROUGH FORMAL OR INFORMAL PROGRAMS.



EMPLOYEES (MENTEES) PAIR WITH MORE EXPERIENCED CO-WORKERS (MENTORS) IN ORDER TO GAIN KNOWLEDGE, SKILLS, EXPERIENCE, INFORMATION AND ADVICE.



ANYONE AT ANY JOB LEVEL MAY PARTICIPATE AND BENEFIT FROM A MENTORING RELATIONSHIP.

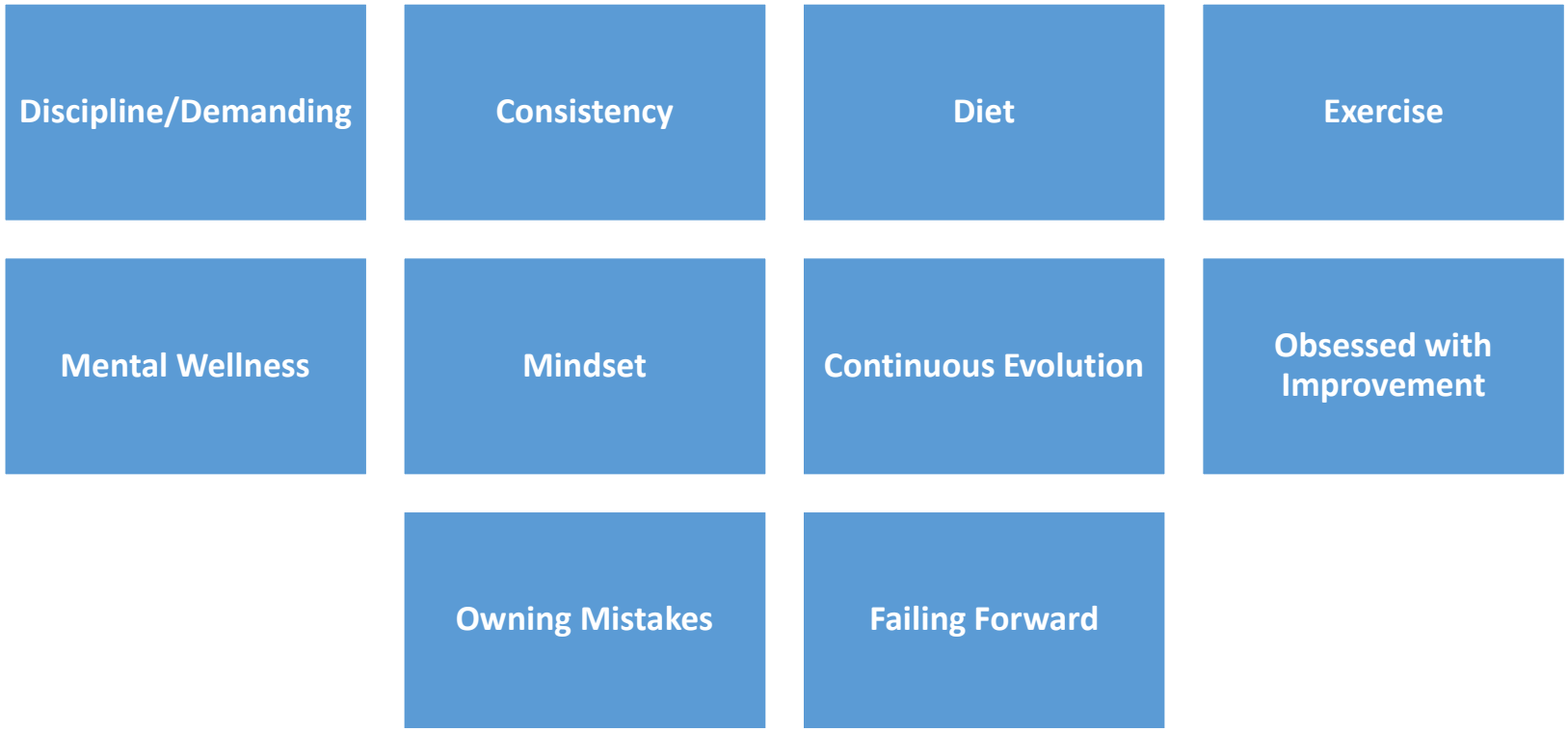
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Importance of a Mentoring Program

A mentoring program is important to an organization because it:

- Encourages mutual loyalty between employee and employer.
- Promotes diversity.
- Helps new employees acclimate to job and company culture more quickly and increases their learning curve.
- Improves organizational performance.
- Increases employee productivity.
- Creates a greater sense of involvement in their company and career.
- Increases employee morale.
- Supports innovative work environment.
- Assist expatriates and inpatriates in adapting to the language, culture and different working relationships.
- Increases creativity and exposure to new ideas.

The Burr Process: Circle of Influence



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“People who does stuff consistently and on-time surpass talented and gifted, all day.”

Consistency

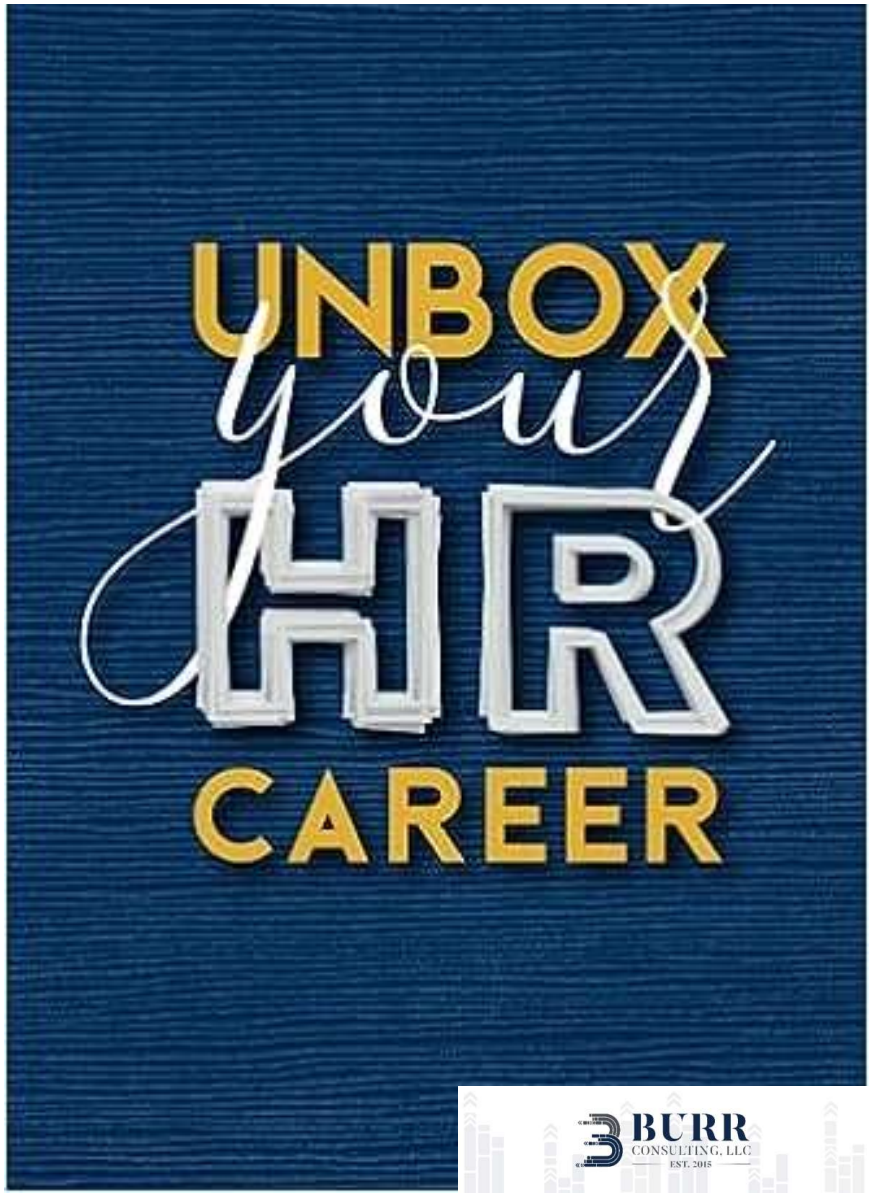
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Don’t Talk About It Be About It. Own the Process



Building a Consulting Business/Brand

- Find Your Footing
- Wake Up Call
- Narrow Focus
- Niche
- Building a Brand
- Ideation to Action
- Introduction
- Build a Business Plan
- SME
- Outside the Box HR
- Build Your Client Base
- Financial Tentacles
- Evolve the Model (Constant)
- Leveling Up Ownership



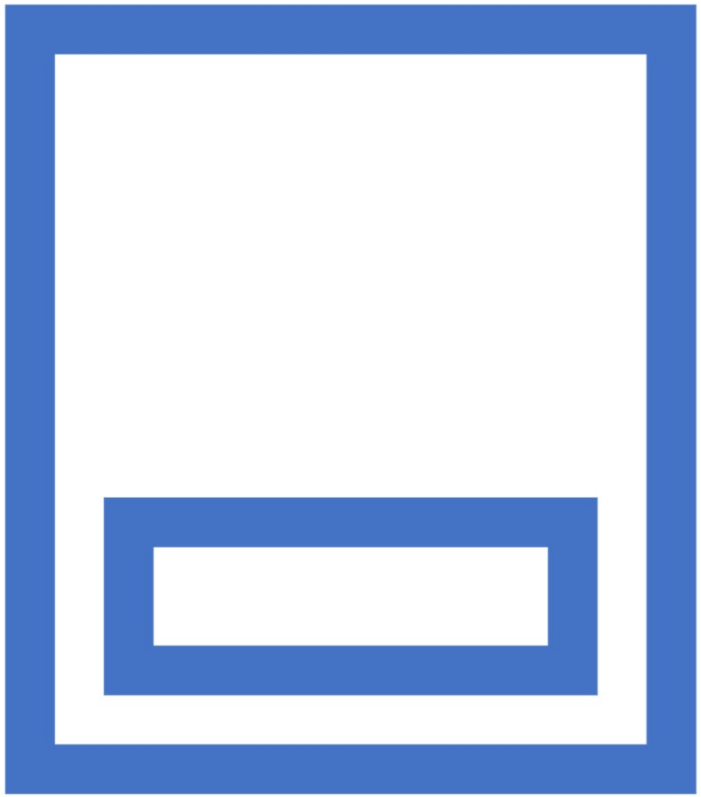
Expanding Your Reach- Financial Tentacles

- Teaching
- Training
- Coaching
- Consulting
- SHRM Trainer
- Webinars



Link to Unbox Your HR Career Book

- https://www.amazon.com/dp/B0CC4L6ZQH?ref_=cm_sw_r_apan_dp_Y6A40806CGYDQDJFVR09_1



Global Reach



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Additional Resources

“The Evolving World of Human Resource Consulting,”
https://www.shrm.org/resourcesandtools/hr-topics/organizational-and-employee-development/pages/the-evolving-world-of-human-resource-consulting.aspx

The Evolving World of HR Consulting

https://podcasts.apple.com/gb/podcast/leap-into-hr-consulting/id1567413934


THIS IS YOUR WORLD. SHAPE IT OR SOMEONE ELSE WILL.
- Gary Lew -
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Program Recertification:

SHRM: 23-QQCYD

HRCI Strategic: 642721



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