



SERENA
CONSULTING

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Talent Strategy & Planning Services

Freelance and Associate edition

Welcome

Hi there, I'm Serena!



*"Empowering your journey,
guiding your career."*

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At Serena Consulting, our mission is to deliver personalised coaching and talent planning solutions of the highest calibre, empowering individuals and organisations to flourish in their professional journey's. Through our extensive expertise and insights, we strive to cultivate meaningful and rewarding careers, fostering enhanced happiness and success for our clients.

We firmly believe in investing in individuals and crafting talent strategies that are equitable, inclusive, and mutually beneficial to both employee and employer.

Our approach generates numerous benefits, including:

- Heightened candidate attraction
- Improved talent retention rates
- Strengthened employee loyalty
- Amplified employer advocacy
- Enriched leadership and cultural dynamics
- Enhanced company decision-making processes with greater insights
- Improved organisational effectiveness

Central to our methodology is a focus on strengths rather than deficiencies, evident in both our one-to-one coaching sessions and our consultancy services.

Drawing from an extensive background in globally directing talent, equity, diversity and inclusion, we recognise the paramount importance of authenticity in driving performance improvements, whether within a team, individual talent management, or organisational levels. We remain committed to honouring each entity's unique identity throughout our collaborative journey of strategic career, leadership, and team coaching.

At Serena Consulting, we believe that everyone deserves to feel empowered and fulfilled in their careers. Let us be your partner on the journey to professional success. Get in touch today to learn more about our coaching services and take the first step towards a brighter, more confident future.

Serena

CIPD
Chartered Institute
of Personnel and
Development

**Association
for Coaching**

Unlocking Potential: What is Talent Strategy?

Having talent strategies isn't just a luxury; they're vital for achieving maximum results!

The term "talent" in business today encompasses various meanings and applications. It can refer to recruitment, identify high potential individuals, or simply denote employees. No wonder it is confusing!

An effective talent strategy should commence from the initial stage of attracting new talent to your organisation. It extends to nurturing their growth and development once they become part of the team, and even when they decide to move on, ensuring they speak highly of your company as an exemplary workplace. A well-crafted talent strategy aims to attract and retain top talent, placing them in roles where they can flourish, evolve, and become strong advocates for your organisation. Moreover, it should guarantee fairness and inclusivity within your people processes, fostering an environment where everyone can thrive.

While your organisation might lack a dedicated HR Talent team, ensuring you possess a talent strategy that fosters success and growth remains crucial. We provide comprehensive talent planning services, troubleshooting assistance, and bespoke solutions personalised to your organisation's needs.

[Get in touch!](#)

Choose what service you need:

IT ALL STARTS WITH A FREE CONSULTATION CALL

We will discuss what you may have in place as an approach to talent planning already and what works and what needs to change. You may be starting from scratch in which case we prioritise which elements will have the biggest impact. We discuss your company goals, and plans and we use data from your organisation and the external market to inform us.

You decide which service will best suit your company:



A TALENT PLAN AUDIT

Taking your existing Talent plan, your current company and People goals and conducting an examination of strengths and identify areas of improvement. Using your internal data and external market data providing you with a summary of recommendations



A TALENT PLAN AUDIT & TROUBLESHOOT

A full audit service followed up with resolutions and future focussed solutions to any identified areas of improvement. Where possible options will be given to allow you to decide what is the best fit for your company and budget.



BESPOKE TALENT STRATEGY

An end to end Talent strategy that encompasses each crucial element with EDI built into your plan so you don't have to "bolt it on". This may be the first time your company has created a talent plan or you may want to rip up the old and start again.

What elements are included in an end to end Talent Strategy....?



Elements of a Talent Strategy

Together, our goal is to strategically refine the following processes:



Assessment and Analysis:

Evaluate current talent needs as well as organisational goals.



Goal Setting:

Define clear objectives for talent acquisition, development, and retention that align with your organisation's goals and objectives.



Recruitment and Selection:

Source, screen, and hire candidates aligned with organisational needs, culture, and ethos.



Onboarding and Integration:

Welcome new hires and ensure smooth integration processes into the organisation.



Training and Development:

Offer continuous learning opportunities to existing talent, enabling them to enhance their skills and competencies, thereby better fulfilling organisational requirements and supporting fellow team members.



Performance Management:

Set expectations, provide feedback, and reward performance effectively.



Succession Planning

Identify and nurture high-potential employees for future leadership roles.



Retention Strategies:

Roll out programs aimed at nurturing employee engagement and loyalty across both team-specific and broader organisational contexts.



Continuous Evaluation:

Consistently evaluate the efficiency of talent strategies, making necessary adaptations to align with industry demands and organisational achievements.



Feedback and Improvement:

Gather input from both employees and stakeholders to enhance talent procedures and methodologies. This feedback can encompass various aspects, including recruitment processes, training programs, performance management systems, and employee development opportunities.



Ready to elevate your talent strategy and unlock your team's full potential?

Partner with us today to explore tailored solutions for your organisation's coaching and talent strategy needs.

Let's embark on a journey towards sustainable growth and success together!



Frequently asked questions

Q: How can a career coach help me advance my career?

A: A career coach can assist you with goal setting, career planning, job search strategies, networking, interview preparation, and skill development.

Q: What types of professionals benefit most from career coaching?

A: Professionals at various stages of their careers, including recent graduates, mid-career professionals seeking advancement, individuals considering career changes, and executives aiming for leadership roles, can benefit from career coaching.

Q: Can career coaching help me transition into a new industry or role?

A: Yes, career coaching can provide guidance on assessing transferable skills, identifying suitable career paths, and developing a transition plan for individuals looking to transition into a new industry or role.

Q: How can leadership coaching help me become a better leader?

A: Leadership coaching can enhance self-awareness, identify strengths and areas for improvement, develop leadership skills, refine communication and interpersonal abilities, navigate challenges, and foster a positive team culture.

Q: What specific leadership challenges do you address in coaching sessions?

A: Leadership coaches address a wide range of challenges, including conflict resolution, team building, strategic planning, change management, performance management, and personal development.

Q: How does team coaching improve team dynamics and performance?

A: Team coaching enhances communication, trust, collaboration, alignment around goals and priorities, decision-making, and overall performance by working with the team as a whole to achieve shared objectives.

Q: What role does EDI coaching play in fostering a diverse and inclusive workplace?

A: EDI coaching helps create a culture where all employees feel valued, respected, and empowered to contribute their unique perspectives and talents.

Q: How can EDI coaching benefit both individuals and organizations?

A: EDI coaching benefits individuals by raising awareness of unconscious biases, promoting empathy and understanding, fostering inclusive behaviours, and creating opportunities for personal and professional growth.

Q: What is talent planning and why is it important for businesses?

A: Talent planning involves identifying and developing the skills, competencies, and resources needed to achieve organizational goals and objectives, and it is crucial for ensuring that businesses have the right talent in place to drive success.

Q: How does talent planning differ from traditional HR practices?

A: Talent planning takes a strategic, proactive approach to managing talent, focusing on aligning talent management strategies with business objectives and future needs, whereas traditional HR practices may be more reactive and administrative in nature.

BOOK A FREE

Talent Consultation!

Ready to elevate your talent strategy and unlock your team's full potential? Partner with us today to explore data driven, tailored solutions for your organisation's coaching and talent strategy needs. Let's embark on a journey towards sustainable growth and success together!

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Follow us and join in the conversation



Send any questions you have to:



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