

Our overarching objective is to develop long-term client relationships, where we help to shape a firm's culture, assist in growth and become an invaluable resource. The team at HR Strategies serves as your:

**Change Stewards**, working to enhance the current culture and implement change that will drive growth;

**Talent Developers**, increasing retention and productivity, as well as providing direction for senior leadership and their employees;

**Architects**, instilling knowledge, creating accountability and minimizing risk;

**Operational Catalysts**, handling the HR services so you can focus on your business;

**Business Partners**, delivering the value-added service of being a constant resource.

## HR STRATEGIES SERVICES

“We take general HR services and products to the next level by customizing and personalizing. We work as an integral part of your business team.” – Sheila Smith

### Administration

- Policy Development
- Custom Handbooks
- Jobs Analysis
- Job Descriptions
- Performance Reviews
- Exit Interviews
- Lawful Separation
- Open Enrollment Support
- Benefits Education

- Recruiting
- Onboarding
- Background Checks

### Risk Management

- HR Audit
- Compliance
- Lawful Interviewing and Separation
- Employment and HR Law
- Employee Relations Issues
- State and Federal Regulation Guidance

- Behavioral Assessments
- Merger & Acquisition Support
- Educational Lunch 'N' Learns

# EDUCATE. ADVISE. STRATEGIZE. DEVELOP. PROTECT.

Realize economies of scale through outsourcing, and get back to work.

HR Strategies LLC  
is based in Maryland.

[www.clevelhr.com](http://www.clevelhr.com)  
410-241-3862

**HR** Strategies, LLC  
C-LEVEL HR CONSULTING



“Our goal is to educate business owners, leaders, and managers to understand HR’s scope of influence and its strategic effectiveness. We become their trusted advisors.”

– Sheila M. Smith, PHR, SHRM-CP  
President & Chief Solutions Officer

## THE POWER OF HR

HR Strategies is a boutique consulting firm specializing in custom, culture-focused HR services. A trusted business partner for our clients, we educate businesses on just how influential HR can be to their organizations.

HR Strategies designs complete HR programs that help define your business – and yours alone. Our solutions are never cookie-cutter or templates, because one size does not fit all. We create programs that support the foundation and leadership of your business. By building strong client relationships, the HR Strategies team shares your organization’s culture and mission. HR Strategies takes care of your HR needs so that you can take care of your business.

**SHEILA SMITH** founded HR Strategies in 2012 after spending 10 years as Vice President and Director of Human Resources for Colliers Pinkard, a commercial real estate firm in Baltimore, MD. Sheila implemented and directed the HR function for the company’s multiple locations.

She now specializes in Compliance, Leadership Advisory, Policy Development and Managerial Training. She sees a need to educate those businesses that do not have HR internally, but still need guidance on a variety of HR issues, ultimately taking the fear and pain out of HR for business owners and managers while allowing them to get back to doing what they do best.

Sheila is a graduate of Notre Dame of Maryland University, with a triple concentration in Human Services, Social Science and Business Management. She also holds the designations of PHR and SHRM-CP.

“Sheila has helped us grow to more than 100 employees, making sure we’re on our game, with the right processes in place. She has become part of our management team – we depend on her and we use her services as much as we can. Her work lets me get back to my regular work full time.”

– Dan McGann, CFO, Wireless Communication & Electronics Inc.

“HR Strategies helped Redstart Creative at a crucial point in our business. Sheila walked us through a painless process to create proper HR procedures and documentation. She handled all the technical elements, was patient with our busy schedule and was so fun to work with!”

– Rebecca Teaff, Chief Creative Officer, Redstart Creative

“Without HR Strategies, we could not be nearly as productive as we are today. HR Strategies allows us to focus on what we are good at – the business side – while they focus on providing excellent HR services. It is the most valuable asset we outsource.”

– Ken Bartz, Co-founder & Chief Vision Officer, Monster Lead Group

## THE BENEFITS OF OUTSOURCED HR

For many small to medium-sized companies, a full-time HR department or person is financially impossible. However, the risks and issues of regulations, compliance, hiring and retention remain.

A plausible answer to those needs is outsourcing. Our services provide our clients:

- ▶ A broader network of HR capabilities and contacts
- ▶ Knowledgeable professionals who can handle the people issues
- ▶ Peace-of-mind and minimized frustration dealing with complex regulations
- ▶ Streamlined processes and experienced HR personnel
- ▶ The ability to invest greater capital in other areas of your business
- ▶ Reduced expenditures for small businesses in the early stages of operations