



# Building a Powerful HR Brand in Engineering Firms

**EVP, Executive Presence, and Winning Over Senior Leadership**

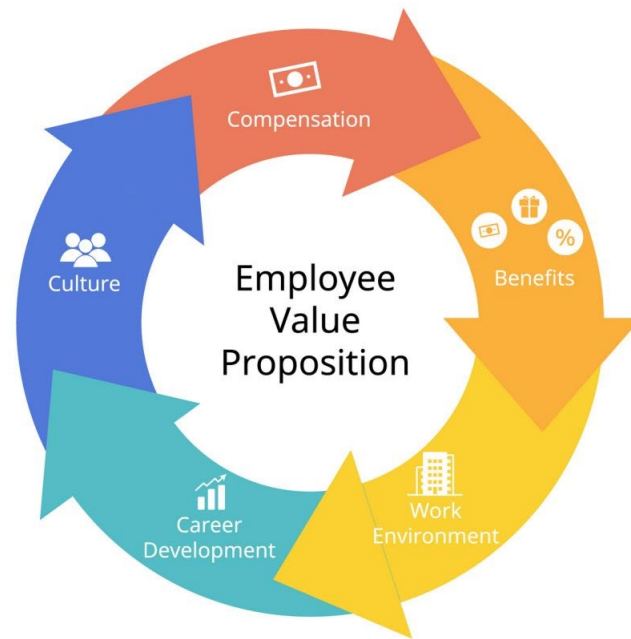


# About Me

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- CHRO – CPM Holdings, Inc.
  - 36 Locations
  - 15 Countries
  - 3 Business Units  
(One Engineering Services Group)
- HR Practitioner for Fortune 50 and Private Equity organizations
- Host of the Rebel Podcast
- Past President of Cedar Valley Society for Human Resources Management
- Co-Founder of Disrupt HR – Cedar Valley
- Founder of Human Innovation, LLC





## What We'll Cover:

- How to gain CEO trust and Executive Presence
- The importance of EVP in Engineering Firms
- “Kind” HR

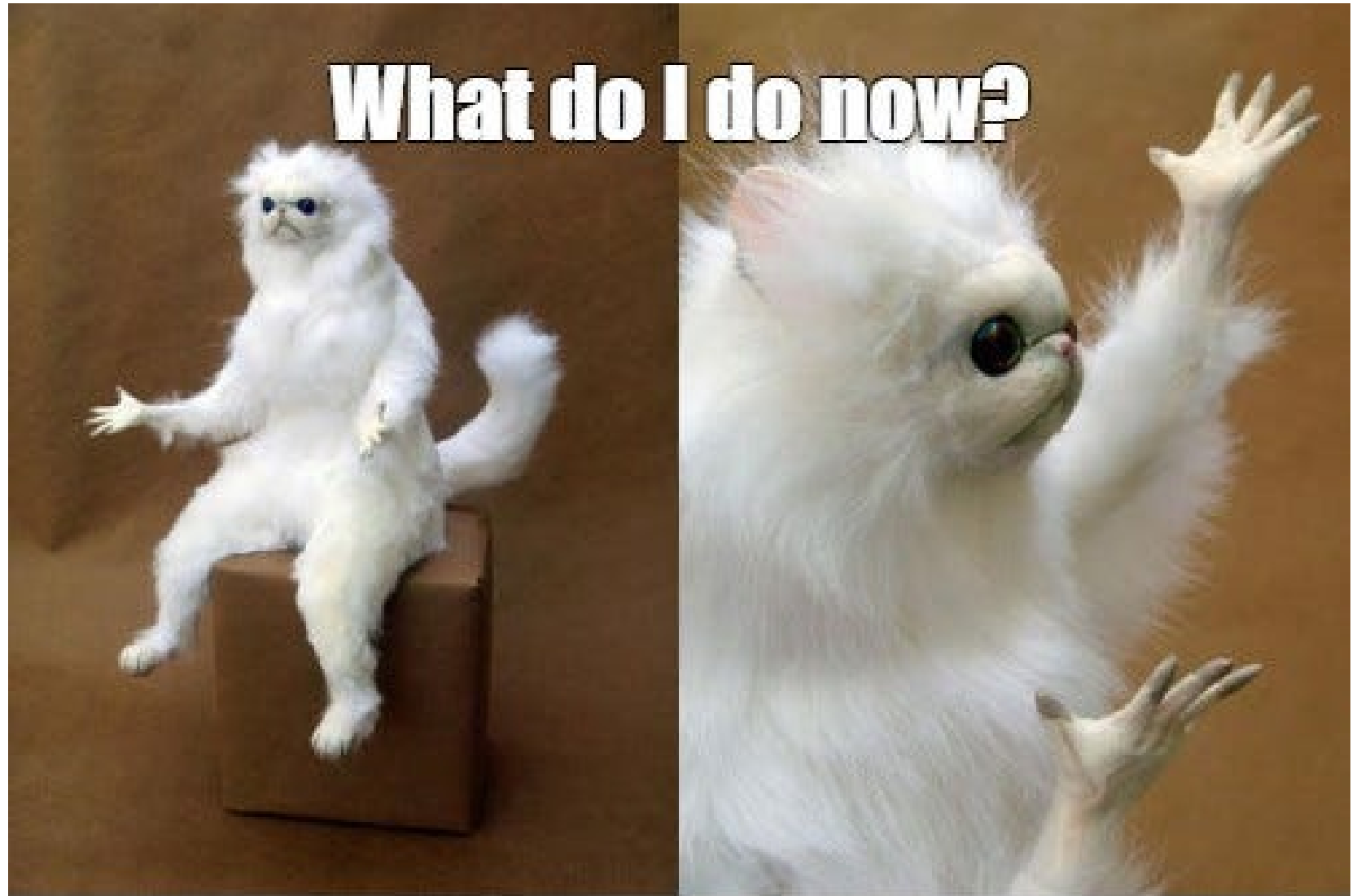
Let me set the stage for you...

4 CEOs in 1 year

COVID

No HR Department

New CEO Onboarding





Let's Get Real...



# Authenticity

is not something we have or don't have. It's a practice -- a conscious choice of how we want to live. Authenticity is a collection of choices that we have to make every day. It's about the choice to show up and be real. The choice to be honest. The choice to let our true selves be seen.

Brene Brown

- **Adopting a Façade to modify perceptions is a manipulation**

# Kyle Roed (Actual)



Father

Partner

Creator

Entrepreneur

Singer/Songwriter

Builder

Learner

Human Being

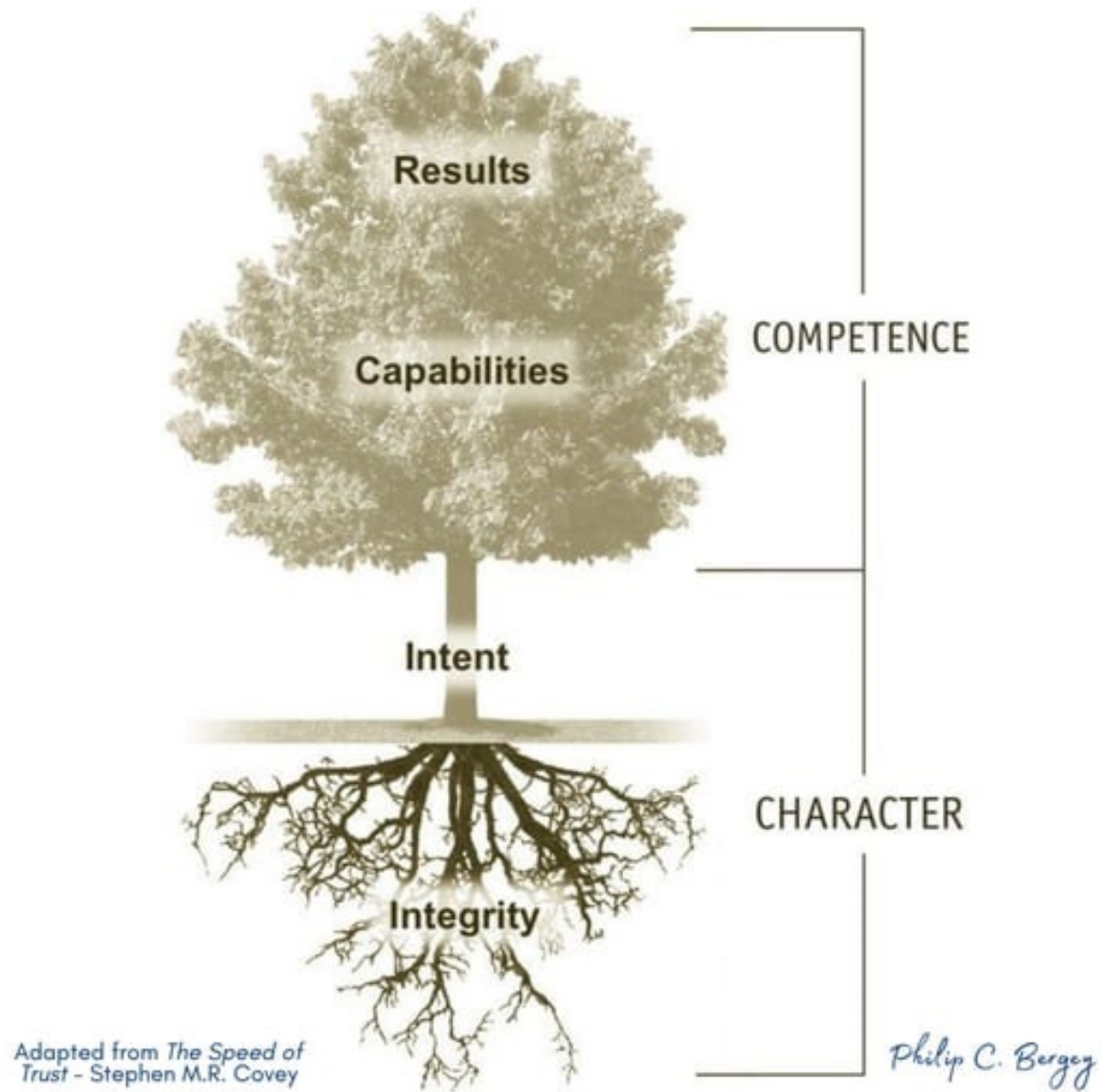




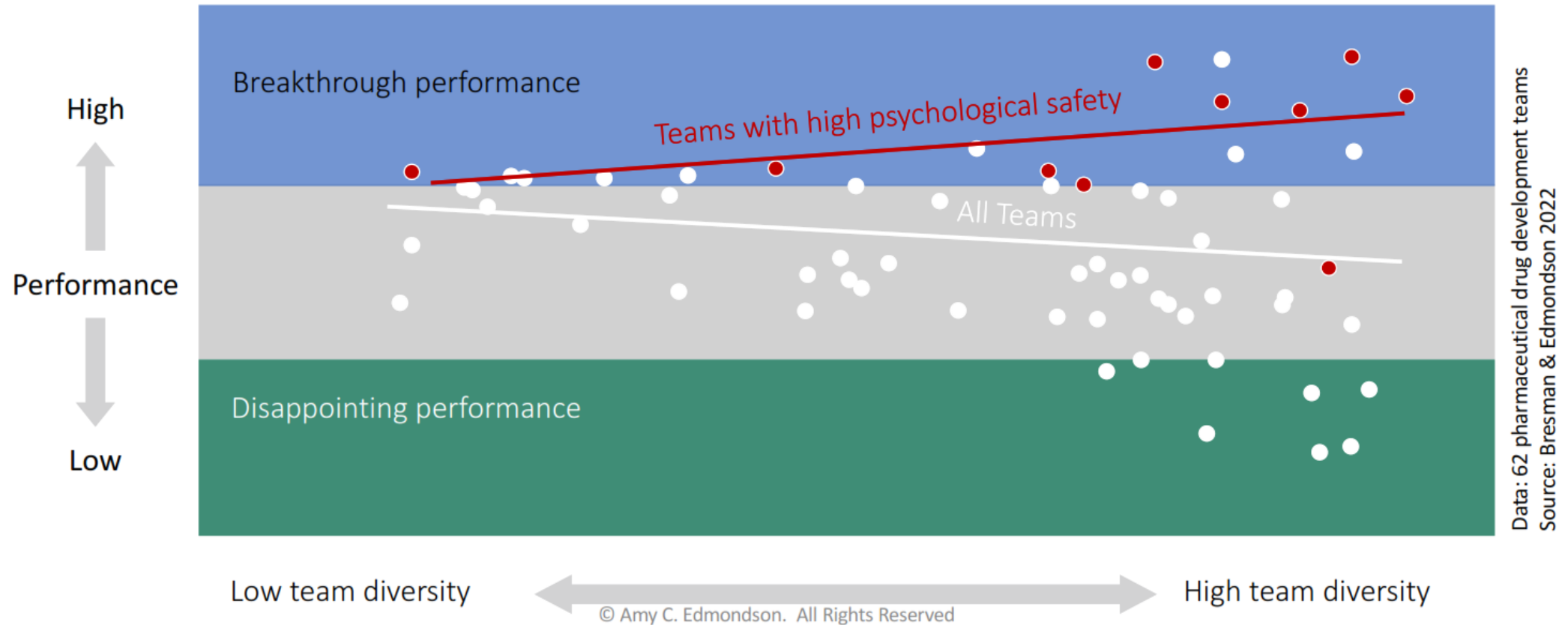
I Had A Decision to Make...



# Embracing Authenticity in HR Practices



# Psychological Safety



# The Melody of Employer Value Proposition (EVP)

EVP: Employer Value Proposition – Signature Sound

Assess what your  
business currently  
offers

Make a list of  
qualities your ideal  
employees have

Conduct surveys with  
current employees to  
learn their wants and  
needs

Cater your EVPs  
toward each  
candidate

Communicate your  
EVP



Employer Value Proposition is the foundation of the candidate experience



“Who will I become?”



If you aren't authentic, it won't end well...



# The Big 3 for EVP



Foundation



Marketing and Social Media



Employee Experiences



## EVP Best Practices – Foundation



Define a clear EVP: Align it with company culture and business goals.

Measure and refine EVP strategies: Use data to improve results.

Offer tangible benefits: Tuition reimbursement, referral bonuses, etc.

Improve onboarding experience: Make new hires feel valued.

# EVP Best Practices – Marketing and Social Media



Leverage social media: Share engaging employee experiences.



Personalize recruitment emails: Tailor communication for candidates.



Enhance digital presence: Optimize job listings and Glassdoor reviews.



SEO Recruiting Strategies

## EVP Best Practices – Employee Experiences



Encourage employee referrals: Build a culture of advocacy.



Provide ongoing feedback: Ensure continuous engagement.



Celebrate employee achievements: Strengthen retention and morale.



Highlight career growth opportunities: Showcase internal success stories.



Use employee testimonials: Leverage authentic voices for recruitment.

# EVP – Engineered Solutions Group

- ESG content development
- Trigger applicants using LinkedIn (charitable contribution sign on bonus)
- Highlight **projects** of
  - CBD Oil
  - Renewable Diesel
  - Alternative Meats
  - Recycling Machinery
  - Food processing to 2<sup>nd</sup> world countries
- Describe the **dream job of** Innovating and improving the world
- Highlight tuition reimbursement benefit
- Optimize **Glassdoor**
- Engage employees through referral bonus
- Review email communication templates
- Update career site with content
- Highlight employee success stories
- Produce video highlighting content
- Differentiate through ESG products







### Signature Sound

Simple Melodies  
3-4 Chords  
Appeal to the Masses  
Catchy Hooks  
“New” Sound  
Hair

### Evolved Sound

Complex Melodies  
Odd Chord Transitions  
Appeal to yourself  
Catchy Hooks  
“New” Sound  
Hair



## Interactive Exercise

The 4 Steps to define your firm's “signature sound”

# Step 1: Define Your Audience



- Who are your ideal candidates?
- What types of roles are you hiring for?
- What motivates these candidates in their careers?





# Step 2: Assess Your Employer Brand



## ✓ Content & Messaging

- What type of content do my ideal candidates like?
- What social media platforms do they spend time on?
- Are my job descriptions compelling and engaging?

## ✓ Recruitment & Application Process

- Are my job postings optimized and searchable?
- Are job openings easy to apply for?
- Do we communicate with candidates in a timely manner?

## ✓ Employee Engagement & Advocacy

- Are current employees engaged in job and brand promotion?
- Would they be interested in sharing their career success stories?

## ✓ Compensation & Benefits

- Do we offer unique perks or benefits that differentiate us?
- How can we better communicate our EVP to potential hires?

## ✓ Digital Presence & Reviews

- Are our Glassdoor reviews optimized?
- Does our career site answer key candidate questions?



## Step 3: Identify Your 'Signature Sound'



- If your company was a song or genre, how would you describe it?



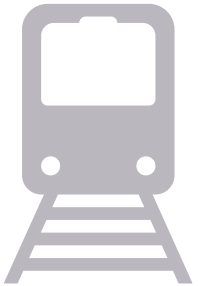
- What are the 3-5 key themes that make your EVP unique?



- What's the one message you want candidates to remember about your company?



## Step 4: Action Plan



1. Pick 2-3 areas for immediate improvement.



2. Develop a plan to enhance your employer brand.



3. Test new strategies and measure the impact on hiring success.

# Radical Candor

- **Honesty is your Hit Song!**
  - People connect with authenticity
  - Transparency fosters trust and loyalty
- **Kind Candor**
  - Kindness isn't "Nice"
  - Candor isn't "Mean"



REBEL



# Gaining Senior Leadership Trust

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## Building Trust with Leadership = Writing a Classic Album

It takes consistency, credibility, and adaptability

### Key Strategies:

- **Competence:**

- Speak the language of business (data-driven HR insights)

- Deliver solutions and results, not just problems

- Be the bridge between employees and leadership

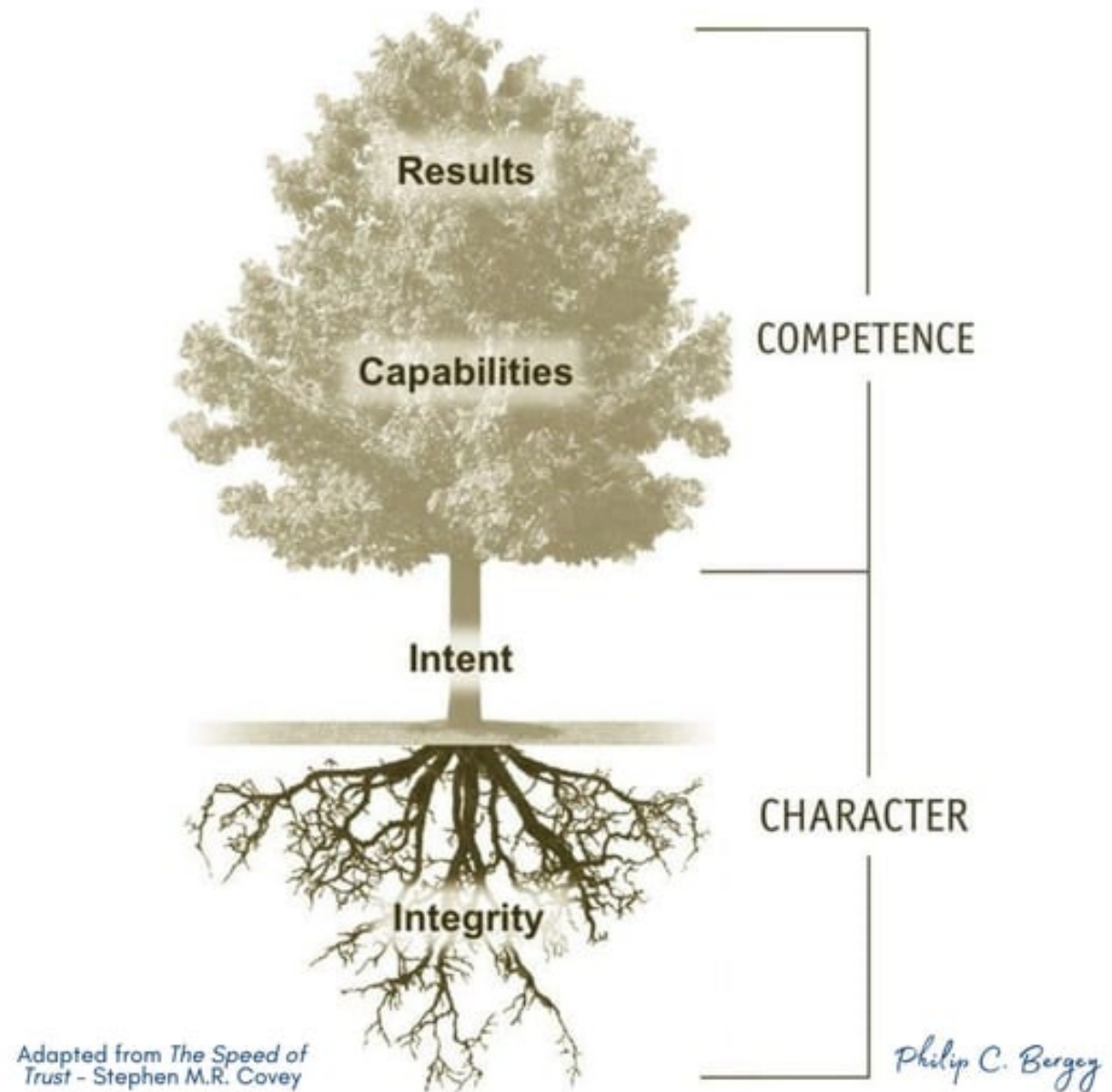
- **Character:**

- Good Intent

- Integrity



Remember...





## A Message From my CEO



“I measure people on whether I would let them parent my kids”

## The Encore - Bringing It All Together

- Define your HR leadership style





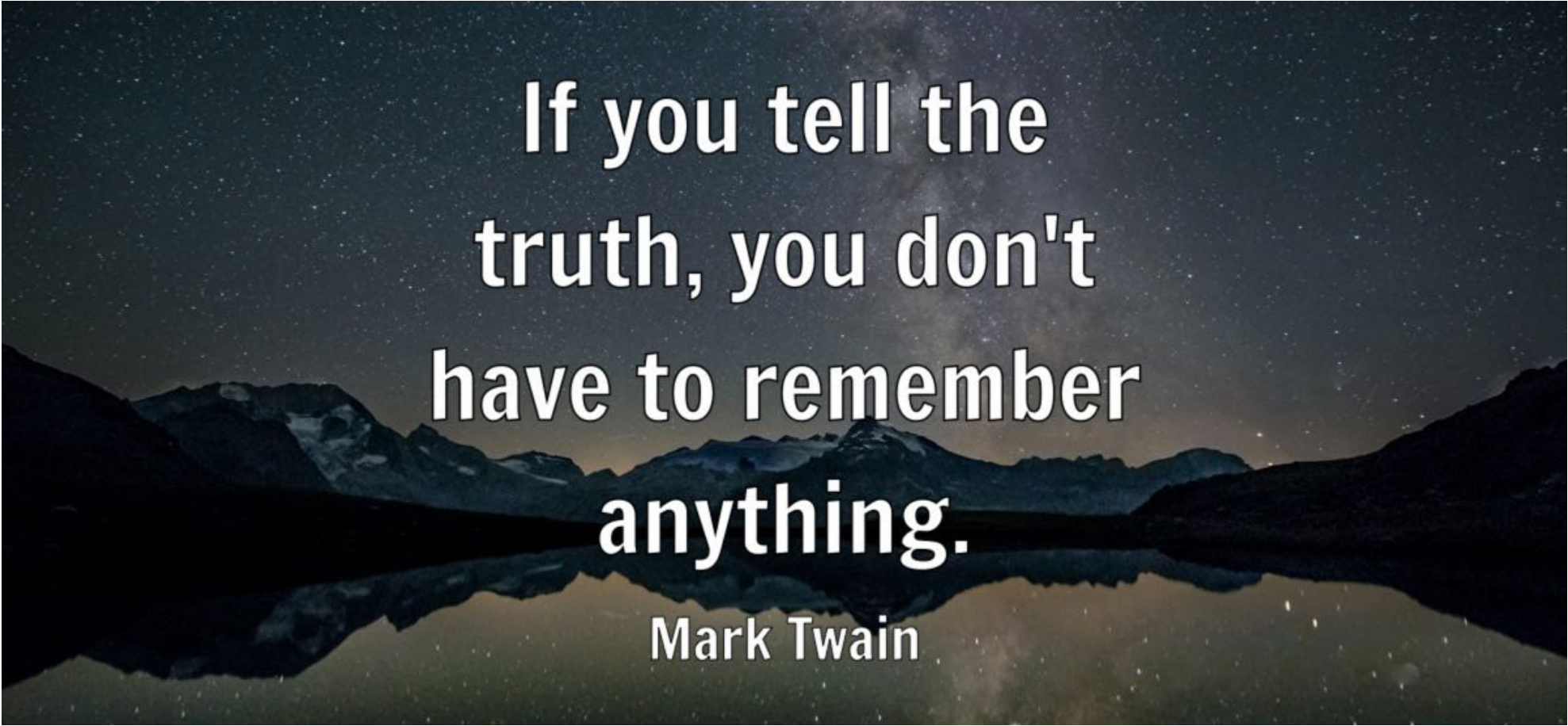


# **A Ripple Can't Be Created if You Go with the Flow**





## Be yourself

A night landscape with mountains and a starry sky. The Milky Way is visible in the dark sky, and the mountains are reflected in a calm body of water in the foreground.

If you tell the  
truth, you don't  
have to remember  
anything.

Mark Twain





# Let's Connect



## [Contact Info](#)

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# Thank You



# Speaker Evaluation

