



*Jennifer Tardy*  
FORGING #CAREERSUCCESS AND #HIRINGSUCCESS

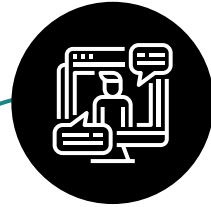
# Jennifer Tardy Consulting, LLC

A Diversity Recruitment  
Consulting Firm



# About Jennifer Tardy Consulting (JTC)

Jennifer Tardy Consulting is a boutique diversity recruitment consulting organization. Our organization offers two services:



**Career coaching**  
to job seekers  
pursuing insight to  
navigate the biases  
commonly baked  
into the hiring  
process



**Training and consulting**  
to employers seeking  
to implement  
effective diversity  
recruitment  
programs



Our vision is to make it easy for employers and job seekers from historically underrepresented backgrounds (i.e., people of color, women, veterans, LGBTQIA+, and the differently-abled) to connect and forge career success and hiring success. That is why our mission is, **“Forging career success + hiring success at the intersection of job seekers and employers.”**

# About Jennifer Tardy



Jennifer “Jenn” Tardy, Diversity Recruitment Influencer + Career Success Coach, owns and operates JTC which is a diversity recruitment consulting organization headquartered in Maryland. She has over 14 years of experience as a Recruiting Thought Leader, Diversity Practitioner, and Career Success Coach. She has personally recruited in the tech, healthcare, education, railroad, plumbing supplies, and professional services industries.

She is a graduate of Virginia Tech with a bachelor's and master's degree in Business Administration. She has received several certifications in Human Resources and Diversity and Inclusion including her Professional in Human Resources (PHR), Certified Diversity Recruiter (CDR), Certified Diversity Practitioner (CDP), and Certified Diversity Executive (CDE). She is also a Certified DiSC Instructor.

In addition to Jennifer Tardy, LLC., Jenn is also co-owner of Proving What's Possible, LLC (PWP), headquartered in Altavista, VA. PWP is a Mental Health Counseling organization that provides mental health skill building and outpatient counseling services to help individuals cope with mental illness and achieve community stability and independence.

Jenn resides in Maryland with her two boys, Austin (5 yo) and Aiden (4 yo), and her love, Antione.

# So, You Are Interested in Diversity Recruiting?

At JTC, we **stay in our lane**. This means that within the larger sphere of Diversity, Equity and Inclusion (DEI), our services center **only** on diversity recruitment and retention.

When employers contact us for services outside of diversity recruitment and retention, we refer them to our trusted DEI partners and peers.



# Here's why our unique expertise is in great demand

In the grand sphere of DEI, strategy development **always** includes the recruitment and retention of historically underrepresented populations (i.e., people of color, women, veterans, LGBTQIA+, and the differently-abled).

It is likely that your DEI consultant does not understand the technical aspects of recruitment. It is just as likely that your recruitment leader does not understand diversity, equity, and inclusion.

This gap leaves a significant hole in your DEI strategy. For example, your DEI leader recommends to your recruiting leader to focus on diversity recruitment as a part of the overall DEI strategy. Your recruitment leader does not know how to implement an effective diversity recruitment program and struggles to create an action plan.

**That is where JTC enters the conversation...**



Our firm saw this gap and so we spend our **time, energy,** and **resources** to fill this need by way of offering



**Training**



**Speaking**



**Consulting  
services**

A group of business professionals are seated around a table in a modern office with large windows overlooking a city. A large, semi-transparent green circle is overlaid in the center of the image, containing the word "TRAINING" in white, bold, uppercase letters. The background shows several people in business attire engaged in a meeting or training session. The office has a clean, professional look with dark wood flooring and modern office chairs.

# TRAINING



# Training

We offer a flagship training program for



Recruiters:  
**Diversity Magnet Recruiter (DMR)**



Hiring Managers:  
**DMR for Managers**



## Diversity Magnet Recruiter (DMR)

Recruiters

Course + Coaching + Community

7 Weeks

**\$1,997 per participant**

[Click to Learn More](#)

Complete recruiting system designed to help both corporate and agency recruiters to find, attract, engage, and employ more individuals from historically underrepresented backgrounds.

## DMR for Managers

Hiring Managers

Course + Coaching + Community

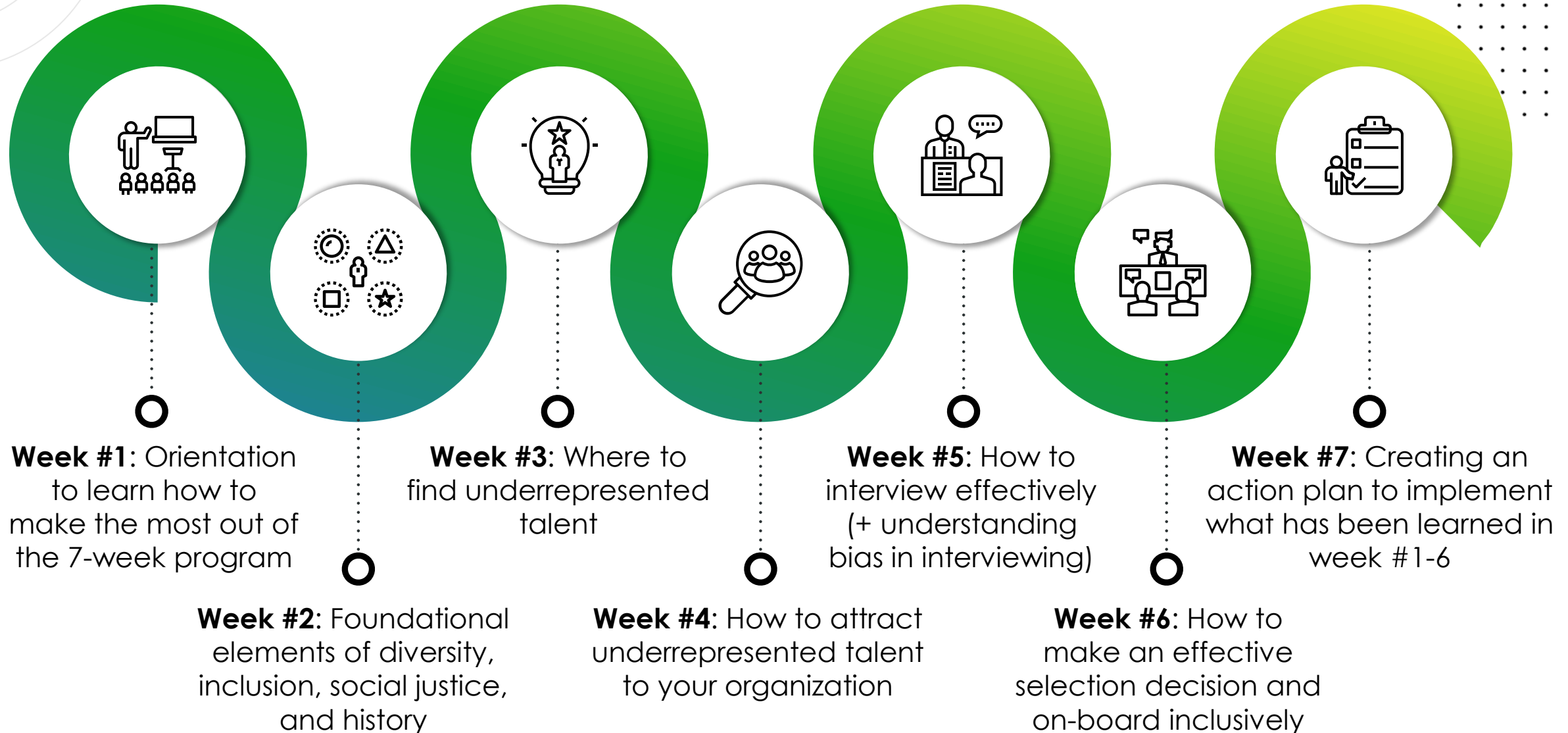
6 Weeks

**\$2,997 per participant**

[Click to Learn More](#)

DMR for Managers provides in depth teaching to busy leaders who want to master the ins and outs of hiring and retaining a diverse workforce.

# Diversity Magnet Recruiter



## Diversity Magnet Recruiter (DMR)

Recruiters

Course + Coaching + Community

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## DMR for Managers

Hiring Managers

Course + Coaching + Community

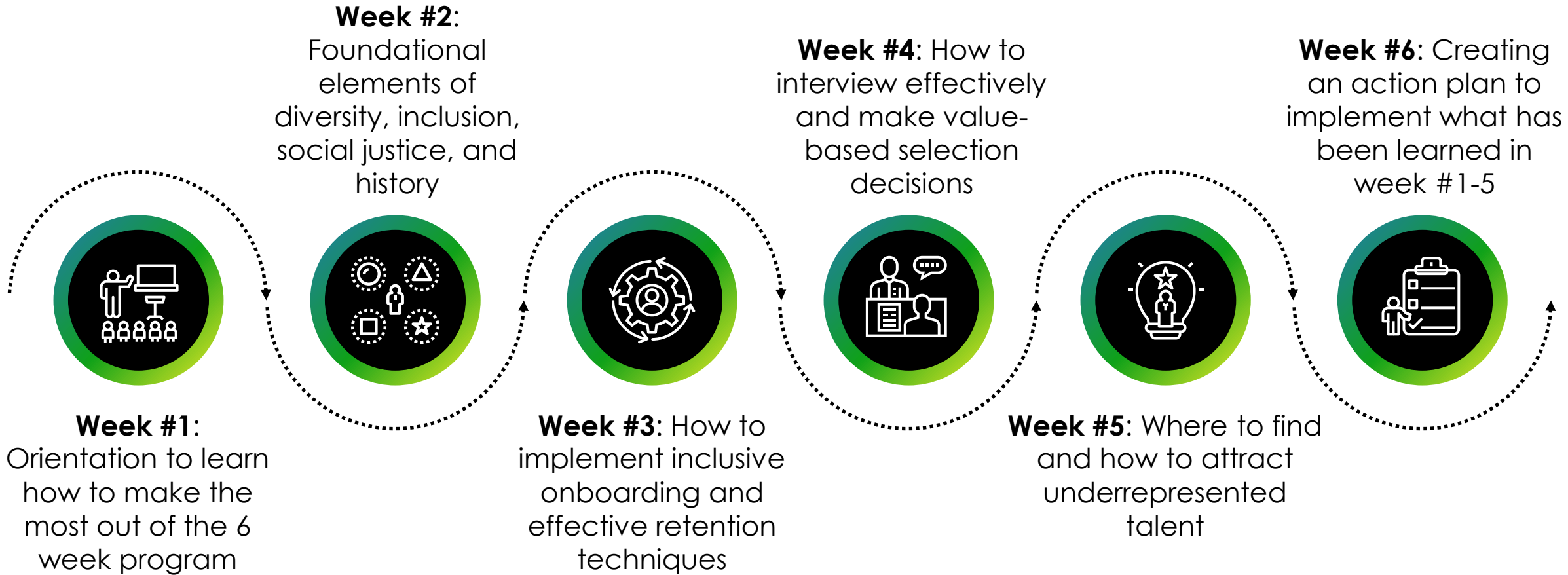
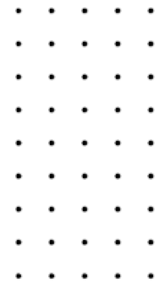
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# DMR for Managers



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# SPEAKING

# Strategies you can implement

Is your audience looking for job search or career navigation/development advice and coaching? Or are they looking for diversity recruitment best practices and expertise?

**Good.** You are in the right place. Organizations typically hire Jenn Tardy for keynote presentations, to sit on panels, conduct workshops, facilitate ask-me-anything (AMA) sessions, and to deliver seminars all around the intersectional theme of hiring and underrepresented populations.

If you are interested in hiring Jenn to speak, visit [www.JenniferTardy.com](http://www.JenniferTardy.com) or simply click [HERE](#).





# CONSULTING



# Diversity Recruitment Consulting Services

Implementing an effective diversity recruitment program requires a longer-term partnership embedded with intentional milestones.

The JTC Strategic Diversity Recruitment Roadmap includes six phases to an effective diversity recruitment program implementation.

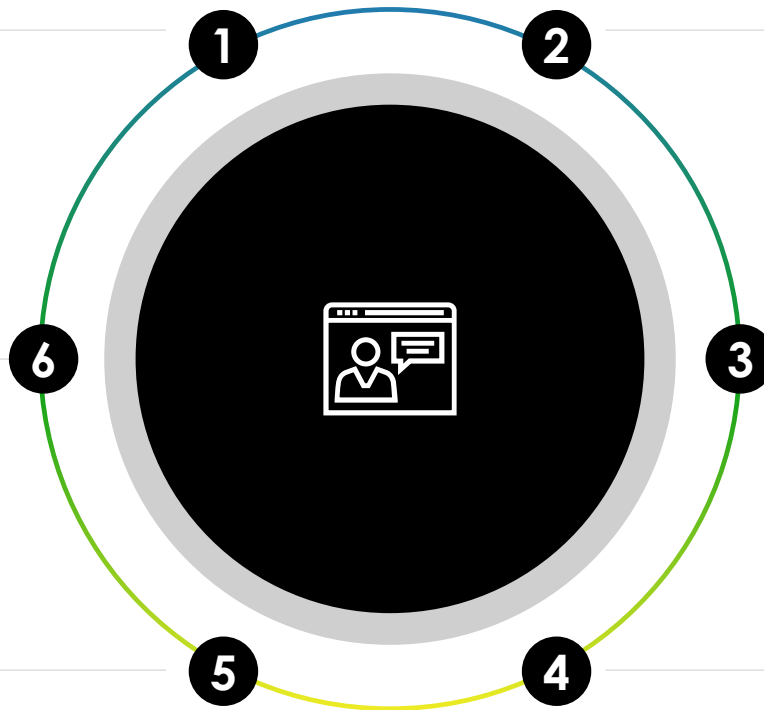


# The JTC Approach | Strategic Diversity Recruitment Roadmap

**Phase I:** Training  
~7 weeks

**Phase VI:** Measure +  
Report  
~2 weeks

**Phase V:** Action Plan  
Implementation  
On-going

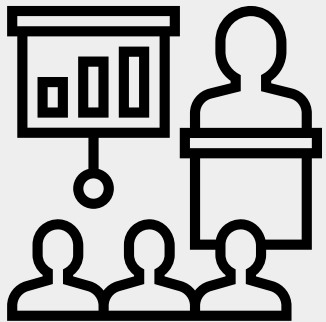


**Phase II:** Impact Audit  
~8-10 weeks

**Phase III:** Report +  
Diagnosis  
~1-2 weeks

**Phase IV:** Strategic  
Diversity Recruitment  
Strategy + Action Plan  
~1-2 weeks

# Phase I: Training



Recruiters and managers undergo separate diversity recruiting trainings geared to their areas of responsibility and accountability. Our trainings are in place to educate each of these groups to provide insight into phase II – VI of the JTC Strategic Diversity Recruitment Roadmap, so that they understand diversity recruiting and the strategic steps to implement an effective program.

# Phase I: Training

Recruiters, managers, and ambassadors undergo separate diversity recruiting trainings geared to their areas of responsibility and accountability. Our trainings are in place to educate each of these groups to provide insight into phase II – VI of the JTC Strategic Diversity Recruitment Roadmap, so that they understand diversity recruiting and the strategic steps to implement an effective program.

# Phase II: Impact Audit

Although organizations have good intentions with their recruitment policies and practices, we review data to look for outcomes disproportionately affecting historically underrepresented populations.

Examples of data that we review are:

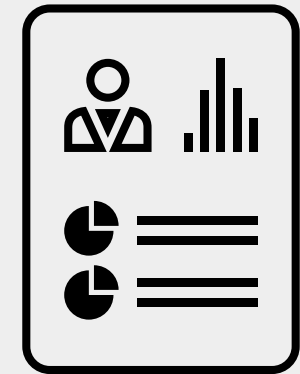
Employee Engagement Data	Internal Employee Migration Data (i.e., promotion, demotion, & lateral moves)	External Workforce Data (i.e., workforce representation)
Exit Survey Data	Candidate Data	Hiring Policies and procedures
Hiring Data	Retention / Attrition Data	Hiring tools and technology

## Phase III: Report + Diagnosis

Through the compilation and analysis of data in phase II, we will determine what happened and will report this information to you. In addition, we will provide insight, based on our research, on how your current program is affecting your ability to increase diversity within your organization.

## Phase IV: Strategic Diversity Recruitment Strategy + Action Plan

We will develop a tailored strategic diversity recruitment plan for your organization to follow in order to help you reach your goals of increasing diversity within specific populations. This plan will include a breakdown of action items within each milestone of a standard hiring process.



# Phase V: Action Plan Implementation

Following the strategic diversity recruitment plan developed for your organization, we will begin to implement new sourcing strategies, toolkits, and programs.

Define "Spectrum of Perspective" for your organization

Diversity Recruiting Interview Toolkit

2-Factor Value Based Selection Program

Update Job descriptions

Create a Customized Sourcing List

External Employee Migration Study – Talent Competitors

Develop Metrics

Diversity Sourcing Recruiter Escalation Matrix

Development of a Self-Identification Campaign

Program Development

- Employee Referral Program
- Ambassador Program
- Executive Champions Program
- Influencer Partnership Program
- Career Coach Program
- Boomerang Program
- Candidate Access Programs
- Internal Coaching Programs
- Candidate Care Program
- Roadmaps to Employment (REP) Program

# Phase VI: Measure + Report

We will assist in developing metrics to measure the success of the diversity recruiting strategy. In addition, we will create a stakeholder communications plan to include frequency and agenda for team, leadership, and company updates.

# New Consulting Client Onboarding Process



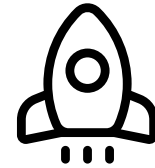
## Client Questionnaire

To provide you with the best service, we want to learn more about your recruitment policies, practices and behaviors. Upon contract signature, we will provide a questionnaire to be completed prior to the kick-off meeting.



## Kick-Off Meeting

A kick-off meeting will be scheduled upon the submission of the questionnaire. During this meeting, we will confirm project scope, milestones and arrange standing check-in/status meetings.



## Work Commences

Once work begins, we will provide regular project updates and will be available to answer questions along the way.

# Frequently Asked Questions

## **Are you able to work with hiring managers and recruiters globally?**

Yes, though it may not be live, depending on time zones. Recruiters and hiring managers can take the course on-demand. We do record each of the live sessions and can ensure that recruiters and hiring managers who are unable to attend live can access the recording.

## **What size of companies do you work with?**

We work with organizations of all sizes from small start-up organizations to Fortune 500 companies that have been in business for decades. In addition, we work with both domestic and global organizations.

## **What industries do you work with?**

Our work in diversity recruitment consulting spans across all industries. Jenn Tardy has personally recruited in the tech, healthcare, education, railroad, plumbing supplies, and professional services industries.

## **What outcomes/results are achieved in 30/60/90 days?**

The number one area of feedback that we receive from participants is that through the completion of the Diversity Magnet Recruiter course, they feel more qualified, capable and comfortable on what they should start doing, stop doing, and continue doing as a recruiter in order to increase diversity within their organization. In each module of the program, we share three Os: one thing to review further, one thing to ask, and one action to take. This way our participants can begin taking steps toward implementing what they are learning along the way versus waiting until the end of the 6 or 7 week program.





# Frequently Asked Questions

## **What is the time commitment for our recruiters in the 7-week training and of our hiring managers in the 6 week training?**

We recommend our participants allocate 2 hours per week to the program. One hour for the course and one hour for the live group coaching session.

## **Can we do parts of the six phases laid out within the Strategic Diversity Recruitment Roadmap for consulting?**

Yes, we have clients who decide to do Phase I (Training) only and we have other clients who skip Phase I training, for example, and only work on Phase II (Impact Audit). You can decide what aligns best to the needs of your organization.

## **What is the fee structure?**

Our programs are on a per person registration fee. DMR costs \$1,997 per person and DMR or Hiring Managers is \$2,997 per person. We do offer group discounts. Our consulting fee is typically \$350 per hour. We will assist in the estimation of the number of hours it will take to complete each of the phases for consulting.

## **As new recruiters join the organization, would they have to go through the bootcamp? Or, do you have a train the trainer?**

At the moment, we do not offer train the trainer services. New employees would register for a program. If you are interested in creating your own in-house training, Jenn Tardy can be hired as an SME to support your learning.

## **Can we send recruiters one or two at a time first?**

Yes, this is possible. You are able to sign up as many recruiters as you would like.



Need More Info + Pricing? **Let's Connect.**

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Jennifer Tardy Consulting, LLC



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