



# SERVICE BROCHURE 2025

Prepared by Bhumika, PARKER HR Solutions Inc.



PARKER HR Solutions Inc.

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Research-Driven HR Solutions

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# RESEARCH-DRIVEN HR SOLUTIONS

PARKER HR Solutions is a privately owned, business-to-business (B2B) HR consulting firm that has been offering **comprehensive, research-based** Learning and Development, Talent Management, and Performance Management solutions since 2015. Our commitment to excellence, backed by data-driven insights, has enabled us to support a diverse range of clients across various industries.

We pride ourselves on delivering impactful, intelligent workforce solutions that help organizations achieve their **mission-critical projects and goals**. At PARKER HR Solutions, we go beyond standard services by leveraging research to build long-term partnerships with our clients. This allows us to understand their unique challenges and develop tailored HR solutions that meet their specific business needs.

Our approach is anchored in **respect, innovation, and measurable success**. By integrating research with our global network of highly skilled professionals, we deliver cutting-edge strategies that enhance **workforce performance**, foster Research-Driven HR Solutions, and drive **sustainable growth**.

As an industry leader, we stand by our promise to provide **research-driven HR consulting services** that leave lasting positive impressions. If you are seeking a trusted partner to elevate your organization's HR capabilities, PARKER HR Solutions is here to offer exceptional expertise, evidence-based strategies, and **measurable results**.



# ABOUT US



## Empowering Organizations Through Tailored HR Solutions

At PARKER HR Solutions, we specialize in delivering customized Learning and Development, Talent Management, and Performance Management solutions tailored to meet the unique needs of diverse industries. Since our establishment in 2015, we have been committed to empowering organizations to achieve their most critical objectives through innovative and research-driven HR strategies.

Our approach integrates cutting-edge insights with a comprehensive understanding of industry challenges, allowing us to craft solutions that enhance both individual performance and overall organizational effectiveness. We take pride in our ability to build highly skilled and adaptable workforces equipped to navigate today's rapidly changing business landscape.

As a trusted HR consulting partner, we foster collaborative relationships with our clients to identify their specific challenges and opportunities. Our mission is to deliver sustainable solutions that not only drive employee engagement and leadership development but also contribute to long-term business success.

PARKER HR Solutions is dedicated to helping organizations thrive by promoting a culture of innovation, continuous learning, and measurable results. With our expertise and commitment to client satisfaction, we strive to make a lasting impact on the businesses we serve.



# OUR History

Founded in 2015, PARKER HR Solutions Inc. emerged from a vision to revolutionize HR consulting by prioritizing values-driven service and a commitment to delivering sustainable, positive change. From our inception as a single consulting firm, we have cultivated a culture centered around innovation, collaboration, and a deep understanding of our clients' unique needs.

Over the years, we have strategically combined bold, data-informed strategies with transformative HR solutions, empowering organizations to realize substantial gains in performance and productivity. Our focus has always been on building resilient workforces capable of thriving in a dynamic business environment, ensuring that our clients are not only prepared for today's challenges but are also equipped to face the future..

We take pride in our success in establishing a **global network of highly skilled professionals**, dedicated to supporting our clients in achieving their mission-critical projects and goals. Through our research-driven methodologies and commitment to excellence, PARKER HR Solutions has consistently demonstrated its ability to make a lasting impact, helping organizations build sustainable HR practices that endure through generations.

As we look to the future, we remain committed to our core values and to being a catalyst for change in the HR landscape, continuously striving to enhance our offerings and support the evolving needs of our clients.

PASSIONATE ABOUT REDEFINING HR TO EMPOWER ORGANIZATIONS FOR SUCCESS.

# A WORD FROM THE FOUNDER.



Gifty Parker | MBA, M.Ed., CPHR, SHRM-SCP, PhD  
Founder | Chief Executive Officer at PARKER HR  
Solutions

At **PARKER HR Solutions**, we are continually attuned to the shifting signals in the HR landscape, enabling us to assist organizations in delivering tailored HR services in innovative ways.

In the wake of the global pandemic, **PARKER HR Solutions** has embraced the opportunity to rethink and transform our approach to leadership—an evolution that holds great promise for our consulting firm, our clients, and society as a whole. We have become exceptionally intentional in translating business visions into strategic HR initiatives designed to enhance **performance, profitability, growth, and employee engagement.**

The future of the workplace is rapidly evolving, and organizations must proactively adapt to these changes. By fostering connectivity and nurturing a culture that prioritizes both productivity and well-being, we can help employees find balance and a sense of belonging in this new landscape.

We guide our clients in assessing the extent and nature of the changes needed, positioning them to seize a once-in-a-generation opportunity to consciously evolve their human capital. Together, we can redefine the workplace, ensuring that it becomes a space where individuals not only thrive professionally but also connect meaningfully, ultimately driving sustainable success for organizations and their people alike.

# Distinguished Human Resources Professional & Educator

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## Academic Background

- Ph.D. in Languages, Cultures, and Literacies from Simon Fraser University
- M.Ed. in Adult Learning and Education from the University of British Columbia
- MBA in Human Resource Management from the University of Leicester

## Professional Experience

Gifty Parker is a seasoned HR professional with a robust background in both academia and industry. As the Founder and CEO of PARKER HR Solutions, she has led numerous HR consulting projects across Canada and the USA, focusing on talent management, HR strategy, and organizational development. Her leadership and strategic insights have been pivotal in driving organizational success and enhancing workforce efficiency.

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## Teaching and Corporate Training Experience

Gifty has taught HR courses at the University of British Columbia and the University Canada West, including Talent Management, HR Strategy, and Management & Employee Relations. Her academic background enriches her consulting work, ensuring alignment with cutting-edge HR practices.

# OUR VISION

2025



At PARKER HR Solutions, we envision a future where our clients not only meet their immediate HR needs but also build a resilient foundation for lasting success. We understand that the landscape of human resources is ever-evolving, and our commitment is to stay ahead of these changes. By harnessing the expertise of our specialized consultants, we tailor our solutions to align perfectly with the unique challenges and goals of each organization.

Our approach prioritizes both immediacy and sustainability. We aim to deliver swift results that drive performance and engagement while also focusing on the long-term development of our clients' workforce. This dual focus ensures that the impact of our initiatives is not just a momentary boost but a sustained transformation that empowers organizations to thrive in a competitive environment.

***"To be the partner of choice for our clients by delivering tailored HR solutions from subject-matter experts, achieving rapid impact and sustaining it for the long term."***

By fostering collaborative partnerships, we commit to continuous improvement and innovation, ensuring that our clients are equipped with the strategies and tools needed to adapt and excel over time. Together, we will navigate the complexities of the modern workplace and achieve a shared vision of success that endures.



# OUR VALUES

## INTEGRITY

To have honesty and respect for all individuals.

## FUN

To have enjoyment and fulfillment in our work.



## PROFESSIONALISM

To be professional in our actions to our clients, partners, and each other.

## EXCELLENCE

To continually pursue knowledge and learn.

## PURPOSE & CARE

Business ethics are the foundation for our success. Caring for employees and clients, as well as the environment and the community we exist in, are paramount to how we conduct business.

## LEADERSHIP

To empower and inspire our people

At PARKER HR Solutions, our values shape the way we serve our clients. We prioritize Purpose and Care, ensuring ethical practices and a genuine commitment to people and the environment. Our Integrity fosters trust, while our focus on Leadership empowers clients to reach their full potential.

We uphold Professionalism in every interaction, delivering reliable and high-quality service. Our dedication to Excellence drives continuous improvement, allowing us to provide innovative solutions. By embracing Fun, we cultivate creativity and engagement, ensuring that our partnerships are both productive and enjoyable.



# OUR Mission

## ➤ Mission

*Our B2B solutions are tailored to serve our clients at every level of their organization, whether as a trusted advisor to top management or as a hands-on coach for front-line employees. We partner with clients to put recommendations into practice and work directly with them over the long term, to help develop workforce skills, drive operational improvement, and apply new working methods.*

Our mission is to deliver customized HR solutions that cater to the unique needs of our clients. We serve as trusted advisors to leadership while also providing practical coaching for front-line employees. By working closely with our clients, we ensure that our recommendations are actionable and sustainable.

Our focus is on building workforce capabilities and enhancing operational efficiency through innovative practices. We believe in long-term partnerships that empower organizations to adapt and thrive in a rapidly changing environment. Together, we drive meaningful change that fosters growth and success at every level.

## TRANSFORMATIVE PARTNERSHIPS

*Driving Lasting Impact*

# Our Impact at a Glance.

At PARKER HR Solutions, we take pride in the **positive impact** we've made in the HR landscape since our inception in 2015. Our dedicated efforts have successfully assisted **over 38 companies** in reaching their goals, driven by our mission to deliver transformative HR solutions grounded in our core values.

With an extensive network of 12 strategic partners, we provide tailored solutions that drive results. Through our **corporate training programs**, we have facilitated over 20,000 training courses, empowering organizations to enhance skills and performance.

Our commitment to excellence is evident in every engagement, helping businesses navigate mission-critical projects and develop a workforce that thrives both now and in the future.

Join us as we continue to make a difference in the world of HR.

38

Companies helped

9

Strategic Partners

+20000

Training Courses

12

Corporate Leadership  
Training Programs





# Success Stories from

## Non-Profit and SaaS Clients

**At PARKER HR, we pride ourselves on our ability to transform organizations through tailored HR solutions. Let me share two success stories that showcase our expertise in Salary Review and Adjustment, demonstrating our commitment to enhancing workforce strategies and ensuring fair compensation.**

### **Non-Profit Success Story**

One of our notable successes was with a renowned non-profit organization dedicated to community development. This organization was facing challenges with employee retention and morale, primarily due to perceived inequities in their salary structure. Recognizing the impact on their mission, they engaged PARKER HR to conduct a comprehensive Salary Review and Adjustment.

Our team began by analyzing the existing salary data, benchmarking it against industry standards, and considering the unique constraints of non-profit budgets. We conducted in-depth interviews with employees across all levels to understand their concerns and expectations. Using this data, we developed a transparent salary matrix that not only aligned with market rates but also reflected the organization's values and financial capabilities.

The results were transformative. The new salary structure not only ensured fair and competitive compensation but also significantly boosted employee morale. Staff members felt valued and recognized, leading to increased productivity and a noticeable improvement in retention rates. The organization was able to focus more on its mission, knowing that their team was engaged and fairly compensated.

# SAAS CLIENT SUCCESS STORY

In the dynamic world of SaaS, our client, a rapidly growing tech startup, faced a different set of challenges. With a highly competitive market for tech talent, ensuring that their salary offerings were both competitive and equitable was crucial for attracting and retaining top talent. They turned to PARKER HR for a strategic Salary Review and Adjustment.

We began by conducting a market analysis, comparing the client's salary offerings with industry standards in the tech sector. Our team identified discrepancies and gaps, particularly in critical technical roles. We also evaluated internal salary structures to ensure consistency and fairness across similar positions.

We developed a detailed salary matrix that included clear guidelines for salary adjustments, promotions, and new hires. This matrix was integrated with the company's performance metrics, ensuring that compensation was directly linked to employee performance and contribution. The implementation included comprehensive documentation and training for the HR team to maintain transparency and consistency.

The impact was immediate and significant. The client saw a reduction in turnover rates and an increase in job satisfaction among employees. The new salary structure enabled them to attract high-caliber talent and foster a culture of fairness and transparency. As a result, the startup was able to sustain its rapid growth and maintain its competitive edge in the market.

Note: We are committed to delivering exceptional service and are happy to provide client references upon request. Should you require details about our past clients to validate our services, we are open to sharing this information to guarantee the quality and effectiveness of our HR consulting solutions. Please feel free to reach out if you need any further information or references.

# Elevating HR Excellence at PARKER HR Solutions

Our clients can be confident that every aspect of their recruitment process is expertly managed by our exceptional team. From comprehensive job analysis and strategic employment advertisements to talent sourcing, phone screenings, and interviews, we ensure a seamless hiring experience. Our coaching for hiring managers and effective onboarding processes are designed to cultivate a workforce primed for success.

## OUR PRACTICE AREAS

- Talent Management
  - Learning and Development
  - Performance Management
- 

Our **Learning and Development** services encompass leadership training and **professional development programs** tailored for all employment levels—from new hires to seasoned supervisors. We are dedicated to empowering our clients by enhancing their leadership capabilities and fostering a culture of continuous growth.

We strive to strengthen the employer-employee relationship and enhance company culture through comprehensive measures of job satisfaction, employee engagement, and proactive conflict resolution. By aligning organizational goals with employee needs, we enable businesses to thrive in a dynamic marketplace



# VALUE PROPOSITION

In the field of leadership and development training, recruitment, performance management, we strive to be at the leading edge of provision backed up with research, and when it comes to professional development courses, we meet the needs of our clients. Our corporate leadership learning courses help close knowledge gaps and drive measurable outcomes. Whether you are a small team or a large corporation, PARKER HR offers flexible options to work with your corporate learning goals and budgets.

## **Expert Knowledge**

Our role as a consultant provides management with the expertise needed to address specific business problems. The benefit of bringing in PARKER HR consultants is our experience solving similar problems and an understanding of industry best practices. We draw on a breadth of experience and offer clients a broad range of expertise applicable to a wide range of business problems.

## **Independent Advice**

Our consultants can provide more objective recommendations compared with full-time employees. For example, recommendations on cost saving measures such as layoffs, restructuring, offshoring, and outsourcing. Our consultants can also recommend growth strategies like market development or product development, which may be good for the organization overall but not in the interests of a particular manager, division, or department.



# OUR VALUE PROPOSITION



## Implementation

Our Consultants can assist management by implementing recommendations - especially where implementation may be a dedicated project unrelated to the firm's ongoing operations. One of the core aspects of our role is to help organizations overcome internal bureaucracy and inertia favouring the status quo. This is highly beneficial where our clients may lack the expertise or manpower needed to implement recommendations efficiently and effectively.

## Catalyst for Change

Our consultants will assist management by supporting organizational change in the following ways:

**Providing research** to support a particular plan of action which can provide the stamp of approval that management needs to legitimize its plan and overcome internal opposition. This will also include a consulting report that can also provide an impetus for action by clarifying the reasons that a proposed course of action makes sense.

**Act as convenient scapegoats:** By providing political cover to help management pursue a potentially risky or unpopular course of action.

**Open communication:** facilitating open communication within the organization and enabling good ideas to reach management. The lack of a fixed position within the organizational structure makes it likely to be easier for our consultant to collect information from employees at all levels.

**Employee engagement:** Our Consultants engage with staff at all levels within an organization and, as a result, employees may feel more involved in the change process, making them less likely to resist proposed changes.



# OUR PEOPLE

Our strength lies in our diverse and talented team. Comprising skilled consultants, dedicated interns, practicum students, and volunteers, we are committed to driving the strategic direction and policies of our firm.

Our **consultants** are the key runners of our initiatives, bringing extensive expertise to the table as they deliver impactful HR solutions tailored to our clients' unique needs. They collaborate closely with organizations across various industries in Canada and the USA, ensuring that our services result in positive, enduring change.

We also place great value on our **interns** and **practicum students**, particularly those engaged in **Riipen projects**. These individuals play crucial roles in research and support, allowing us to innovate continuously while gaining fresh perspectives that enhance our offerings.

Additionally, our **in-house on-call team** and **volunteers** contribute significantly to our mission, providing the extra support needed to exceed client expectations and drive successful outcomes.

Together, our team is dedicated to fostering a collaborative environment where every member is empowered to make a meaningful impact. At PARKER HR Solutions, we believe that the collective talent and commitment of our people are what truly sets us apart.

ENGAGE.  
COLLABORATE.  
IMPACT.



SUPPORT. TRANSFORM. THRIVE.



# Our Partners

## Non-Equity Partners.

### **Cristian E Taborga**

Financial Advisor Non-Equity Partner  
at PARKER HR Solutions

Financial Advisor at World Financial  
Group



### **Ajirioghene (Ah Jiri Or Ganeh) Evi**

Equity Diversity Inclusion Non-Equity  
Partner with PARKER HR Solutions

Executive Director at Kind Minds Family  
Wellness | Community Engagement  
Specialist at OACAS

### **Mark Noble**

Employee Benefits Management  
Non-Equity Partner at PARKER HR  
Solutions

Financial Advisor



### **Casper Rasmussen**

Corporate Fitness Non-Equity Partner  
at PARKER HR Solutions

Founder of Cheveyo Fitness Camp, Spain |  
Elite Strength & Conditioning Coach



HELPING YOUR BUSINESS BUILD AND GROW

# TRUSTED PARTNERSHIPS ACROSS DIVERSE INDUSTRIES

At PARKER HR Solutions, we are proud to partner with a diverse range of clients across various sectors, including but not limited to: non-profit, finance, IT, and SaaS. Our extensive experience enables us to understand and cater to the unique needs of each industry, ensuring that every engagement is tailored for success.

As a testament to our commitment, we have had the privilege of collaborating with organizations that share our values of excellence, integrity, and respect. Together, we are driving meaningful change and fostering environments where employees can thrive.

## Our Commitment to Confidentiality and Expertise

We recognize the importance of trust in our relationships with clients. That's why we handle every matter with the utmost confidentiality and professionalism. Our team of skilled HR consultants is dedicated to providing expert guidance throughout the entire employee life cycle—from recruitment and onboarding to performance management and offboarding.



Join us as we continue to make an impact, one client a time.

# TALENT MANAGEMENT



## Talent Shortage Statistics

**67%** of talent managers and hiring recruiters see the lack of skilled and highly qualified candidates as the biggest challenge in hiring. [Jobvite 2023 Talent Acquisition Industry Report](#).

### RECRUITMENT PARTNERS

Our clients partner with us to help them identify, acquire, assess, and hire candidates to fill open positions within their organization

### EXPERIENCED CONSULTANTS

**PARKER HR Solutions'** experienced experts work with your team to identify and acquire skilled workers that meet your organizational needs

### OPTIMUM PERFORMANCE

We complete the heavy lifting while working together to ensure your business branding, future resource planning, workforce diversity, and candidate pipeline are the cornerstones of your business operations.

## TAILORED-FIT RECRUITMENT SERVICES

At PARKER HR Solutions, we understand that attracting, acquiring, and retaining top talent is crucial in today's fiercely competitive landscape. Our **outcome-driven talent acquisition services** ensure that your organization secures the best candidates for permanent, contract, and temporary roles.

We leverage advanced tools and AI-driven technologies to source top talent quickly, tailoring recruitment processes to fit your organization's unique needs—whether for niche roles, high-volume hires, or executive searches. Our focus on diversity and inclusion ensures a talent pipeline aligned with today's priorities for equity and inclusivity.

# LEARNING & DEVELOPMENT



## BUILD A BETTER WORKFORCE FOR YOUR COMPANY

Investing in your employees through tailored learning and development programs yields significant returns. By equipping your team with the skills and knowledge they need to thrive, you not only enhance individual performance but also drive overall organizational success. Empower your workforce today and watch your company reach new heights!

## Talent Skills Statistics

**64%** of Learning and Development professionals said re-skilling the current workforce to fill skills gaps is more of a priority than ever before

- Induction Training
- Professional Skills Development
- Soft Skills Enhancement
- Compliance Training

Get solutions for managing some of these creating meaningful environment, managing difficult situations, handling workplace stress, and improving productivity at our organized workshops in a city near you.

## ONLINE RESOURCES

In partnering with **OpenSesame**, we present to our clients highly interactive training courses aimed at providing the right mindset they need to get the job done. It includes modules ranging from:

- Business Skills
- Safety
- Industry-Specific Training
- Certification
- Compliance and Information Technology

# PERFORMANCE MANAGEMENT



## IMPLEMENT SUCCESSFUL EMPLOYEE RELATIONS AND ENGAGEMENT STRATEGIES

**Let's help manage issues like handling workplace stress and improving productivity, handling difficult situations and creating meaningful work environment.**



## Company Reviews Statistics

**75%** of recruiters say Glassdoor reviews are important to the hiring process. Company culture does help for hiring.

**Effective performance management helps develop high-achieving people in high-performing organizations. These organizations:**

- Foster a culture of performance management by designing a user-friendly performance review process and system that promotes flexible and customized documentation and that fits the needs of each department.
- Link performance management and appraisals to organizational objectives.
- Focus on the future more than the past in performance reviews through an emphasis on planning, goal -setting, and multiple opportunities for feedback.
- Use performance reviews as a tool to build trust, open communication, and improve supervisor/employee relationships at all levels of the organization.



# PERFORMANCE MANAGEMENT

## OUR THREE-TRACK PLAN

### ➤ Track 1: Training & Education

We empower organizations by delivering tailored training that unites diverse employee groups with a clear understanding of their roles and how to excel within evolving systems. By aligning individual strengths with organizational goals, we foster a culture of inclusion, accountability, and high performance, ensuring every employee is equipped to meet expectations and drive lasting success.

### ➤ Track 2: Strategy Design and Communication

This track focuses on the development and redesign of the overall performance management strategy. It includes creating a comprehensive communication plan that ensures all employees understand the new system, its objectives, and how their performance will be evaluated. The strategy will align with organizational goals, promoting transparency and engagement, while the communication plan will ensure consistent messaging across all levels of the company.

### ➤ Track 3: Coach Training & Development

Performance coaches are expertly trained to coordinate and deliver comprehensive performance management training across the organization. They facilitate performance reviews that enhance communication skills, strengthen relationships, and evaluate the system's impact on both individual and organizational performance. This process ensures that coaching managers are equipped to drive continuous improvement and foster a high-performance culture.

# PERFORMANCE MANAGEMENT SERVICES



At PARKER HR, we partner with your organization to implement advanced, user-friendly, and remote-capable performance management systems designed to drive results and foster growth. Our end-to-end solutions ensure your team is empowered to achieve key business objectives while enhancing employee engagement and accountability.

Our offerings include:

- Performance Evaluations
- 360-Degree Feedback
- Self-Evaluations
- Goal Setting and Tracking
- Succession Planning
- Reporting and Analytics
- Employee Engagement

...and more.

We work with leading HRIS platforms like BambooHR, Workday, and SuccessFactors to ensure seamless integration and data-driven insights, aligning with your business goals to foster growth and productivity.





# ADDITIONAL

# SERVICES

## EMPLOYEE ENGAGEMENT INITIATIVES

As your third-party vendor, we will work with your team to remain upfront about confidentiality. We will communicate how demographic information will be captured and stored exclusively by our company. There will be an agreement as to what data your organization will have access to during the data capture – at the end, we will agree on sharing captured data and what will be excluded.



## HR AUDIT

PARKER HR Solutions can provide on an ongoing basis, where we will spend time examining extensively and objectively your organization's HR policies, procedures, documentation, systems, practices, and strategies to protect the organization from litigation, establish best practices, and identify opportunities for improvement.



## ONBOARDING – PEOPLE & CULTURE STRATEGIES

Working alongside your leadership team, we can help bring key Insights for Post-COVID people and culture that will ensure enhanced employee experience and well-being are the core pillars of work at your organization.



## RETAIN TOP TALENT

In professional services, and with the great resignation, many firms are struggling with retaining talent. Businesses struggle firsthand, and PARKER HR Solutions offers clients empathy and strategies to keep their stars in their seats. Encouraging clients to offer robust benefits in a cohesive package executed quickly and efficiently goes a long way in acknowledging an employee's value.



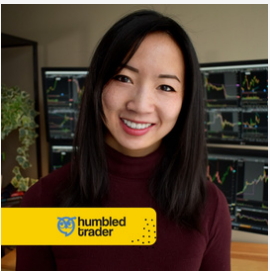
# CLIENT TESTIMONIALS



**JIM SMITH | Owner**  
Smithwood Builders

"Thanks Jenani, it was great to have PARKER HR Solutions helps us out with this workshop. Much appreciated."

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**SHAY | CEO**  
Humbled Trader

"Gifty and her team offered efficient HR consulting to support our hiring processes. They made sure to understand our needs before providing personalized solutions. We had a great time working with them as they were polite and professional."

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**AJIRIOGHENE EVI | executive Director**  
Kind Minds Family Wellness

"KMFV worked with a consultant (NJS) who was well versed in the historical issues that pertain to the population that KMFV serves. His insights on systemic issues and especially anti-Black racism and how they impact our clients was a huge bonus in our engagement and planning together!"

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**SEBASTIAN MEDERLY | AML MANAGER**  
Barclays Bank PLC - UAE

"working with PARKER HR Solutions was extremely organized. They presented and executed an excellent training proposal to our teams of banking professionals."



# Contact us for further inquiries

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