

Expert People Partners to People Leaders

A bespoke HR Consultancy

- ✓ Our practice is rooted in the simple idea that the people matter most in the workplace.
- ✓ We are HR for HR. We are HR in the absence of HR. We are advisors to leaders. We are champions of the workforce.



**We believe that through
commitment and consistent
practice, every organization
can benefit from:**

- Leadership whose intentions are visible and whose impact on the workforce is positive.
- An employment value that proves that both employer and employee deserve to get out as much as they put in to their collective success.
- An organizational culture that thrives in the balance of empowerment and accountability at all position levels.



Origin Story

Impassioned with the understanding that “people are people wherever they work”, Founder Tia B. Coachman stepped out of the experience of serving one workforce in one industry to embrace the idea of partnering with Leaders across industry and regional bounds who were wanting to broaden and deepen the impact of their leadership.



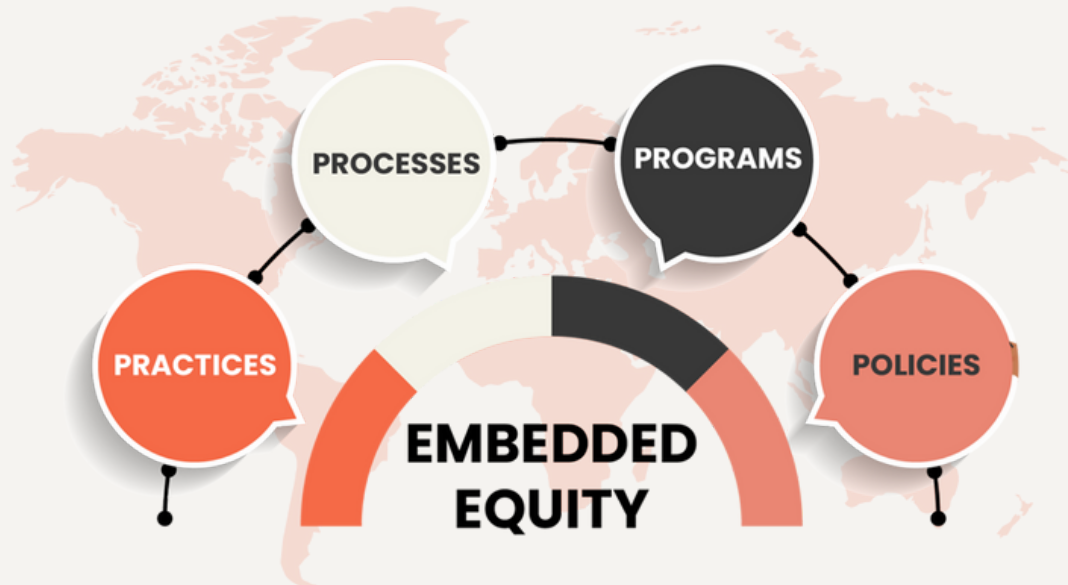
SMALL TEAM. HIGH TOUCH. LASTING IMPACT.

Affirma was born with the intention of focusing on leaders' growth through awareness, empowerment, partnership and accountability. The first step is meeting people leaders where they are on their leadership journey.

Our team is committed to guiding leaders and their team through the ebb and flows of learning, reimagining, and adopting new ways to take care of the people in their workforce so that they can bring the best of themselves to the work of their organization.

What We Do

As your partner, we will help to affirm what is right, what is productive, and what is fair in your organization. From compliance to culture, we take a generalist's approach to providing bespoke HR advisory and services. With an unwavering equity filter, we focus on preventative, maintenance, and reformative workforce solutions.



4Ps Approach

For each phase of the employee life cycle, we dive deep into the operational side of human resources in order to help solve your organization's people problems.

This approach proves to be comprehensive and holistic; and highlights both efficiencies and deficiencies in the way an organization serves its workforce...and vice versa.

Employee Life Cycle

With our 4Ps model, we analyze the employment experience in detail – from the moment you attract the best talent to how you send exiting employees off to their next endeavor – along the way uncovering ways to embed equity.

Acquisition

- ✓ Sourcing
- ✓ Attracting
- ✓ Selecting

Onboarding

- ✓ Organizational Expectations
- ✓ Cultural Integration
- ✓ Positioning for Success

Offboarding

- ✓ Separation Expectations
- ✓ Organizational Feedback

Retention

- ✓ Growth and Development
- ✓ Engagement
- ✓ Productivity



Affirma helped us see the new path, and helped us start down that path. Transformation is difficult but it remains impossible if we cannot even see the possibilities. Affirma showed us what was possible, helped us believe we could do it with practical tools and wise support. Now the road is ours to walk.

- Jann Carson
ACLU OF OREGON



Yes, the staff in particular are viewing so many more things through an equity lens than we ever did before. Tia lit a fire that won't be extinguished. We have so much work to do as individuals and as an organization but this has been an amazing starting point.

- Barb McDowell
CHILDREN'S HEALING ART PROJECT

Our Services

We'll meet you where you are and guide you toward your growth goals.

We are champions for the people. As such, we partner with Leaders to design, manage, and lead their people through a positive and equitable employment experience.



Executive Partnerships



We serve as active external partners to HR Leaders, Leadership Teams, and Executives in the absence of HR leadership. We provide thought partnership and strategic guidance that is both people and equity centered, specifically related to your end-to-end employment life cycle and talent acquisition.

Our executive partnerships are based on ongoing relationships with Leaders and are offered as **retainer-based** services.

Leadership Development



Through workshops, leadership retreats, and various types of speaking engagements, we help Leaders make equity-centered decisions for their own leadership and ultimately, for the intentional impact they will have on their people. We focus on leadership development as a major contribution to employee engagement and retention.

Provided as a one-time engagement or retained as a series of engagements, these are offered as **fee-based** services.

Leadership Coaching



Our coaching practice helps Leaders find a better balance between their own empowerment and accountability and ultimately, that of their team members. Our individual leadership coaching practice supports executive leaders as they go deeper into their personal and professional development. In a collective setting, we coach emerging leaders such as front line managers and newly promoted managers who are looking for development with their peer community.

Coaching sessions require self-investment and engagement and as such are offered as **commitment-based** services.