

Shayna Lee McDonough

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PROFILE

Enthusiastic and passionate People & Culture strategy leader. Extensive experience partnering with businesses to institute progressive processes and talent solutions that generate diverse, inclusive, fulfilling, and high-performing workplaces. Creates a holistic people plan that elevates the employee experience while raising the bar on performance and development for talent and leadership.

EXPERIENCE

Talent Development & Business Performance Success Consultant

ShaynaLee Coaching, LLC | www.shaynaleecoaching.com | Remote | 2016 – Present

- **Leadership Development:** Remotely coach 80+ diverse professionals through executive leadership promotions and career growth strategies across industry sectors from global companies: *Nike, Evite, LinkedIn, Deloitte, Priceline, BlackRock, Amazon, Google*; 80% of 1st time clients have returned for on-going support.
- **Talent Acquisition:** Designed and instituted a people centered Talent Acquisition strategy modeling best practice recruiting, screening, interviewing and onboarding that has resulted in companies attracting & hiring the right, top talent for roles across levels and sectors.
- **Performance Management:** Mapped out a performance-based bonus structure strategy and recommended better performance data tracking on Salesforce that has moved NYC global asset management firm closer to achieving performance goals.
- **Professional Development Planning:** Support executive leaders with building formalized professional growth and performance development system. Provided remote coaching so each department leader met and/or exceed their development goals and performance targets.
- **Change Management/People Operations:** Coached executive and team leaders through a complex organizational transformation that facilitated seamless transitions as their roles, teams and responsibilities were realigned through a companywide re-structuring.
- **Diversity, Equity & Inclusion (DEI):** Coach DEI task force & HR leader of financial firm through the development of best practice DEI policy and Talent Acquisition Strategies. Mapped out processes and systems that integrate DEI into all facets of company culture & workforce.
- **Business Advisement:** Advise 30+ social impact start-ups that are members of the [Social Enterprise Greenhouse](#). Coach entrepreneurs through talent forecasting, contract negotiations, formalizing product & service options, and designing target market research strategies, resulting in new ventures launching successfully and existing businesses accelerating effectively.

Senior Implementation Manager, [NYC Tech Talent Pipeline](#)

New York City Department of Small Business Services | NYC, NY | 2013-2016

- **Scaling Teams & Programs:** Built and led program teams that executed a massive citywide initiative to successfully recruit, hire, train and retain a pool of 250+ under-represented tech talent into a portfolio of 100+ NYC tech & media start-ups.
- **Leadership Development:** Managed fully remote teams of 20 different recruiting leads and talent development specialists (including industry partners; Microsoft) all teams reached their performance target enabling the TTP to successfully scale program by 10x in one year.
- **Talent Acquisition Software:** Procured & optimized the first Applicant Tracking System (ATS) that led to efficient tracking and reporting of applications, demographics, engagement, performance, and retention KPI's.
- **DEI Strategy:** Fostered the growth of diversity & inclusion within the NYC tech sector by mapping out citywide university recruitment funnels that resulted in a robust pipeline of diverse tech talent. Companies hired talent that reflected an 80% ratio of under-represented populations in tech, including 40% female.
- **Talent Forecasting:** Identified “in-demand” sector specific skills that informed the development of people strategy for employer partners; focused on diversity hiring & up-skilling.
- **Talent Matching:** Created inclusive job description and candidate profile templates for hiring managers that leveraged a ‘people & skill’ framework; generating more qualified interview prospects and hires for employer partners.

SELECTED SKILLS

People Partner Strategy
HRIS Human Resources
Talent Acquisition
Employee Retention
Leadership Development
Company Culture
Project Management
Application Tracking System (ATS)
Business Operation Design
Quality Improvement
Compliance
Diversity, Equity & Inclusion

PANELIST

- *Interviewing 101 post-COVID-19* | General Assembly, Boston MA
- *Recruiting in the Digital Age* | General Assembly, Boston MA
- *Overcome Imposter Syndrome* | General Assembly, Boston MA
- *Networking for Career Growth* | RWU, Bristol, RI
- *Education and Training Series* | Be Social Change, NYC, NY
- *Career Development in Tech* | LaGuardia College, Queens, NY

- **Performance Management:** Developed and administered 360 performance evaluations. Aggregated data showed that talent achieved positive company culture experiences, significant professional growth and improved tech skills. Employer partners reported exponential businesses growth from tech talent that was sourced and subsidized to them by the TTP.
- **Human Resources Strategy:** Wrote the first HR manual that standardized operations, performance management expectations, conduct protocols, compensation terms, payroll processes, EEO and labor regulations, and immigration (H-1B) guidelines for talent.

Director of Professional Development Programming **NYC Mayor's Office to combat DV | NYC, NY | 2008-2013**

- Materialized a newly created role by successfully operationalizing a self-sufficiency program idea into a thriving initiative of the NYC Mayors Office to Combat Domestic Violence.
- Provided individual professional development coaching and oversaw 20+ courses that advanced the skills and competencies of 1600+ women from diverse backgrounds.
- Coordinated private/public sector partnerships with companies such as *NetApp*, *Skillsoft* and *Microsoft* by creating eLearning content and building out programs that were modeled for expansion into other centers throughout the city.
- Selected to present on best-practice professional development program design at Avon Foundation national conference for social service providers in New Orleans. Avon Foundation used my Professional Development Program framework as the scope of services for their nationwide RFP for a grant that funded professional development programs throughout the country.
- Trained new staff across departments at monthly new-hire orientation. Provided on-going guidance on best practice service delivery to 14 different on-site agency employees.

Quality Improvement Manager **Family Service of Rhode Island | Providence, RI | 2005-2008**

- Coordinated the agency's compliance processes resulting in state and federal accreditation and licensing renewals.
- Measured performance and operations standards through quantitative and qualitative data analyses (SPSS).
- Contributed to recommendations for organizational improvements based on record audits, assessments, and stakeholder surveys. Program improvements positioned agency as the premier social service provider in the state and led to bi-annual COA certifications.
- Digitally transformed documentation system by building an extensive electronic database.
- Led weekly trainings with Executive Leadership that ensured solicited funds and subsequent reporting documentation was efficiently tracked and organized into the digital database.
- Wrote the agency's first Cultural Competency Manual that guided service providers on how to offer best practice culturally competent social services.

ACADEMIA

Business Advisor & Instructor **Roger Williams University | Providence, RI | 2018-Present**

- Contracted by RWU in collaboration with CVS Health Corporation to facilitate *Business Communication* and *Executive Presentation* courses for a competitive remote '[Executive Learning Series](#)' for certified diverse business owners. Remotely coach two CEO's from each class.

RESEARCH

Graduate Intern & Policy Planning **United Nations | NYC, NY | 2004-2005**

- Conducted research on mediation techniques deployed in civil conflicts throughout the region of western Africa. Worked in collaboration with research team to publish findings in the UN Peacemaker database that serves as a resource tool for peacemaking professionals.

EDUCATION

Master of Arts (MA)
Political Science and Public Administration
University of Rhode Island
Kingston, RI

United Nations
Certificate Program
Social Science Graduate Studies
Long Island University
Brooklyn, NY

Bachelor of Arts (BA)
Cultural Anthropology & Race Relations
Rhode Island College
Providence, RI

Study Abroad (via RIC)
Cultural Anthropology
National University of Maynooth
County Kildare, Ireland

CERTIFICATIONS

Design Thinking 101
[IDEO](#), Remote (2019)

Coach Training
[IGC](#), Remote (2016)

Managing for Innovation
[EDC](#), NYC (2015)

Transcendental Meditation
[DLE](#), NYC (2010)

PODCAST HOST **(APPLE, GOOGLE, SPOTIFY)**

[THE TALENT REVOLUTION](#)
*Interview Influencers from companies such as **Culture Amp** and **Drizly** on the changing landscape of HR, People Operations, D&I, Company Culture, Talent Acquisition, and People Development.*

[What Success Looks Like](#)
Interview business owners from diverse backgrounds that share insight about their entrepreneurial journeys.