



## Psychē Bio-sheet



Adrian Bashford  
Principal Consultant

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*“In record time, Adrian was able to set up a grown-from-grassroots employee engagement team, that unified the workforce and culture, and gained significant credibility and traction with the senior leadership, HR, management and people. Adrian was able to identify the employee needs... engage and qualify passionate individuals as leaders for each such direction, expand the employee engagement team and guide it through most of the initiatives... when Adrian handed off his leadership role, the employee engagement team was running as a well greased machine.”*

With an extensive background in sales, business development, market analysis, competitive intelligence, business strategy, and the specification & launch of new products, Adrian has found one element that is common to success: engaged employees. Originally trained in the field of Engineering Physics (McMaster), Adrian has devoted much of his career to a new passion: research and application of employee engagement strategies.

Based on the paramount importance of the relationship between manager & employee in establishing employee engagement, his methods focus on helping leaders identify and harness innate talents and motivators of individuals, to boost the performance of individuals, teams & organizations. Adrian specializes in the following areas of expertise:

### **EMPLOYEE ENGAGEMENT TRAINING FOR MANAGERS**

Some managers are naturals at engaging their employees, but engaging is not just for those with instinct. Managers can be trained to develop this important skill using an analytical talent-based approach that takes the guesswork out of engagement. The more managers that can effectively engage their employees, the more your company gets out of its single biggest resource: its people.

### **STRENGTHS-BASED SELECTION AND DEVELOPMENT**

As a customer, have you ever been impressed with the consistently good level of service that you have received from a company? It is very likely they are using a talent-based selection process to identify and select employees for specific roles. This methodology helps organizations create programs to determine the common traits of your top performers, and use these to identify and develop future talent.

### **CUSTOMER & EMPLOYEE ENGAGEMENT CONSULTING**

The keys to engaging your employees (EE) and your customers (CE) already exist in your organization. Tailored EE & CE solutions are developed by characterizing the level of employee and customer engagement, identifying areas of strength and weakness, illustrating how it impacts your business, and developing strategies for optimizing engagement. An increase in revenue, profitability, and morale, and lower employee turnover are just a few of the benefits of effective EE & CE.

### **BRAND ENGAGEMENT CONSULTING**

Do your employees believe in your brand? Are you having challenges getting your employees to understand your vision for the business? There is a very strong link between employee engagement, business performance and a clear brand that can be understood and supported by your employees. A compelling internal brand strategy can be developed by working effectively with your key strategists, communications, marketing and HR professionals.

## **Employment History**

### **Principal Consultant – Psychē**

*Role: To build the capacity within client organizations to develop and implement processes to improve employee, customer and brand engagement.*

*March 2010 to present.*

### **Business & Competitive Intelligence Analyst – Metro Ethernet Networks, Nortel Networks**

*Role: Established this function to provide market and competitive analysis to senior executives.*

*October 2007 - March 2010*

### **Chairperson, Metro Ethernet Networks Employee Engagement Team, Nortel Networks**

*Role: Worked with top executives & a team of 40+ volunteer employees and managers, established employee engagement goals, and launched projects to positively impact employee engagement in a 2000+ employee organization. The team was recognized as 'best in class' within the 25,000+ employee organization & many of the initiatives were adopted by other business units & other companies.*

*January 2007 - June 2009*

### **Advisor, Optical Networks/Metro Ethernet Networks, Architecture, Standards & Strategy Team, Nortel Networks**

*Role: Determined future market requirements and specified & launched products to ensure business units' future success.*

*Efforts directly resulted in the creation of a new business unit, launch of a product with \$10Ms of investment, 4 patent submissions & one ITU standard (G.8032).*

*May 2006 – October 2007*

### **Optical & Data Network Planner, Optical Networks, Northern Telecom Inc. / Nortel Networks**

*Role: Network design consultant for worldwide telecommunications providers. Promoted to manage a team of planners for the CLEC market segment.*

*December 1997 – May 2006*

### **Salesman, Optoelectronic Sales Canada, The Optikon Corporation**

*Role: Sales of complex optoelectronic systems from 30+ principals over a Canada-wide sales territory.*

*May 1996 – December 1997*

## **Education History**

**Bachelor of Engineering Physics** (Specialization in Nuclear, Solid-State & Optics), McMaster University, 1996

Supplementary training: Leadership Academy I, Situational Leadership, Extraordinary Leader, Consulting Skills, Effective Presentations, Assertive Communication, Professional Facilitation, Business Ethics



## **Testimonials on Employee Engagement Expertise/Experience**

*This is a brief selection of testimonials from those involved with Adrian's Employee Engagement work in a 2000+ employee organization. A complete list is available on [LinkedIn](#).*

"I found Adrian to be an extremely bright, creative and capable individual, who somehow managed to bring out the best in all those that worked with him. In a leadership capacity, in addition to being very passionate and driven, I would say that one of his strongest qualities is an ability that so few leaders possess, and that is the ability to listen. As the head of the [employee engagement] team, Adrian was tasked with helping the team foster new programs and initiatives that would help improve overall employee satisfaction in the organization. In this capacity, Adrian exceeded all expectations and it was through his strong leadership and his ability to encourage and motivate others, that a number of successful programs were launched; addressing key areas such as team building, career growth and development, and skills improvement and training. As such, I whole heartily give Adrian my recommendation."

"Adrian is one of the most natural leaders I have had the pleasure of working with. His passion and drive were contagious... and displayed many behaviours that all good leaders possess such as the ability to motivate others, creating a vision, decisiveness, adaptability and most of all honesty and integrity."

"Adrian was an inspiring leader for the Employee Engagement team. He started a number of very successful initiatives and kept the [business unit] employees motivated during some very difficult times at [the organization]. His leadership helped guide the team to become an integral part of the organization."

"Adrian is a devoted leader who inspires people he works with through his commitment and passion for his work. He is a strong organizer, good persuader and a charismatic speaker. He takes on challenges head on and always looks for ways of doing things better. He is a strong believer and supporter of continuous learning and self improvement."

"In the more than 2 years of leadership in the [employee engagement] team, Adrian was a fearless leader and not only led the team through the peaceful time but also continue[d] to hold the team together in the very difficult periods. During this period, Adrian recruited and continuously built the team as well as growing sub-team leaders within the team. He also initiated many [employee engagement] activities and guide[d] the direction of the execution of many [employee engagement] programs. His dedication and leadership were greatly appreciated by many team members as well as employees who benefited from the ESAT programs."

"His leadership was apparent in all activities, from enrolling and engaging the participation and approvals of executive management and junior personnel alike. His management style was consistently professional, his presentations to the executive teams were particularly creative, relevant and accurate to the activities he managed on the [employee engagement] project. He earned the respect of his team members, executive teams and subordinates on a daily basis. I was proud to be a part of his team."

