

# AN EYE FOR TALENT

Richmond's Titan Group offers strategic support to organizations looking to develop and reward their employees.

by Thomas E. Dougherty

Although a company's biggest asset is its talent base, managing it can be its biggest challenge. That is why partners Genevieve Roberts and Lee Weisiger founded Titan Group LLC, a human resources (HR) consulting firm headquartered in Richmond. The two started the firm in 2001 and have achieved substantial growth having added six more employees and serving over 250 clients.

No other Richmond-area consulting firm offers Titan's depth and breadth of knowledge. They provide a full range of human resources management services including training and leadership development, compensation evaluation, talent strategy, and HR advice.

Exclusive Titan offerings include Titan Management University, where managers and supervisors receive training in eight core skill areas over a six-month period and practice new management skills along with other participants. Managers can attend a public enrollment course and sit in classes with managers from companies across Virginia or companies may elect to offer a customized on-site version where they can put through a select number of managers who will share the experience.

In 2008, Titan launched another step for managers, Titan Leadership Institute, which focuses on the next level of management development. This program targets senior level managers being groomed for bigger roles that need to develop

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“Talent management is what maintains and grows successful companies,” Weisiger noted. “We help clients identify the key competencies that make their companies successful, and translate those skills down to the job level. Then we show them how to develop and compensate their employees.” High performing organizations recognize the human factor—the important balance of work and life. “We know that when we take care of our own employees, they give us back 110%. We strive for this similar performance and satisfaction for all our clients,” adds Roberts.

“While HR outsourcing of administration has been common in recent years, more companies are also seeking strategic HR advice and counsel,” Roberts notes, “and as the workforce is ever changing through downsizings, baby boomers retiring, and fewer college graduates entering the workforce, companies need help with developing strategies to recruit, retain, develop, and reward talented people.” She notes that as companies are reevaluating their staff due to economic pressures, managing talent is increasingly important. This means having the right person in the right role doing the right things.

their own leadership style and fine-tune strategic competencies. Many of their training programs incorporate some type of assessment whether it is self-taken or comes from feedback collected using a 360-degree tool. They build in to every class interactive exercises, case studies, and small teamwork and at-work assignments that participants complete in between classes.

To help companies ensure they offer competitive compensation, Titan provides a wide range of compensation services. These include salary studies, incentive design, and executive compensation studies for profit and non-profit organizations. Titan's Compensation Services helps all sizes of firms tackle their complex issues. This rapidly growing service has provided strategic compensation studies for small, expanding companies and large, public sector agencies. Titan also conducts the Greater Richmond Compensation survey, which is used by many area companies to ensure that their compensation packages remain competitive. According to Weisiger, “companies are finding that we can provide the same value and full range of compensation services without having to bring in a big international firm.”

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For smaller organizations, Titan's HR Advisory Services may come in handy. This practice area allows a company to access a seasoned HR professional without having to incur the costs of a full-time employee. Their consultants actually work on-site up to two days per week and become the company's interim HR Director. Titan experts are also available on an as-needed basis by retainer or an hourly billing model.

The partners at Titan Group very much believe in the value that human resources strategies can play in helping organizations be more successful. They are committed to promoting the profession. In 2007, they introduced the *HR Strategist of the Year*

*Award*, which was co-sponsored with the Richmond Human Management Association. This annual award provides a \$2,500 educational grant and recognition for an HR practitioner who has implemented the best strategic initiative for their organization.

What's the secret to Titan's growth and success? The answer is found in its broad network of referrals and repeat business from loyal clients who report a high degree of satisfaction. Many clients have found that they don't have to hire a large out-of-town consulting firm to meet its needs when they can get the expertise and real value right here in central Virginia.



Staff photo

Front row from left to right: Ellen Vance, Julie Shore, Alison Miller  
Back row from left to right: Shelley Seibert, Genevieve Roberts, Lee Weisiger, Jan Bazow