



HUMAN RESOURCES BUSINESS PARTNER

CATHY DOMSCH

As an HR Business Partner, Cathy brings a forward-thinking approach to Human Resources, aligning people strategies with organizational goals to drive performance and engagement.

CULTURE-DRIVEN, STRATEGY-LED

HR THAT WORKS WITH YOU

The Strategy Behind the Culture

I've spent over a decade learning a fundamental truth: culture is everyone's responsibility. Moving from the public sector into a private-sector Business and HR Manager role, I witnessed firsthand how a vibrant organizational culture directly drives retention, performance, and bottom-line success. That pivotal experience sparked my entrepreneurial spirit. Today, I leverage that background as an independent business coach to serve as a **Strategic HR Business Partner (HRBP)**, helping leadership align human potential with high-level business goals.



As an HRBP, I don't focus on administrative paperwork—I focus on alignment. I partner closely with leadership to bridge the gap between high-level business goals and human potential.

Today, my calling is helping entrepreneurs and organizations architect environments where people actually want to come to work every day. By blending strategic planning and clear operational systems with a human-centered approach, we remove the friction that causes overwhelm and burnout. Together, we don't just build a successful business; we build a thriving culture where your team feels motivated, engaged, and empowered to reach their fullest potential.

Inside the HRBP Role



HRBP Framework



1 PHASE 1 – DISCOVERY & ASSESSMENT

Understanding the organization's current state, leadership dynamics, and desired culture. This phase includes stakeholder interviews, organizational diagnostics, and cultural assessments.



2 PHASE 2 – STRATEGIC PLANNING

Collaborating with leadership to define priorities, clarify roles, and set goals. Developing a roadmap that aligns HR initiatives with business objectives.



3 PHASE 3 – IMPLEMENTATION SUPPORT

Providing coaching, training, and tools to build leadership capacity and improve team performance. Supporting change management and communication strategies.



4 PHASE 4 – ONGOING PARTNERSHIP

Regular check-ins, feedback loops, and adjustments to stay aligned with evolving needs. Ensuring continuous improvement and sustained impact.

Common Pain Points an HRBP Can Help Solve

LEADERSHIP MISALIGNMENT

Lack of clarity or cohesion among leadership teams can stall progress and create confusion across the organization.

CULTURE DRIFT

When company culture no longer reflects the values or behaviors leadership wants to promote, engagement and retention suffer.



REACTIVE HR PRACTICES

Organizations often operate in crisis mode, addressing issues only after they arise instead of proactively building systems and support.



RESISTANCE TO CHANGE

Change initiatives often fail due to lack of buy-in, unclear messaging, or inadequate support for leaders and teams.

TALENT DEVELOPMENT GAPS

Without intentional leadership development and coaching, high-potential employees may stagnate or leave.

INEFFECTIVE COMMUNICATION

Poor communication between departments or leadership and staff can lead to misunderstandings, low morale, and missed opportunities.

Let's Connect!

If you're interested in exploring how we can collaborate to elevate your organization's HR strategy, I'd love to hear from you.

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READY TO BRING CLARITY TO YOUR PEOPLE STRATEGY?

Schedule a no-charge 30-minute discovery call with Cathy to explore what's creating friction and how strategic HR partnership can help you move forward.

BOOK DISCOVERY CALL



I look forward to connecting with you and exploring how we can solve your HR challenges together.

Whether you're navigating change, building culture, or strengthening performance, I'm here to provide strategic, people-centered solutions that make a lasting impact.

Inside the HRBP Role

STRATEGIC ADVISOR TO LEADERSHIP

- Partners with executives and managers to align HR strategies with business objectives.
- Helps shape organizational culture and leadership practices.
- Advises on workforce planning, succession, and talent strategy.



CULTURE & CHANGE CHAMPION

- Supports cultural transformation initiatives.
- Facilitates change management and communication strategies.
- Ensures HR practices reinforce desired values and behaviors.

PERFORMANCE & DEVELOPMENT CONSULTANT

- Identifies leadership and team development needs.
- Designs and delivers coaching, training, and development programs.
- Helps build high-performing teams through feedback and goal-setting systems.

PROBLEM SOLVER & CONNECTOR

- Diagnoses organizational challenges (e.g., misalignment, disengagement, turnover).
- Connects people strategies to business outcomes.
- Builds bridges between departments, leadership, and HR functions.

METRICS & IMPACT FOCUSED

- Uses data to inform decisions and measure impact.
- Tracks engagement, retention, and performance trends.
- Adjusts strategies based on feedback and results.



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PRODUCTIVITY
IS
POWER



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PHASE 4 – ONGOING PARTNERSHIP

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Our Mission Agency



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It's not what you sell that matters as much as how you sell it!

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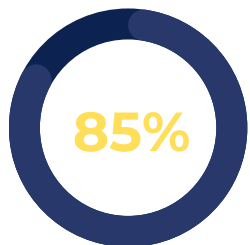
Getting The Best Marketing Target

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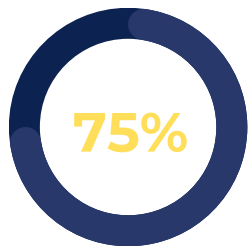
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Meet Our Senior Marketing Project

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