

A close-up portrait of Wendy Sellers, a woman with long brown hair and blue eyes, smiling warmly. The background is a soft, out-of-focus blue. In the top right corner, there is a semi-transparent olive green box containing the text 'MEDIA KIT 2024'. At the bottom, there is a large white serif font name 'WENDY SELLERS' and two lines of smaller white text describing her as 'THE HR LADY' and listing her roles and expertise.

**MEDIA KIT**  
**2024**

# WENDY SELLERS

WENDY SELLERS IS “THE HR LADY<sup>®</sup>”, A SPEAKER, TRAINER, AUTHOR, AND CONSULTANT.

HER APPROACH HELPS BUSINESSES POSITIVELY AFFECT HIRING AND RETENTION, HOLD PEOPLE ACCOUNTABLE, DELIVER EFFECTIVE FEEDBACK, AND ELEVATE EMPLOYEE PERFORMANCE AND BEHAVIOR TO NEW HEIGHTS.



# ABOUT

Wendy's expertise stems from personal experience, as she entered the field of HR without a clear plan and faced numerous challenges along the way. This has made her authentic, transparent, results-oriented, and committed to providing practical solutions without hidden agendas.

She is The HR Lady®: Realistic, Honest, and Reliable.

With over 25 years of experience, Wendy has worked in many HR areas, such as operations, downsizing, change management, corporate culture, remote and in-person workplaces, coaching, training, HR education, and leadership development. She has served businesses of all sizes, ranging from local startups to global enterprises, across diverse industries, including healthcare, dental, professional services, technology, manufacturing, construction, engineering, higher education, federal contractors, public safety, non-profit, and government agencies.

Wendy's straightforward style means she doesn't sugar-coat things. She believes that people are a company's greatest asset and should be treated as such. That means training and empowering managers, supervisors, and employees to be successful in their roles is not an option; it is mandatory. Wendy Sellers, The HR Lady, trains administrators on HR compliance and managers on the rest: the people part, from hiring to termination.

## TOPICS WENDY CAN DISCUSS:

- **"How to Attract and Retain Amazing Employees"**: This session is based on the current reality that many companies are facing: low employee retention, low employee engagement, an inability to attract new employees for the long term, and general frustration among managers and employees because of all of these things.
- **"Three Things Leaders Should Know (in order to get stuff done)"**: This session is about reflecting as a professional and asking, "Am I part of the problem?". Managers and leaders need to understand that:
  1. Your personality annoys us
  2. Common sense isn't common and
  3. You suck at communicating.
- **"Five Ways Our Employees Drive Us Crazy and What To Do About It"**: They don't listen, They make so many mistakes, They have no common sense, They have an entitlement mentality, and They just don't care!  
This is another humorous session about reflecting as a manager or leader. We will review each point and analyze WHY employees do things to drive us crazy. Hint: it is most likely that their manager is not using effective strategies. Don't go finger pointing at the manager though as most are put into their roles with no training or coaching and expected to magically acquire management skills through osmosis! Wendy's trainings and conference speeches can help close this skill gap.

## INTERVIEW QUESTIONS SUGGESTIONS:

- How did you (The HR Lady ®) get to where you are at now?
- What is the best advice you can give business owners about retaining engaged, productive employees?
- Is managing people really that difficult?

## SOCIAL MEDIA PROFILES



<https://www.linkedin.com/in/wendythelady/>



<https://www.instagram.com/theladyllc/>



<https://www.youtube.com/@managertrainingtopics>



<https://thelady.com/>

## PREVIOUS MEDIA APPEARANCES:



Wendy will advertise all episodes on her social media and website.