



McLean & Company Media Kit



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About McLean & Company

McLean & Company is the trusted partner of HR and leadership professionals around the world. Through data-driven insights and proven best-practice methodologies, McLean & Company offers comprehensive resources and full-service assessments, action plans, and training to position organizations to meet today's needs and prepare for the future.

McLean & Company is a division of [Info-Tech Research Group](#).

As seen in:



Forbes

reworked



FAST COMPANY

ESSENCE

Services

McLean & Company's team of analysts apply real-world experience and subject matter expertise to help members objectively measure success, form effective HR strategy, and systematically improve their departments' performance year over year, providing the step-by-step support needed to exceed objectives throughout the execution.

McLean & Company offers support and services that match the unique needs of each HR team. This includes:

- HR research
- Tools, templates, training downloads, and resources
- Diagnostic programs
- Facilitated training and workshops
- Guided implementation and advisory services

To learn more, visit mcleanco.com.

Clients

A sample of clients we work with:



Quick Facts

- 150+ blueprints and over 740 tools and templates, training decks, videos, and diagnostics covering a wide range of HR and leadership topics
- Continuous investment in new products in the HR, learning, and diagnostic spaces, with a new product or feature released every quarter
- 60+ industry experts with deep knowledge of the HR, leadership, and DEI spaces
- Only HR Research & Advisory firm in the world to also provide comprehensive services in the learning and diagnostic spaces

Spokespeople

With a team of HR and leadership industry experts and access to over 60 dedicated analysts who can speak to a variety of topics, we have a source and exclusive insights for nearly every story. Some examples of who is available to speak are below.



LynnAnn Brewer
Executive Advisor



Leigh Caiger
Practice Lead,
Advisory Services



Janet Clarey
Principal Director, HR
Research & Advisory Services



Laura Hansen-Kohls
VP Diagnostics, Advisory
& Data Insights



Sally Cornet
Executive Counselor



Adrienne Go
Director, Advisory
Services - DEI



Elysca Fernandes
Director, HR Research
& Advisory Services



William Howard
Director, HR Research
& Advisory Services



Karen Mann
SVP, HR Learning
& Advisory Services



Shazia Mazhar
Managing Partner,
Executive Services



Dave McLean
Executive Counselor



Obie Odunukwe
Director, Advisory
Services - DEI



Maureen Cahill
Sr. Managing Partner,
Executive Services



Jennifer Rozon
President



Rachel Stewart
AVP, HR Research
& Advisory Services



Lisa Highfield
Principal Director,
HR Technology & AI



Jennifer Waxman
AVP, HR Advisory
Services & Workshops



Kelly Berte
Director, HR Research
& Advisory Services

Media Stories



6 Challenges of AI in Recruitment



Data Suggests Black Employee Resource Groups Don't Receive Enough Support Outside Of Black History Month

ESSENCE



The Keys To A Flow-Conductive Workplace

Forbes



Generative AI Can Help Performance Reviews, But Not the Way You Think (reworked.co)

reworked

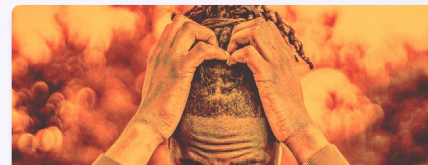


The Role of AI in Retaining Top Talent



Layoffs on the horizon? Consider transfers instead, consultancy says

HR DIVE



Stop these workplace habits in 2023

FAST COMPANY



Why it's hard to close the pay gap and what to do about it

QUARTZ



A Cost Optimization Plan Will Help HR Survive and Thrive After a Recession

There are three focus areas for HR cost optimization that HR leaders must examine for HR cost optimization:

1. HR initiative prioritization
2. Vendor management



3-step plan for HR departments to optimize costs in rough economy

TALENT CANADA

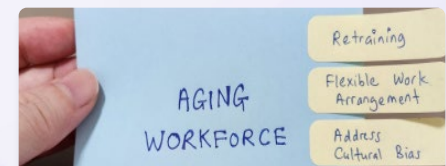


How to build an effective upskilling program for employees



Hiring After Layoffs: What Employers Need To Know

VISIER



Report Suggests Aging Workforce in Future - HR Daily Advisor

HR Daily Advisor

Topics

McLean & Company's thought leaders offer expertise on a variety of topics, including the following:

Candidate Assessment	Generative AI	Performance Management
Career Development Plans	HR Operations	Program Planning
Change Management	HR Structure	Sourcing
Coaching & Mentoring	HR Tools & Technologies	Strategy
Compensation & Rewards	HR Trends	Succession Planning
Core & Leadership Competencies	Job Architecture	Talent Assessment
Corporate Culture	Hybrid Work	Talent Acquisition Strategy
Diversity, Equity & Inclusion	Internal Mobility	Talent Marketplace
Employee Engagement	Leadership Development	Talent Retention
Employee Experience	Learning & Development	Upskilling & Reskilling
Employee Value Proposition	Metrics & Analytics	Work Environment
Employee Wellbeing	Onboarding	Workforce Planning

Let us know what you need help with, and the appropriate industry expert will be in touch.

Key Resources

The following materials demonstrate McLean & Company's insights and offering:

2024 HR Trends Report

Analyst List

Employee Engagement Trends Report

Flow State: A Gateway to Engagement, Performance, and Productivity

Harness the Potential of Generative AI in HR

HR Spotlights

Industry Videos

The Future of HR

Research

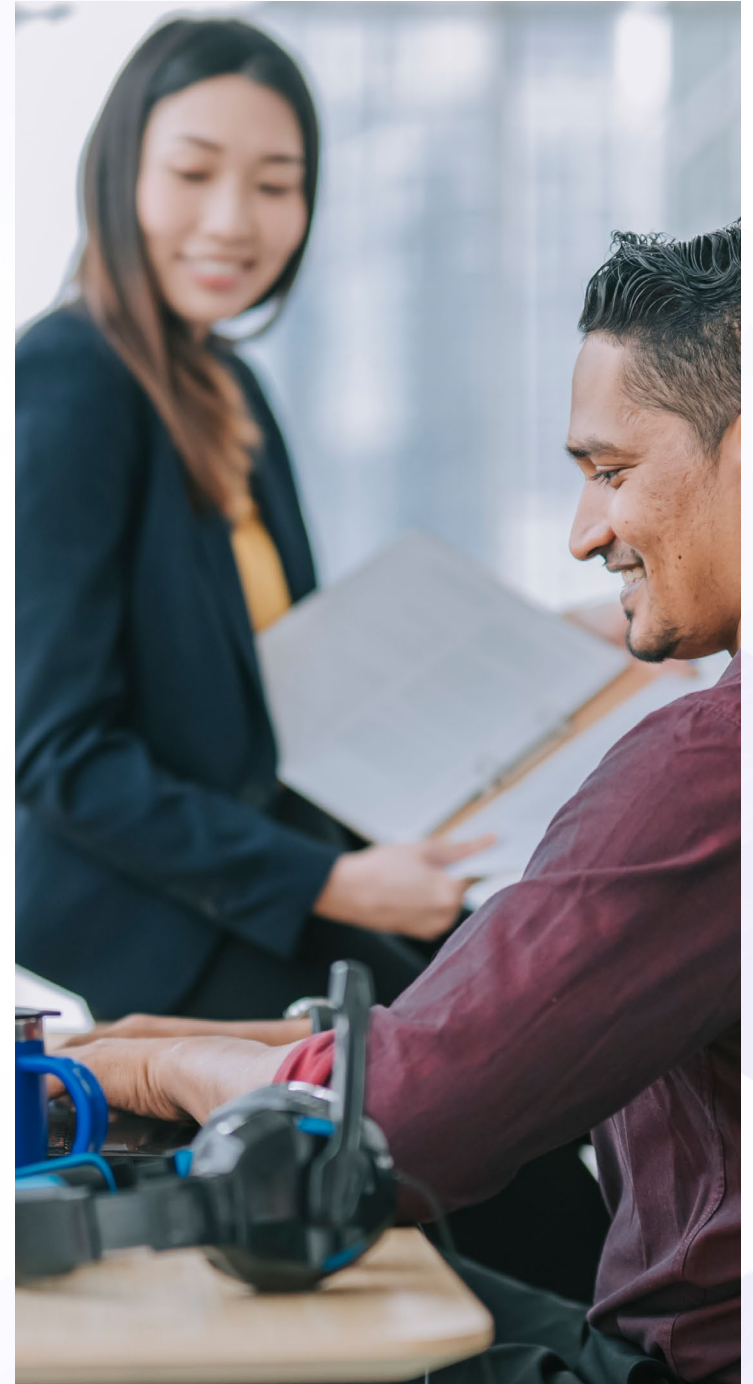
Tools & Templates

Working at McLean & Company

Social Media

 www.linkedin.com/company/mclean-&-company/

 twitter.com/hrmcleanco



Media Insiders Program

Register for the Media Insiders Program.

This program is complimentary and gives select media contacts non-restricted, on-demand access to industry research and content. Participants receive timely email notifications about trending content, can search for and obtain insights on a wide range of industry topics, and book time to speak to a subject matter expert from our team of 60+ research analysts.

Interested? Reach out to pr@mcleanco.com to request more information and to be added to the list.

Contact

For requests, please contact pr@mcleanco.com.



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