



# J. Forrest

612.508.2583 | [j@esinc.mn](mailto:j@esinc.mn)

Work can be impactful and fun.

## MEET J. FORREST

J. Forrest enjoys sharing his work experiences with HR and business audiences throughout the community, striving to provide people with the knowledge they need to keep sight of the real purpose of one's organization.

*"We are driven by the belief that work can be impactful and fun." -- J. Forrest*

J. Forrest is the founder of Employee Strategies, Inc., a consulting practice whose mission is to improve organization culture and employee engagement for companies through the use of retention studies, exit interviews, strategic planning, employee pulse surveys, training and company retreats. In 2011, he developed a software program, Alignamite, to align employees' goals to their organization's goals and values and bring simplicity and meaning to the workplace.

*"The way J. leads performance improvement both with individuals and groups is top flight. Whether your company needs training, team building, leadership development or coaching, J. gets it, and you/your organization will benefit from day one." -- Keith Sherman, Executive Vice President of Marketing & Sales, Freeman+Leonard*

## SIGNATURE WORKSHOPS

We want to be engaged in our work. We yearn for work that is enjoyable, meaningful, and engaging. When we are engaged we are more impactful and present. It is for these reasons that organization culture matters. Workshops and retreats can be designed to include one or all of the following topics.

### **Understanding Your Organization's Purpose**

This workshop answers the how, what and why of an organization. We work to develop multi-year goals, with emphasis on aligning employees' goals with a company's values and mission.

### **Culture: Why it Matters**

Whether intended or not, every organization has a workplace culture. This workshop looks at tendencies of workplace culture and ways to kick-start a great place to work, igniting energy and excitement in the workplace.

### **(Un)Written Rules**

Unwritten rules run rampant in an organization. This workshop is designed to examine an organization's unwritten rules and how to turn them into productivity gains.

### **Team Development with Myers Briggs**

This interactive session with the MBTI personality assessment tool focuses on self and team awareness, as well as fundamental applications to conflict and communication.

### **The "Intrapreneur"**

The role and place for authenticity is becoming more and more prevalent. This workshop outlines how to find social and emotional leaders, create community, and build a connection to your purpose internally.

## WORKSHOP EXPERIENCE

**“Team Building with Myers Briggs”** - City of Minneapolis: Regulatory Services Leadership Team

**“Improve Workplace Culture”** - Thrivent Financial

**“Culture Eats Strategy...for Lunch”** - Minnesota Association of Health Underwriters (MAHU)

**“Human Resources 101: Avoiding Hot Water”** - Kaplan Professional Schools Course

*“I had the pleasure of working with J. to provide a training at a nonprofit conference on the topic of ‘Leading from the Middle.’ J. received high marks in the conference evaluation for being knowledgeable, a skilled facilitator, a clear presenter, and for his sense of humor. From ideation through after-conference follow up, J. was sharp, responsive, flexible and delivered excellent results. I also highly recommend J. for any training or facilitation needs you may have.” -- Nicole Forsythe, Digital Services Librarian, Kirkwood Community College*

## CLIENTS

UnitedHealth Group | OPTUM | Xcel Energy | US Bank | SuperClean | Best Buy | FISDAP | Thrivent Financial for Lutherans | BI Worldwide | City of Minneapolis | City of Plymouth | City of St. Louis Park

*“J. was brought in to help our small company better define our work culture and hiring practices. He helped our team immensely--he was able to offer a wise outsider's opinion because he was able to get to know us like an insider. J. has a real gift when it comes to relating to people and earning instant trust...Plus, J. has a great sense of humor.” -- Rachael Rosen, Marketing and Content Strategist, FISDAP*

## PRESS

**‘Local Expert’ blogger** - minnesotabusiness.com [August 2013]

Partner with Minnesota Business writing current topics and relations relative to his experience and knowledge.

**‘Human Resources: Up for Review’** - Minnesota Business Magazine [June 2013]

How a small company's call for help as it struggled to manage employees led to an unexpected spin-off business.

**Nominated 2013 ‘Under the Radar: Leader’** - Bepollen [May 2013]

Nomination for people making an impact “under the radar” and whose work/efforts should be shared more broadly with our community, starting with the Pollen network.

**‘Entrepreneur J. Forrest designs tools for small organizations and their employees’** - CE+HD [Nov. 2012]

Featured article on College of Education + Human Development with University of Minnesota.

**‘Aligning Employees, Company Goals’** - The Minneapolis Star Tribune [May 2012]

Featured article in small business; the founder of a Minneapolis consulting firm is targeting smaller companies with his new online performance management tool Alignamite.

## ABOUT J. FORREST

Shortly after graduating from St. Olaf College, J. Forrest had his first painful job experience. His search for purpose led to a number of networking meetings in an era before coffee shops. At age 23 while eating at a now defunct Mexican restaurant, he mapped out his career path on a sheet of paper. When he found that sheet of paper 10 years later (yes, he kept it in a "Career Development" file), he realized his career up to that point had gone just as he had envisioned it. The college-ruled sheet of paper outlined the next step to start his own organization development consultancy, thus, Employee Strategies was created in 2006. J. strives to incorporate three values into his practice, responsive, results and fun. Employee Strategies takes into account both the company and the employee perspective when working with their clients. This perspective, coupled with the fun experience that Employee Strategies brings to the process, makes them a "Non-HR HR consulting firm."

The success of Employees Strategies, along with J.'s passion for developing performance management tools, led to the creation of Alignamite, a performance management software application. He believes that transparency and accountability are crucial for reaching the goals set out, from both an employer and employee standpoint. Alignamite has cube cred with owners, managers and employees alike. It's simplicity helps speed adoption and impact.

When not running two companies, J. enjoys writing about developing great places to work. He developed his blog, "Seeing the Forrest for the Trees," as a place to share ideas and expertise in organization development.

J. is an active member of the community, having served on the Board of Directors for Project for Pride in Living and St. Luke's Lutheran Church. He is also an active contributor to Leadership and Community, a collaborative community blog devoted to providing awareness on leadership and community insights in the Twin Cities.

A dad, husband, son, brother, uncle, friend and neighbor, J. utilizes his relationships to provide context to his presentations and create a level of understanding with his audience.

## EDUCATION AND CERTIFICATIONS

University of Minnesota - Twin Cities, Human Resource Development Masters Program  
St. Olaf College - Bachelor of Arts, Communication/Political Science

U of M - M.Ed Organization Development and Adult Learning  
MBTI Certification - Myers-Briggs Step I and II  
EQi 2.0 - Emotional Intelligence Certification  
7 Habits of Highly Effective People Signature Program  
AchieveGlobal Facilitation Training