

# Allan Freed

“In increasingly competitive markets, organizations reap what they sow. Commitment to excellence in leadership yields rich return and creates the fertile ground from which the right results and high achievement are derived.”

Allan Freed is a principal consultant with The RBL Group, a consulting firm focused on helping leaders and organizations deliver results and increase value. Allan's current work helps organizations identify and build capabilities required for the execution of strategy through leveraging human resources and improving leadership performance.

**Strategic HR** - Allan's work in this domain helps firms to apply RBL's award winning databases and research to assess alignment between strategies, human resource practices and HR competencies and develop programs for improvement. Allan has worked with HR organizations in Europe, the Middle East, Asia and India.

**Leadership:** Allan has worked to help organizations in the Middle East and Europe build leadership systems that deliver results and increase value.

#### **Recommendations:**

*“I have known Allan for about 8 years. He is one of the most creative and instinctive teacher/facilitators I have ever met. He has a unique knack of presenting complex material in simple and useful ways. He connects brilliantly with his audiences and is gifted at helping participants learn and improve. We are lucky to have him as a part of our organization and he will add value to yours.”*

—Dave Ulrich

*“Allan has been associated with the RBL Group since 2008 and is now one of our most esteemed principals. He understands the logic and process of linking HR to business, of developing high impact HR professionals and of building business-focused HR strategies. His substantial mental grasp of HR's business linkages is powerfully augmented by his outstanding interpersonal and facilitation*

*skills. He has amongst the most effective audience skills of any HR consultant with whom I have worked. He recognizes important conceptual input from executives and skillfully and tactfully amplifies those inputs into strong strategic content. His combination of great intellectual content and teaching/facilitation skills results in his ability to lead HR teams to practical action plans for closer alignment to the business and to deliver business results.”*

—Wayne Brockbank

#### **Contact:**

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