

Cindi Filer President



Cindi Filer is founder and president of Innovative Outsourcing, a unique staffing company dedicated to connecting businesses with experienced professionals seeking part-time employment. The company's primary focus is to help businesses maximize flexibility and profitability with their staffing arrangements while at the same time helping individuals achieve work/life balance in their professional careers. She established the company in 1995 after leaving the traditional workforce to raise her children. While Ms. Filer is still very involved in day-to-day activities of the company, her primary role is to ensure that the vision of the company is achieved.

Ms. Filer strongly believes that people must work in their own "sweet spots" to find joy in their jobs and feels that a balance between work and family life is attainable. Cindi has devoted personal energy, consulting time, and the focus of her company to helping people find that balance, while at the same time working with CEOs, business owners, and hiring managers to deal with business issues arising in their companies.

Ms. Filer is a veteran of the human resources industry, specializing in the area of compensation. She has more than 18 years of experience, specifically in staffing and organizational structure. She has consulted with companies of all sizes on how to integrate company growth and staffing.

Prior to establishing Innovative Outsourcing, Ms. Filer gained valuable experience in finance at First Union Bank in Charlotte, N.C., in human resources at Delta Air Lines in Atlanta, and in compensation with Worldspan (a subsidiary of Delta) in Atlanta. In these companies, she oversaw various aspects of human resources matters.

Ms. Filer is a member of Vistage International, Cobb Chamber of Commerce CEO Roundtable, and the National Association of Women Business Owners. She is active at North Metro Church in Kennesaw, Ga., where she serves as a leader in a ministry to young mothers. She also serves in various capacities at her children's schools, Dominion High School and Eastside Christian School.

Ms. Filer lives in East Cobb with her husband Don and their two children, Matt and Emily. She graduated cum laude with a Bachelor of Science degree in mathematical economics from Wake Forest University in 1987.

Speaking Topics

Discover Your Sweet Spot & Begin to Love What You Do

Think of something you love and you're also really good at. For most people, favorite hobbies or sports activities come to mind. Wouldn't it be great if the first thing that popped into your head was your job? Sadly, studies say that an estimated 85% of the workers in America hate to go to work every day. In this workshop, you will identify the areas of your job that you love and excel in, and find out how to spend more time working in your "sweet spot". This is a great opportunity to learn to begin to love what you do!

Staffing to Succeed During the Tough Times

A recent survey of CEOs in the United States said that their primary concern for the coming year was finding and retaining good staff. Even with the current economic climate, that is still true - maybe even more than ever! As business owners, developing an effective staffing strategy will be one of the most critical factors in your success. It is essential that your staffing plan:

- Provides the flexibility you need to adjust to quickly changing business demands
- Ensures you aren't overpaying for essential work performed
- Allows access to the talent you need for special projects and circumstances

This informative session will help you lay the groundwork for analyzing your current staffing situation and developing a high productivity, low cost plan for the future.

I'm a CEO – Why Do I Hate What I Do?

Most CEO's start their companies or get into a certain industry because they have a passion for that area of business. Yet over time as their companies grow, their responsibilities expand, and the demands on their professional and personal time increase, many executives find themselves in a role they no longer enjoy. This interactive workshop is designed to help the busy CEO rediscover his/her "sweet spots" – those areas of work that they love and are really good at – and find ways to reframe their jobs with those things in mind.

Creating an Action Plan to Achieve Work-Life Balance

For most busy professionals, achieving a healthy work-life balance is a wonderful dream – but seems impossible to accomplish. However, increasing numbers of people are becoming more intentional in their efforts to try to make this happen.

- Nearly 1/3 of US workers now say that work/life balance and flexibility are the single most important factors when considering job offers.
- 43% of working mothers would be willing to take a pay cut if it meant they could spend more time with their children.

This interactive workshop takes you through the steps necessary to start making this dream a reality. You will leave this session with a detailed action plan that will lead to greater job satisfaction and reap tremendous rewards for you personally and with your family.

Testimonials

"We recently invited Cindi to speak at a networking event for human resource professionals. Cindi was one of five presenters and quickly became a hit. She seized the attention of her audience as she shared the story of the emergence of Innovative Outsourcing. Women and men alike were intrigued by her distinctive business model and success. Her unique story combined with her exceptional communication skills creates a fresh, motivational and encouraging presentation suitable for a variety of settings."

- *Jack W. Bruce, Jr., PHR*
Chief Operating Officer
BIS Benefits, Inc.

"For someone who does not fashion herself as a speaker, your presentation resonated well with everyone this morning. You connected. The audience was engaged. You made everyone rethink not only their needs, but their daily lives. [They left saying] what can I outsource in my business to make my life less stressful without breaking the bank? You hit a homerun...well done."

- *Donald E. Rigby*
Advisor
Integrated MARCOM, Inc.

"Thank you, Cindi...you were great! I've already received so many positive comments about your presentation."

- *Beverly Huff*
Membership Director
The Georgian Club

"Cindi has the ability to relate to many types of audiences. Her gifted teaching style will motivate them to live in Victory. Cindi is a dynamic speaker who draws on her life experiences to share with and challenge your audience. Cindi uses the lessons she has learned from her own daily life of balancing work, faith and family to encourage her listeners while exhorting them to step up in their walk with the Lord."

- *Charlene Kidd*
Speaker and Author
Proverbs 31 Ministry



Contact Information

To schedule Cindi Filer for speaking or consulting engagements, please contact:

Susan Huffman
Innovative Outsourcing
1000 Whitlock Ave., Suite 320, PMB 128
Marietta, GA 30064

678-881-0023 ext. 707 *voice*
678-623-3460 *fax*
shuffman@innovative-outsourcing.com

For more information about Innovative Outsourcing, please visit the company web site:
www.innovative-outsourcing.com