



Tricia Perkins, SPHR, SHRM-SP
Senior Strategic HR Advisor
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EXPERIENCE

Tricia has been part of the Lake Effect HR & Law team since its opening day, in 2018. Lake Effect HR & Law's clients benefit from Tricia's 20 plus years of diverse experience in the Human Resources profession. Prior to joining Lake Effect, she worked with most of the Lake Effect team, in the same capacity, at Clark & Gotzler, Attorneys at Law and has held HR consultancy roles, including at her own consulting firm, advising leadership of start-ups, small and large business and non-profits. Prior to consulting, Tricia held various in-house human resources positions in the hospitality, property management and financial industries.

Tricia is frequently retained by clients to navigate difficult employee situations, align HR processes with the organization's culture, conduct sensitive workplace investigations based on harassment and discrimination, facilitate mediations to improve workplace relationships and train staff on management development and compliance topics, such as interviewing, performance management, professionalism and anti-harassment. Tricia is a certified trainer in DiSC and Myers-Briggs.

Key Accomplishments

- Strategic HR consultant advising senior leaders on employee-related issues, employment law compliance and HR policies aligned with best practices and the strategic direction of the organization
- Customer service focused, senior level HR professional with expertise in employee relations, policy writing, training, investigations, HR assessments, performance management, interview and I-9 compliance



- Energetic, interactive presenter identifying training solutions, creating content and facilitating supervisory and compliance-related workshops to develop a strong leadership team
- Thorough interviewer conducting sensitive workplace investigations in response to harassment or discrimination allegations

Professional Affiliations

- Society for Human Resource Management (SHRM)
- Greater Madison Area Society for Human Resource Management (GMASHRM)
- Fox Valley Society for Human Resources (FVSHRM)

Education

- University of Wisconsin Stout, Menomonie, WI -- BS Hospitality and Tourism Management

Certifications & Licenses

- Senior Professional in Human Resources (SPHR), 2004
- SHRM Senior Certified Professional (SHRM-SCP), 2015
- DiSC
- Myers-Briggs Type Indicator (MBTI)

Personal

Tricia is always ready for the next adventure, whether it a muddy mountain bike race or jumping from a plane. She looks forward to her next fun experience with friends and is always game for a bike ride, hike, paddle or cross-country ski.

Community Involvement

- Olbrich Botanical Society, Board Advisor (Madison)
- Best Friends of Neenah-Menasha Personnel Committee (Neenah)

Speaking Engagements

Tricia has been presenting to clients and partners for many years. As a certified DiSC trainer, she regularly presents on management development, HR compliance, and



strategic organizational culture alignment related topics and issues. Tricia has also been sharing her knowledge and experience with local SHRM Chapters and Associations since 2013. Following are her most recent speaking engagements:

“Live Your Mission: Aligning HR with Your Mission”

- Community Foundation for the Fox Valley Region's Nonprofit Leadership Initiative, Appleton, WI (January, 2019)

“Live Your Mission: Strengthen Your Workplace Culture by Creating Strategic Goals Aligned with Your Mission”

- Numbers 4 Nonprofits, Madison, WI (January, 2019)

“Develop Your Employees and Grow Your Business”

- Tri-State Human Resources Association, Dubuque, WI (January, 2019)

“The Difficult Employee”

- StartingBlock Madison, Madison, WI (November, 2018)

“Higher Quality Hiring: How to Grow Your Workforce with Intention”

- Forward Festival, Madison, WI (August, 2018)