

Jessica Wobick, PHR®[®], SHRM®[®]



Jessica leads Alera Group's HR Consulting & Workforce Solutions team at National - helping organizations achieve their workforce goals through strategic HR solutions.

Nearly 20 years of HR leadership experience.

- Oversee Team of 30 HR Consultants
- Supports strategic HR consulting and workforce solutions for clients
- Guides organizations through workforce strategy and complex HR challenges
- Known for building strong relationships across leadership and teams
- Collaborative leader focused on customized, practical solutions
- SHRM-CP® and PHR® certified; B.A. in Business Administration

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Agenda



ITEM

- 1** Spot the signals
 - 2** HR Hot Topics
 - 3** Engaging HR expertise
 - 4** Successful cross-sell partnerships
 - 5** HR offerings available to support clients
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Spot the signals

Learn how to recognize common indicators that clients may be struggling with HR capacity, structure, or strategy before those gaps impact performance and retention.

Why early HR signals matter

- Workforce challenges often appear before they are formally recognized
- Improves retention & engagement
- Early conversations create opportunities for proactive support
- Reduces risk, cost, and workforce disruptions

Common client signals:

- Rapid growth or organizational change
- Increasing employee relations issues
- Managers struggling with hiring, onboarding, or performance management
- Unclear policies, processes, or compliance concerns
- Retention challenges or culture issues
- Your POC keeps changing

HR Hot Topics

What is trending in HR with Clients in 2026?

2026 HR Trends



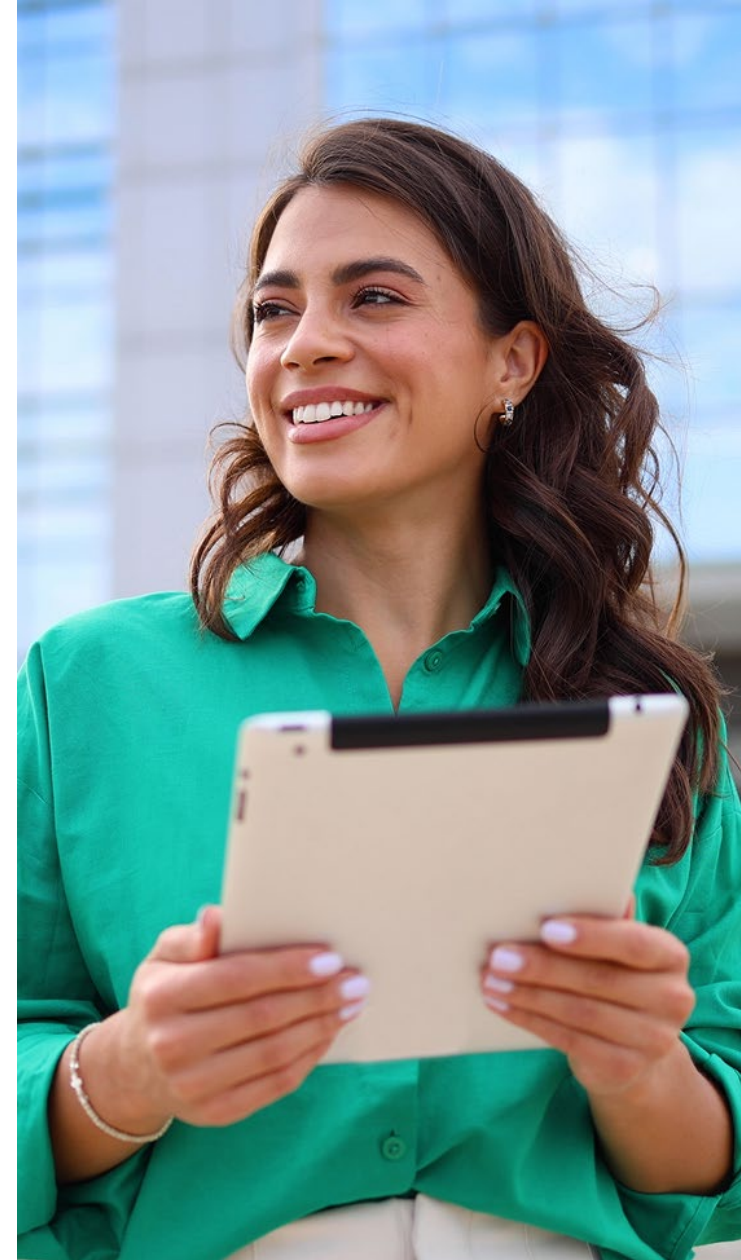
- Culture & Engagement Strategy
- Intentional Hiring
- Intentional Total Rewards Strategy
- AI in the Workplace
- HR Efficiency
- Leadership Training for New People Managers
- Accountable Leadership, Early Intervention, Clear Communications

Engaging HR expertise

Understand when introducing HR support adds the most value and how to position it as a solution that strengthens workforce and leadership practices.

When HR consulting adds value

- Organizational growth or restructuring
- Leadership/ HR transitions
- Compliance concerns or policy gaps
- Hiring challenges or workforce planning
- Culture, engagement, or retention issues
- Limited internal HR knowledge or resources at the client
- Outside perspective with knowledge of BP & trends



Sample of what to say to a client

How to introduce HR expertise

- Frame HR as a strategic partner, not just compliance support
 - Fractional HR support- HR Consulting team is an extension of the client
- Connect HR solutions to business outcomes or current issues
- Emphasize collaboration with internal teams
- Offer a simple introduction to the HR consulting team
- HR Solutions are tailored to meet clients' specific needs where they are and support in moving forward

Successful cross-sell partnerships

See how successful cross-sell partnerships have led to better client support, improved results, and stronger long-term client relationships.

Crosssell: Iowa Behavioral Health Facility

IN PARTNERSHIP WITH PEO SPECTRUM

- Current Scope:
 - Supporting Org Restructure
 - Filling HRD role & other HR Generalist support along with internal HR Generalist
 - Focusing on building/ repairing internal relationships between departments
 - Identifying BP & Process Improvements to streamline HR services
 - Process & Documentation Support
- PEO Spectrum did a cold outreach to client regarding PEO Services
- Client wanted embedded HR Support not PEO so HR Consulting was introduced

Crosssell: Texas Hospital

IN PARTNERSHIP WITH EB HEALTH SURE

- HR Functional Assessment
- HR Department Assessment
- Manage HR Operations
- Leadership Support & Consultation
- Process & Documentation Support

- CFO talked with Alera EB regarding ongoing issues and need for HR Support

Crosssell: Alaskan Native Corporation

IN PARTNERSHIP WITH EB NORTH WEST

- HR has provided consulting support for years at Parent company and subsidiaries
 - Compensation Support
 - Recruiting Support
 - Mentorship Support for New HR
 - LMS RFP Selection & Implementation
 - Handbook/ Policy Support

- EB had BOR for Parent Company and supported some subsidiaries
- Brought HR in to support on projects for Parent as they had no internal HR

Crosssell: WA Water Utility

IN PARTNERSHIP WITH EB NORTH WEST

- Providing Engagement Survey Support
- Manage HR Operations
- Leadership Support & Consultation
- Recruiting Support

- EB has BOR for client
- Had a routine call and client asked if Alera had HR Services as they were doing an RFP and wanted Alera to be considered
- Client had other benefits through Gallagher
- Our HR Support helped

HR offerings available to support clients

Gain a clear understanding of the HR services and solutions our team provides so you can feel confident identifying and introducing the right support for your clients.

How our team can support clients

- Contracted support: full-service or fractional HR support
- Recruiting & sourcing support: from entry to executive level
- Coaching & performance management: team members certified in DiSC, MBTI, and Gallup Strengths
- Compensation: benchmarking, incentive plans, executive compensation, and more
- CEO/Executive evaluations: facilitating and administering
- Open Enrollment: provide benefits administration support
- Leave Management: advise on applicable laws and provide support in managing leave cases
- Other Consulting support:
 - Employee Handbooks
 - Employee Relations
 - And more!

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Thank you!



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