

“We got a lot of value out of working with Matuson Consulting on a recruiting efficiency project. Before speaking with Roberta Chinsky Matuson, we had a hard time figuring out where to start in order to meet our project goals. Through in-depth interviews, Roberta was able to clearly define our project objectives and the methodology we needed to employ to reach those objectives. Roberta helped us pinpoint the root cause of our problem by using in-depth probing techniques that allowed her access to important data that we did not have. She really tries to get below the surface of an issue and knows what questions to ask to do so. I believe we will not only hire more efficiently but also more effectively as a result of our work with Roberta and Matuson Consulting.”

—**Amy Waryas, Director, Human Resources, The Boston Beer Company**

“Roberta provided a solid foundation of effective human resource concepts that enabled us to craft a comprehensive onboarding program. With her guidance, knowledge, and expert HR advise we have successfully launched our company-wide training initiative. We are now able to assimilate new hires into the company more effectively than ever, providing the training, skills, and tools needed to be successful in their job. As a result of our new onboarding program, our team members will be equipped to consistently create an exceptional customer experience while simultaneously decreasing the amount of time needed for a new employee to become a productive, successful team member. Matuson Consulting was the right choice!”

—**Ted Winston, Co-Owner, Winston Flowers, Gregory Comfort, Director of Training Development**

“Our industry requires us to be up to speed—management wise—at all times. With Roberta Matuson, I never have to worry about this.”

—**Peter Rinnig, owner, QRST's**

“When it comes to management of people, Roberta sees through all the noise to the heart of the matter.”

—**Mark Spitzer, President, Photonic Glass Corporation**

“Since human resources is not one of our favorite tasks in running this business, Roberta has provided clarity and sensibility for us in this area. She has saved us time and energy on situations we may have needlessly wrestled with. We consider her a partner and look for her guidance often. Roberta has provided a welcomed service to Six Red Marbles.”

—**Sarah Smith White, President/Founder of Six Red Marbles**

“As we have grown, Roberta has provided continued support to help us work through complicated personnel issues while allowing us to focus on other areas of our business. Periodic reviews of our employment practices help us to maintain appropriate records and to stay legal. As an independent party, Roberta is able to evaluate employee morale and concerns effectively. Her insights helped us develop a competitive benefits package that was well received by our employees.

“Roberta has helped us solve interpersonal problems in an unbiased and effective manner. The Virtual HR Director model provided by Matuson Consulting has worked well for us over the past four years. We get the benefit of receiving high-level HR advice without paying six-figures to have a full-time professional on our staff.”

—**Paul M. Zavracky, Ph.D., President of Memsic and former President and COO of MicroOptical Corporation**

“As a small and fast growing company with no official HR function, we found Matuson Consulting very capable of filling a very important need. We did not have the resources or expertise to combine the employee handbooks of two merging companies. Matuson Consulting provided the scope of work and reasonable timetable to complete the project. While the project was not always a priority within the daily routine of our business activities, Roberta was tenacious about keeping us focused on completing our project on schedule. The finished project was comprehensive, professional and passed the scrutiny of legal experts. I would definitely use Matuson Consulting again and would highly recommend them for those one-time, as well as ongoing projects that you know are important.”

—**John Blake, Former Chief Operating Officer, Advanced Results Marketing**

“The advice I have received from Roberta over the years regarding leadership matters has been invaluable.”

—**Russell Whittaker, Senior Vice President, Broadcast Pix**

Helping organizations achieve dramatic growth and market leadership through talent maximization.

We help create world-class organizations where innovation and high levels of customer satisfaction generate top line growth and bottom line profitability. We partner with our clients to accelerate the growth and development of their organizations through the maximization of talent. We are known for our ability to help clients create magnetic workplaces, where employees are passionate about their work and where customers love to do business.

Our external perspective and experience allows companies to quickly work through business issues that have been weighing them down. We work closely with our clients to optimize business results through the alignment of people, processes, systems and business strategy. We accelerate these results by creating exceptional leaders who inspire others to contribute their personal best. Clients who work with us report:

- Increased top-line growth
- Dramatic increase in their ability to pull in top talent
- Improved retention of top performers
- High levels of employee engagement
- Increased clarity and employee alignment
- Improved communication throughout the organization
- Acceleration of trust
- Tight-knit departments and teams that work cohesively
- Improved productivity and profitability
- Reduced conflict in the workplace

How do we do this?

1. We maximize talent.
2. We help companies create a compelling employer brand that attracts top talent to their organization.
3. We work with CEOs to improve their effectiveness, performance and leadership skills.
4. We help leaders clarify the organization’s desired future state.
5. We build on strengths to create an environment where extraordinary results become the norm.
6. We teach leaders how to inspire others to work at their optimal level.
7. We create the sustainable processes necessary for organizations to reap the ROI in achieving extraordinary results into perpetuity.
8. We coach and prepare emerging executives and high potentials.
9. We leverage intergenerational workforce differences into opportunities.

Our Services

Our consulting solutions bring tremendous value to our clients, who range in size from small to medium size companies to Fortune 500 organizations. Our work includes:

- Strategy and Organizational Effectiveness
- Talent Acquisition and Employee Retention
- Employee Engagement
- Leadership and Employee Development
- Executive Coaching
- Organizational Change
- Generation Integration
- Employee Communication
- Development of New Managers and High Potentials

Typical Client Results

At Matuson Consulting, we don't just suggest ideas for improving a company's people practices—we deliver solid results. Working with us, our clients immediately notice concrete improvements in the way their businesses look and perform. Here are some of the results our clients achieve that lead to top line growth and bottom line profitability:

- **Enhanced organizational effectiveness** by aligning people and processes with the vision and business goals.
- **Increased productivity** by clearly defining roles and expectations so employees become fully engaged.
- **Improved profitability** by streamlining processes and systems.
- **Attraction and retention of top talent** by building cultures of commitment, where employees feel trusted and respected.
- **Delighted customers and clients** by establishing and maintaining a norm of extraordinary customer service.
- **Leveraging intergenerational workforce differences into opportunities** by addressing the unique communication, training and development needs of the different generations in the workplace.
- **Ignite human potential** by identifying strengths and transforming today's managers into tomorrow's leaders.
- **Increased trust and commitment** through transparency and clear communication.
- **Achievement of full potential of executives and business owners** as a result of our powerful and pragmatic guidance on matters related to creating effective relationships with peers, direct reports and clients.

Roberta Chinsky Matuson

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Columnist

- Hotelexecutives.com
- Monster Small Business Community
- Staples Small Business Community

Television

- CNN International-*Quest Means Business*, with Richard Quest
- Fox News-*The O'Reilly Factor* with Bill O'Reilly
- Insights on intergenerational workplace issues featured on CBS's *The Early Show*

Radio

- NPR
- Financially Speaking
- Let's Talk Business
- The Brian Sewell Show
- Lewis at Large
- Lake Shore Drive with Len Clark
- Mark Larsen's Morning Magazine
- On the Job with Steve Viscusi
- Recorded a testimonial for The Wall Street Journal that was played on the radio for over two years

Newspapers

- The New York Times
- The Boston Globe
- The Telegraph
- The Globe and Mail
- The Chicago Sun-Times
- The Washington Post
- The New York Post
- The Albany Times Union
- Christian Science Monitor
- Wall Street Journal

Blogger

- Forbes.com
- Fast Company Expert Blogger
- BNET Guest Blogger

On-line articles

- www.monster.com
- www.inc.com
- www.marketwatch.com
- www.yahoo.com
- www.careerbuilder.com
- www.msn.com
- www.bostonworks.com
- www.hr.com
- www.masshightech.com
- www.bizjournals.com
- www.runningrestaurants.com
- www.tlnt.com
- www.masswit.com

Magazines

- *British Airways Business Life*
- *American Management Association-MWorld*
- *Real Simple*
- *Working Women*
- *Glamour*
- *Self*
- *Honey*
- *American Venture Magazine*
- *Entrepreneur Magazine*

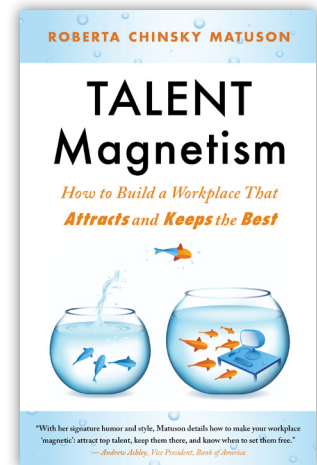
On-line Expertise

- For three years Roberta Matuson, president of Matuson Consulting, was the HR Careers Expert for Monster.com and a workplace expert for *The Boston Globe's* online site, BostonWorks.

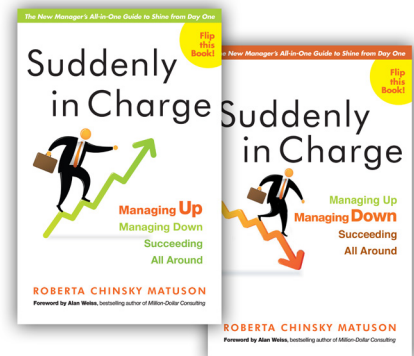
For more than 25 years, Roberta Chinsky Matuson, president of Matuson Consulting, has helped leaders in Fortune 500 companies including Best Buy, New Balance, The Boston Beer Company and small to medium-size businesses achieve dramatic growth and market leadership through the maximization of talent. She is known worldwide as "The Talent Maximizer®." Roberta, a leading authority on leadership and the skills and strategies required to earn employee commitment and client loyalty, is the author of the newly released **Talent Magnetism** (Nicholas Brealey, October 2013) and the bestseller **Suddenly in Charge: Managing Up, Managing Down, Succeeding All Around** (Nicholas Brealey, February, 2011), a *Washington Post* Top 5 Book for Leaders.



As a former executive, Roberta has the vantage point of understanding what it is like to work at all levels of the organization. At the age of 24, she found herself catapulted into the executive suite, where she was responsible for building a world-class HR department for a commercial real estate firm. Shortly thereafter, Roberta was involved in taking the company through a public offering.



By her own wits—and through trial and error—Roberta has built on her success and has become an internationally-recognized thought leader and consultant, often appearing on television on programs such as CBS's **The Early Show**, **Fox's The O'Reilly Factor**, **Fox Business News** and on CNN International's **Quest on Business with Richard Quest**. She is frequently invited to be a guest on radio shows across America. [continue...](#)



Roberta is a highly sought after speaker who has presented keynotes to Fortune 500 companies including, Best Buy, Inc., New York Life Pension Services, General Re Corporation, and such prestigious organizations as the Treasury Executive Institute, Boston CEO Club, American Craft Brewers Association, SHRM, the Massachusetts Society of CPA's and the Massachusetts Restaurant Association.

Roberta has written and published over 500 articles for a number of publications around the globe including ***The Christian Science Monitor, British Airways Business Life, The Telegraph*** and ***The Globe and Mail***. Roberta is *the* person that top employment site Monster and global retail giant Staples turn to for advice on talent. She is a top blogger for *Fast Company* and Forbes.com and also writes a bi-monthly column for Hotelexecutives.com.

Roberta holds an MBA from the University of Houston and a BS in Human Resource Management from Northeastern University. She is a graduate of Alan Weiss's Million Dollar Consulting® College.

Roberta can be reached at Roberta@matusonconsulting.com
For more information, please visit www.matusonconsulting.com

Partial Client List

20 Vic, Inc.	Memsic
Acadian Asset Management Company	Mestek
Berklee College of Music	MIT Enterprise Forum of Cambridge
Best Buy, Inc.	Monster
The Boston Beer Company	National Collegiate Inventors and Innovators Alliance (NCIIA)
BuildingGreen	New Balance
Charles River Ventures	New England School of Acupuncture (NESA)
Corporate Fulfillment Systems	New York Life Pension Services
CSOSA-Court Services and Offender Supervision Agency	Organic Trade Association
Dispatch Management Systems	PartyLite
Eastern Connection	Postal Community Credit Union
Eastern Dental Insurance Company (EDIC)	Price Chopper Supermarkets
The Eric Carle Museum of Picture Book Art	Product Genesis
Gen Re	Six Red Marbles
Gordon Brothers	Taggies, Inc.
Hyslop Educational Consulting	Thomson Financial Management
Keurig	Tile America
Mass Ventures	UM International
	Winston Flowers
	Vista Travel

Optimizing Talent Acquisition and Employee Retention

These articles will help you accelerate your ability to hire and retain top talent.

- Low Cost Ways to Show Your Employees They are Highly Valued
- Do You Want Dessert With That Turnover?
- Why Retention Matters More Today Than Yesterday
- It's the Year 2013...Do You Know Where Your Workers Are?
- Is Your Website Helping or Hurting Your Recruitment Effort?
- Hope is Not a Strategy
- The Blame Game
- Improving Customer and Employee Retention
- Getting Onboard with Onboarding
- Tips for Creating an Effective Online Job Posting

Boosting Profitability

Ideas for creating top line growth and bottom line profitability.

- What Type of Music is Playing in Your Organization?
- Are You in the Business of Customer Service? If Not, Maybe You Shouldn't Be in Business
- Roberta Matuson's Five Ways to Boost Profitability in the New Year
- Top Ten Common Mistakes Business Owners Make and How to Avoid Them
- Five Reason Why Nothing Has Changed in Your Organization
- How to Decipher Your Boss's Management Style

Creating Exceptional Workplaces

Ideas on how to create exceptional workplaces leading to extraordinary results.

- Tips on How to Handle Conflict in the Workplace
- Waiting for Things to Gel
- Five Ways to Really Tick Off Your Employees
- Tips on How to Manage a Multicultural Workforce
- Fact or Fiction: Sexual Harassment Claim at "The Factor"
- Ethics in the Workplace: Tips to Get You Started
- It's Time to Put Employee Development Back on the Menu

Visionary Leadership

Tips and tools to help you achieve your full potential as a leader.

- How to Confront Without Conflict
- Rebuilding Trust, Can it Be Done? Five Lessons We Can Learn From Toyota
- Is Your Past the Key to Your Future?
- Getting Rid of the Crappy Stuff
- Should You Care if Your Employee Love You?
- Stop Using the Economy as an Excuse!
- You Wanna Make Me Do What?
- Are Your Employees *Really* at Work?
- The Cost of Zero Percent Merit Increases
- Miserable Employees Make Lousy Company Ambassadors
- Seven Mistakes Leaders Make When it Comes to Promoting High Potentials

Suddenly in Charge

Tips for helping new business owners and managers succeed in the ever-changing, exhilarating world of management.

- Ten Tips for Managing Up in a Top Down World of Business
- Just Promoted to Manager: Here are Eleven Ways to Shine
- Top Ten Leadership Tips for Succeeding All Around
- Help! My Boss is Young Enough to Be My Child
- Suddenly in Charge: Now What the Heck Do I Do?

Intergenerational Workforce Issues

These articles will help you transform intergenerational workforce issues into opportunities.

- Intergenerational Dynamics in Your Workforce-Challenge or Opportunity?
- Tips on How to Bridge the Generation Gap with Your Younger Boss
- Embracing the New Breed of Workers: The Young, the Restless and the Optimistic
- Managing Millennials
- Why Bother to Train Your Managers on How to Lead an Intergenerational Workforce?

Job Searching and Career Management

These articles offer practical advice on job searching and career management.

- Job Searching Over Fifty
- How to Look for a Job Without Blowing Your Cover
- Is it Your Age or Your Attitude?
- Job Searching After a Termination
- How Do You Know When It's Time to Go?
- Money Isn't Everything, Or is It?
- Ten Tips for Networking
- Top Five Reasons Why You Might Not Want to Date Your Co-worker