

Project Title: Shannon Richardson Human Capital Consultants

Overview:

Shannon Richardson Human Capital Consultants is a professional services brand built to modernize HR practices for small businesses, startups, and forward-thinking organizations. The brand combines a strong foundation in employment law with people-centered strategies that emphasize growth, accountability, and empathy.

Mission Statement:

Empowering organizations to create compliant, inclusive, and high-performing workplaces by aligning HR strategy with business goals.

Core Services:

- Employment Law Compliance & Risk Mitigation
- Workplace Investigations
- Culture Audits and Transformation
- Leadership Coaching
- DEI-Focused Onboarding & Engagement
- Performance Management Systems

Brand Identity:

- Tone/Emotion: Trustworthy, Empowering, Smart, Approachable
- Naming Rationale: Uses founder's name to establish credibility and personal investment in outcomes. "Human Capital" reflects a modern, strategic take on HR.
- Colorway: Soft neutrals with a pop of bold teal-symbolizing clarity, stability, and innovation.

Sample Deliverables:

1. Radio Ad Script - Designed to resonate with Millennial and Gen Z entrepreneurs:

"Are your people your greatest asset-or your biggest headache? At Shannon Richardson Human Capital Consultants, we turn HR nightmares into dream teams. With compliance support, leadership training, and culture strategies that actually work, we help you build a company worth working for. Schedule your free consult today. Because when you invest in your people, everybody wins."

2. Social Media Content Plan:

- Platform: Instagram & LinkedIn
- Focus: Quick compliance tips, behind-the-scenes of company culture fixes, and leadership motivation.
- Cadence: 3x/week (Mon-Wed-Fri)

Business Technology Objectives Mapped:

- Objective 2: Business Models & Market Solutions - Clearly defined service offerings that solve real-world HR problems.
- Objective 4: Professional Business Communication - Creation of compelling brand voice and marketing materials aligned with target audience needs.

Future Plans:

- Develop e-learning content for onboarding and leadership.
- Create a subscription-based compliance toolkit for small business owners.
- Partner with legal and tech firms to expand service range.