

FOR IMMEDIATE RELEASE

New Global Consulting Firm Addresses Challenges of the New World of Work From the Capital of the World

Catalyst Global Consulting focuses on helping business leaders maximizing their human capital asset in the new world of work and tackling the impact of globalization on developing and retaining key talent.

New York, NY. (June 16, 2015) - Catalyst Global Consulting firm helps address business challenges in developing and retaining key talent in the new world of work. The firm will work with business leaders globally to redefine and reshape their human capital strategy. Its core services include talent & organizational development, training and executive coaching through the use of research, best practices, and data analytics.

Catalyst Global Consulting will operate under the leadership of Reno Rafly. Rafly has over eight years of progressive global HR experience in Talent Management, HR Technology and Organizational Development. Her passion is to drive human capital strategy and analytics for organizational growth. Rafly holds a Master's degree in Organizational Behavior from NYU with the highest distinction and a Bachelor's degree from York College - CUNY in Psychology with magna cum laude where she currently serves as an adjunct faculty. Rafly is now pursuing a PhD program in Business Psychology.

"In the era of globalization, social media, and Big Data, employee experience has becoming an even more important priority to organizations since how employees feel can be translated into employer branding attractiveness which can lead into building a sustainable talent pipeline. In the new world of work, employees are now the catalyst of change and therefore organizations should view them as a true human capital asset," Rafly said and added, "The key may not only be a tweak to your HR policy, but a complete overhaul to redefine a human capital strategy."

Catalyst Global Consulting's slogan "*Training & Consulting. 24/7. Anywhere in the world.*" describes the firm's business model to use the latest high tech webinar to reach clients anywhere in the world regardless of time zone from its New York Headquarter. "*We are ready when you are,*" Rafly explained. This business model, she further explained, will be able to greatly help businesses to use their time effectively while getting the latest knowledge on demand through virtual training & consulting straight from the capital of the world. "*Quality, integrity, & consistency which will lead to impact are what you will get when you choose Catalyst to be your human capital strategy partner. We will use a customized approach specific to your needs while also cater to local custom and culture to the region in which you operate.*"

Catalyst team is now stronger with the addition of a lead partner, Tracey Bessellieu. A diversity strategist & thought leader, Bessellieu has been an advocate of leading diversity & inclusion as the forefront of organizations' key agenda. *"We are very pleased to welcome Tracey to Catalyst as we move forward in addressing challenges in managing Diversity and Inclusion in global organizations,"* Rafly said.

"In today's work environment, employers have multiple priorities to address when managing a successful business. Innovative leaders recognize that their employees are their most valuable asset. Attracting, developing & retaining a diverse pool of talent is critical for organizations. The expense and effort leaders take to hire the "right" talent is tremendous; and that expense should have the biggest ROI. Leaders must be nimble in providing their team with flexible resources to maximize their individual and unique potential," Bessellieu said. She explained that businesses who see a strong correlation between their employee satisfaction and their work experience realize outstanding client outcomes. *"Engaged employees produce results that exceed their clients' expectations,"* Bessellieu said. *"By partnering with Catalyst, business leaders can expect customized solutions to their human capital strategy that are relevant, impactful and sustainable."*

For more information about Catalyst Global Consulting, please visit www.cgcteam.com or email contact@cgcteam.com or call 646-844-2449.

About Catalyst Global Consulting

Catalyst Global Consulting firm helps address business challenges in developing and retaining key talent in the new world of work. The firm will work with business leaders globally to redefine and reshape their human capital strategy. Its core services include talent & organizational development, training and executive coaching through the use of research, best practices, and data analytics. The firm's headquarter is located in New York, NY and has opened a new location in Jakarta, Indonesia, to reach its Asia Pacific region market.

###

Media Contact:

Reno Rafly, CEO & Founder

Phone: +1-646-844-2449

Email: reno@cgcteam.com

Website: www.cgcteam.com

Twitter: @hrnotepad