

Christina Madrid



As a highly experienced HR professional, Christina founded Breakthrough HR to focus her talents for helping individuals and growing businesses to achieve excellence.

Christina brings more than a decade of small business and human resources management experience in

addition to a passion for coaching individuals and small businesses. Christina has a highly successful track record in directing various human resources programs and strategies, including organization development, training, compensation, benefits, and employment planning.

She has also lead customized individual coaching programs to help individuals maximize their potential by identifying and minimizing barriers to success.

In addition to a bachelor's degree in business management, Christina holds a certificate in human resource management from the University of California, San Diego, is a certified Senior Professional in Human Resources (SPHR), and a Registered Corporate Coach (RCC) through the World Wide Association of Business Coaches (WABC).

Christina is an active member of the Carlsbad Chamber of Commerce, the Society for HR Management, the American Society of Training and Development, as well as CoachVille and WABC's 2004 Communications Team.



**“Coming together is a beginning;
keeping together is progress;
working together is success.”**

- Henry Ford

Breakthrough HR

**CALL US TODAY FOR A
FREE CONSULTATION!**

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Breakthrough HR

*Unleashing potential in people
& organizations*

Breakthrough HR

Phone: 760-805-7952

BREAKTHROUGH HR

- Do you know how much hiring mistakes can cost your organization?
- Do you have a process in place to hire and retain top talent who will help your company grow and succeed?
- Do you understand how important it is to have the right HR policies and procedures in place for your company?

Recent statistics released by the Gallup Organization indicate that a whopping 76% of employees don't feel engaged in their work (2001). In addition, high turnover rates of both management and employees can quickly eat into small business profitability.

Breakthrough HR can help you overcome these and other common challenges through our HR Programs. These have been especially crafted with the small business owner in mind. We specialize in working with newer organizations looking to create a team of excellent employees and who also require HR strategy and planning. Our clients often have no need for an in-house, full-time HR professional, but still require such expertise, either on a regular or occasional basis.



"Whether you think you can, or whether you think you can't, you're right."

- Henry Ford

Breakthrough HR Programs

Breakthrough HR programs include:

- Designing the Optimal HR Department
- Creating Excellence Through Management & Leadership Development
- Performance Management Systems
- Employment Planning
- HR Audits
- Establishing Sound Organizational Policies & Procedures
- HR Strategy & Planning

Synergy is the highest activity of life; it creates new untapped alternatives; it values and exploits the mental, emotional, and psychological differences between people.

- Stephen Covey

Our coaching services complement our HR offerings. Those who have benefited from our coaching report:

Better time management skills

- Increased productivity and morale
- Enhanced management/leadership performance
- Stronger administrative, organizational and prioritizing capabilities
- Improved goal-setting and achievement

Coaching is a life-enhancing service, helping people to achieve personal best in both their professional and personal lives. One does not have to be sacrificed for the other!

Ask us how we can help you and your organization to create a winning team.

Christina's Clients

"I think coaching is an excellent addition to Christina's repertoire of human resources related skills. Christina's ability to be a very patient listener is the strongest asset she brings to coaching. The ability to let people talk out loud about what they have been thinking about, what they have done so far, and what they are planning to do. Listening is sometimes the best coaching tool."

- Judy Cooper, Los Angeles, CA

"Being a General Manager of two hotels, a Regional Director of four hotels, as well as a newlywed, I frequently found my life in conflict. After speaking with Christina Madrid, I found that I could really use some guidance, although I knew what I needed to do. Christina has forced me to think outside of the box. Working with Christina has been a very valuable experience for me and I am confident that her continued coaching will enable me to continue with my personal development."

- Tina Messenger, San Jose, CA

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