



Katherin
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CEO



SHIFT HR Compliance Training: Thriving to Bring a Positive Change in Workplace

Discrimination in the workplace is a global concern. While significant measures are being adopted to combat inequalities and harassment in the workplace, it still remains a preeminent challenge for employers. More recently, several states have enacted workplace violence prevention laws and regulations to curb the rising rates of violence in workplace. California mandates compliance with the workplace violation prevention plans.

Understanding the need for compliance training solutions, SHIFT HR Compliance Training steps in to aid employers in these efforts. A forward-thinking company, SHIFT HR Compliance Training specializes in HR compliance training areas, especially around preventing workplace harassment and discrimination. It offers a suite of interactive HR Compliance and Workplace Culture Training Courses, including courses which address inclusion throughout the workplace. The primary focus is to help companies of all sizes prevent harassment and discrimination while combatting unconscious biases and evolving workplace culture.

Continuing to lead the way in innovation, SHIFT's tailored e-learning training solutions help organizations cultivate safe environments free of harassment and discrimination, ensure employees feel a sense of belonging, and create lasting behavioral change.

The woman at the helm is Katherin Nukk-Freeman, CEO of SHIFT HR Compliance Training. Katherin brings over 30 years of high-level employment law experience for some of the world's largest and most successful organizations, and has a strong understanding of best practices in employment and human resources and training related to these areas.

Tale of Inception: Katherin's Story

After attaining a law degree from Boston College, Katherin earned a partnership at a prestigious law firm and soon after became the firm's Hiring Partner. Through that role, she experienced many talented lawyers, primarily women, leaving their firms and sometimes the practice of law altogether. These changes usually occurred when they were ensconced in working conditions which did not provide any opportunity to balance work and family. Recognizing the gap, along with her partner and law school roommate, Suzanne Cerra, Katherin co-founded the employment law firm, Nukk-Freeman & Cerra.

Within a few years, Thomson Reuters and US News and World Report acknowledged NFC as a top-rated employment law firm. Today, it is the largest, management-side, woman-owned law firm practicing exclusively in the area of employment law on the East Coast. As part of this journey, they also co-founded SHIFT HR Compliance Training.

“At SHIFT, we have mission-driven leadership where our leaders and team members work to impact positive change in the workplaces and cultures of our clients.”

Embracing Challenges: Lessons in Resilience

Every entrepreneur encounters challenges and Katherin is no exception. Transcending conventional leadership, she believes in embracing a growth mindset.

“I love strategically growing a business and embracing the changes that inevitably go along with a growth mindset through which you and your leaders continually strive to take the team and business to the next level,” Katherin states. Under her leadership, SHIFT has made a concerted effort to assemble a team of employees who are not only talented and motivated but are also passionate about SHIFT’s mission to help employers build a better workplace culture through engaging e-learning.

Client-Centric Approach: Redefining Excellence

SHIFT prioritizes a client-centric approach. Everything SHIFT creates and does is driven by what their clients need and what will help their clients build the best possible workplace and structure. SHIFT’s incredibly passionate team constantly strives to improve upon their offerings and approach to clients.

Navigating Industry Trends: SHIFT’s Competitive Advantage

Unlike most e-learning companies, SHIFT has a niche focus. Founded and actively run by leaders with decades of employment law and human resources experience, SHIFT has emerged as a company of unparalleled distinction with deep and broad HR Compliance, Workplace Culture and DEI experience.

SHIFT’s highly relevant training scenarios are created by experienced labor and employment lawyers who specialize in human resources compliance and employment laws, rules, and regulations. SHIFT’s courses fully comply with the panoply of state employment laws across the country and address all emerging training mandates when developing new courses. The courses contain relevant and engaging content which is communicated through video-based stories incorporating real-life scenarios to reflect the realities of today’s workplace environment.

“The ways in which people absorb content today is quite a bit different than even five years ago,” Katherin explains. “There is no end to the availability of video content on just about any

subject. We fully embrace this reality, and that led us to build our courses using short, realistic video scenarios in addition to SHIFT’s gamified content. Customers also demand customized content when they need it, and we offer a wide range of customization services. Employees are often mobile and, on the go, and so SHIFT offers mobile-ready e-learning.”

Unlike most competitors, SHIFT provides in person and virtual instructor-led training to complement an employer’s e-learning initiatives. SHIFT is a one stop shop for employers who want to mix the mode of training delivery between e-learning and instructor-led training.

Nurturing Innovation: Fostering a Culture of Creativity and Collaboration

Innovation is the cornerstone of Katherin’s enterprise, SHIFT, and she thinks fostering a culture of innovation starts with empowering employees. At SHIFT, she promotes creativity and cross-functional collaboration. Employees are regularly encouraged to embrace a growth mindset and to take their role and function area to the “next level” each and every year.

“We do not believe in the status quo at SHIFT but instead every member of our team is always striving to “beta test” not only our new courses but also our processes and internal ideas with the goal of making sure we are always top of market in everything we do.”

Crafting the Future: Trends and Aspirations

The HR compliance training industry is constantly evolving to keep pace with changes in regulation, technology, workforce dynamics and, of course, societal changes. In the future, AI will play an even more important role in course development, and real-time coaching opportunities for clients.

Navigating the trends in future, SHIFT will continue to expand its course library and scale its unique engaging and real-life approach to training to reach thousands of employees across the country and will continue to impact positive change throughout the workplace. The ultimate goal is to change behaviour and help create inclusive and safe workplaces for all employees.