



## The HR Lady Podcast with host Wendy Sellers. Reducing an attrition culture with CEO Richard Blank

Wendy Sellers and JC engage Richard Blank, CEO of a Costa Rican call center, in an enlightening discussion on call center culture, attrition, and the pivotal role of gamification. Richard shares how he stumbled upon an opportunity to work in a friend's center in Costa Rica.



For those eager to navigate the evolving world of HR and management, “The HR Lady Podcast” stands out as a beacon of insight. Each episode promises candid conversations: from discussing the intricacies of employee attraction and retention, company culture, navigating difficult conversations and more. Find all the no-nonsense HR and Management advice you need.



Wendy Sellers and JC engage Richard Blank, CEO of a Costa Rican call center, in an enlightening discussion on call center culture, attrition, and the pivotal role of gamification. Richard shares how he stumbled upon an opportunity to work in a friend's center in Costa Rica and subsequently fell in love with the place, its culture, and its people. He also discusses the challenging aspects of managing a thriving call center. He emphasizes optimizing call centers, striking the perfect balance between maintaining the dignity of employees and getting the best out of them.



They delve into the core of call center culture and discuss the power of effective communication, active listening, and creating a conducive environment for growth and development. This podcast is impactful for those in the call center industry and anyone interested in fostering a dynamic and high-performing team culture.



As seen in USA Today and International Business Times, Wendy Sellers, The HR Lady, a seasoned HR consultant, educator, and author, delves into the core of management challenges, leadership development, and becoming an employer of choice with authenticity and a refreshing directness. Wendy's no-nonsense attitude, and her co-host JC are here to spice up your management game. JC, who is a rockstar and event emcee with an amazing radio voice, and many expert guests offer actionable strategies and a touch of humor to lighten the load.



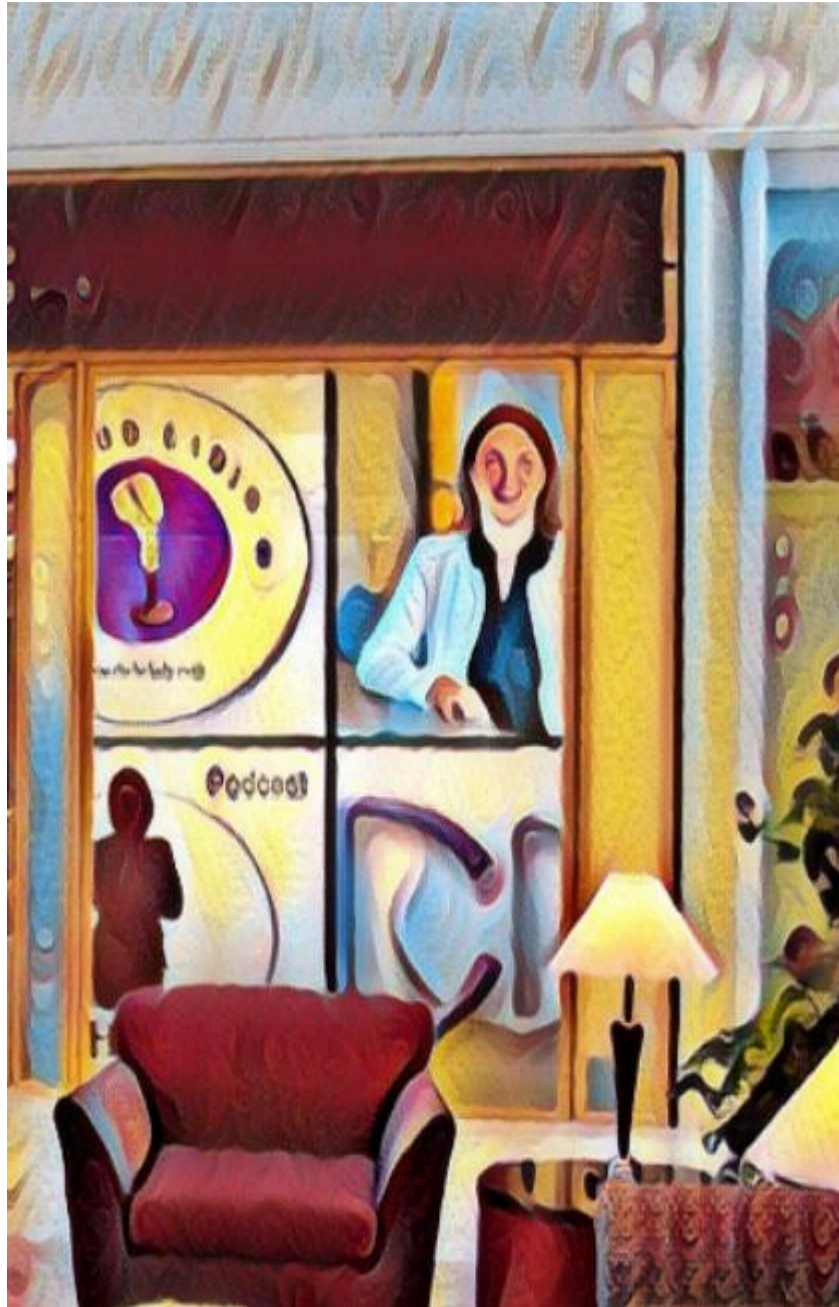
Tune in to transform the way you think about HR, management, and leadership. Whether you are an HR professional, a manager looking to enhance your leadership skills, or someone interested in the complexities of workplace management, "The HR Lady" is your go-to resource for expert insights and real-world solutions. Craving more? Dive into their "HR Empowerment" podcast (by Aurora Training Advantage) for deeper discussions in a 5-day series format.



Wendy Sellers, The HR Lady

The needs of business today have changed. Even if your main priority is the bottom line (which it should be), business owners and managers need to understand about the

relationships where people feel respected, valued, and trusted are the main items that drive the bottom line (into the red or green).

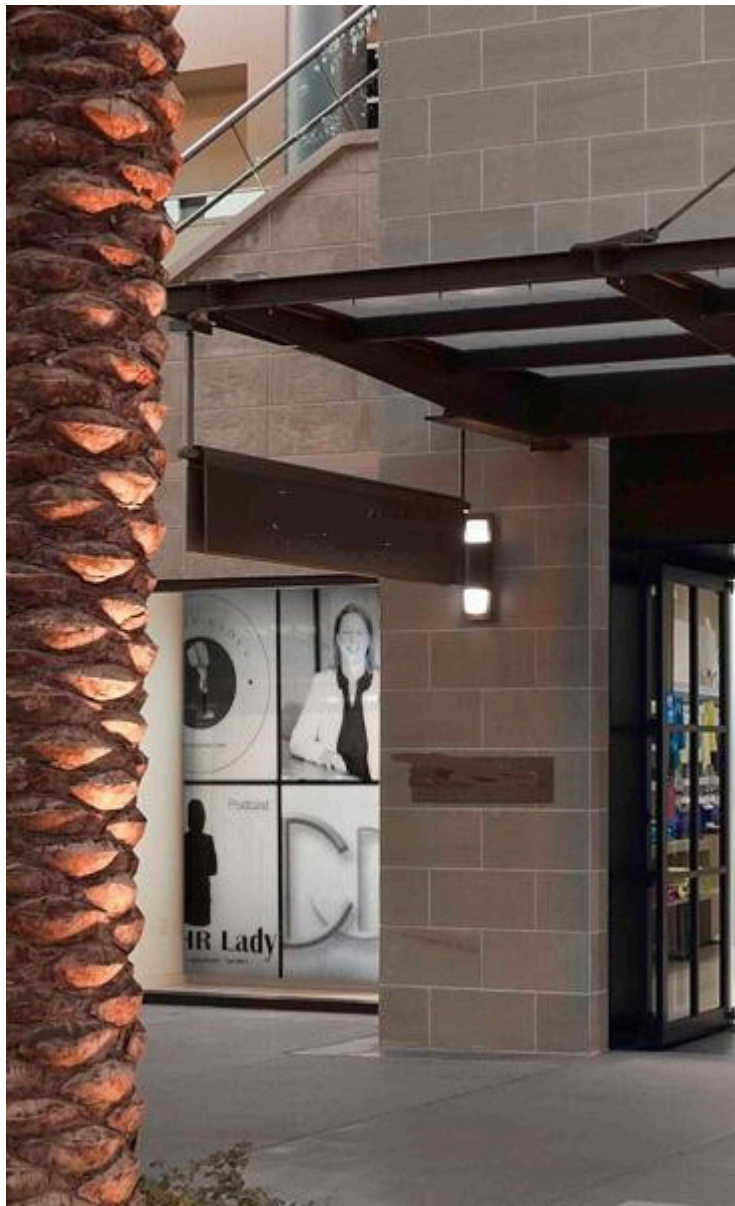


Wendy Sellers, The HR Lady®, can help! Wendy offers expert HR advice, management training and conference speaking to handle pesky employee challenges while becoming and staying an employer of choice. Attract. Retain. Repeat.



[www.thehrlady.com](http://www.thehrlady.com)

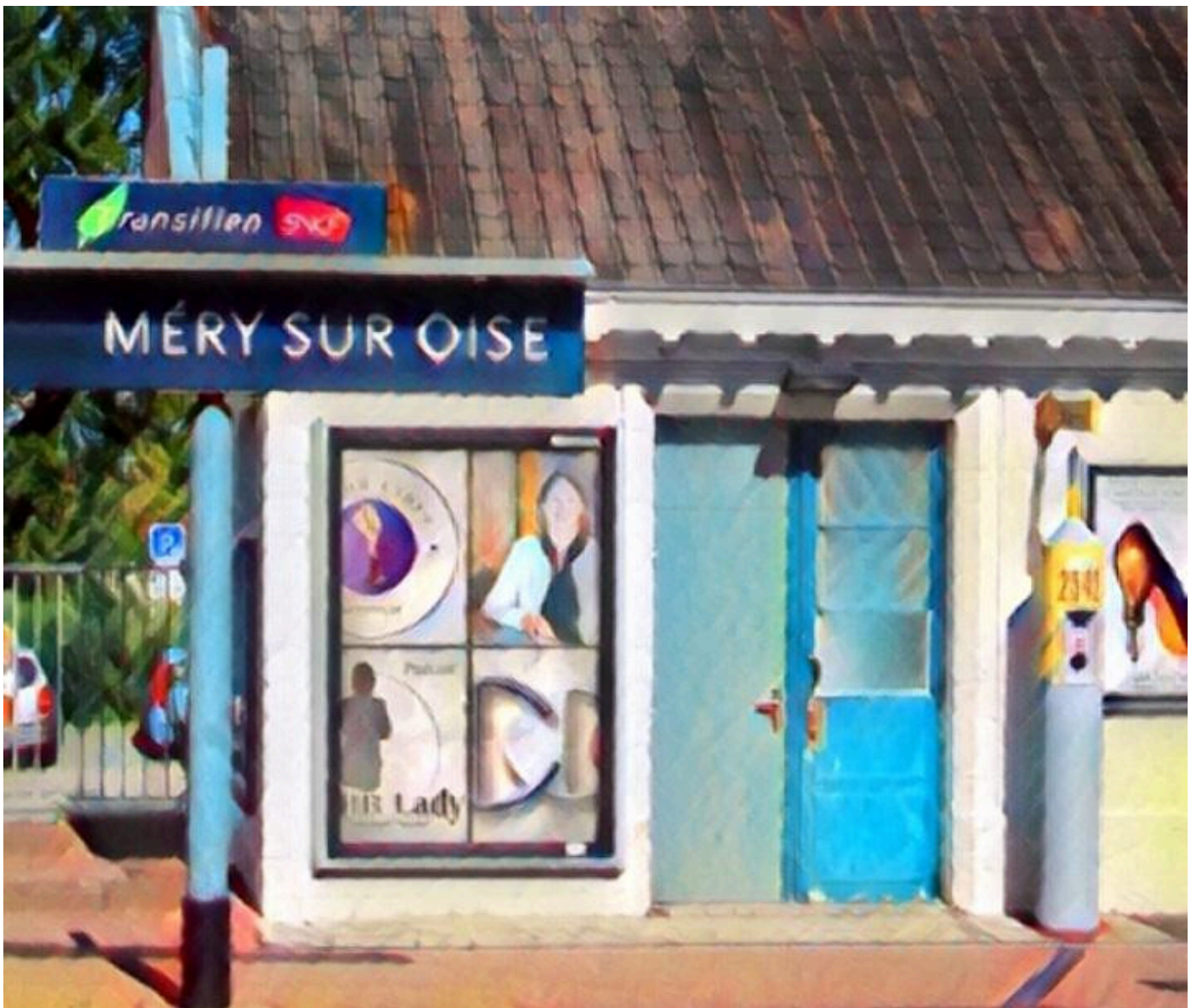
Wendy Sellers, Wendy The HR Lady, The HR Lady, HR consultant, HR advisor, Retention, Employee Retention, Engagement, Employee Engagement, Management Training Program, Management Training, Training Consultant, Manager Training Topics, Management Books, Manager Training



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As seen In USA Today and International Business Times, I am Wendy Sellers, The HR Lady®. After completing my undergraduate degree early and then my master's degree in healthcare administration in Northeastern Pennsylvania, I headed to the sunshine state of Florida to start my career. I wasn't sure what that meant yet because I was not thrilled with the slow pace of healthcare administration.

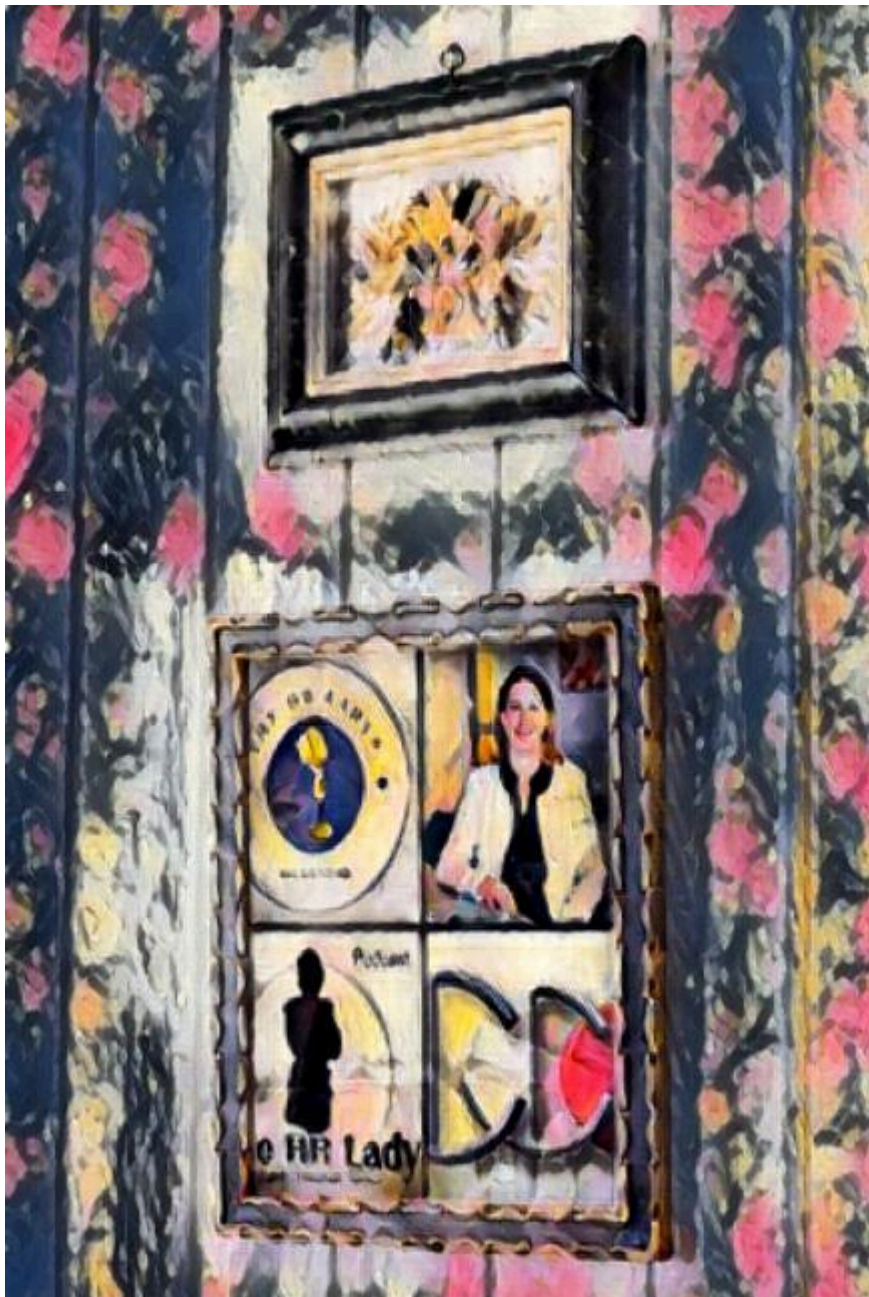


Well, I was in an elevator with my paper resume in hand, headed to an interview when a woman got in and asked if I could do Human Resources, and I told her I probably could figure it out. This was because I had hands-on experience in both retail and restaurant management, which involved managing employees.





It turns out she was a recruiter and had a role for me at a small architectural engineering firm in the Orlando area of Florida.



Let me tell you that those first two degrees did not prepare me for dealing with employees. However, they did prepare me for a boatload of compliance nightmares and critical thinking. I eventually returned to school again to get a master's in human resources and a handful of HR-related certifications and licensures, too.



That small firm grew organically and then through mergers and acquisitions. It grew across the nation and the world. I was fortunate to have an amazing set of leaders there that allowed me to grow. I now have over 25 years of experience in supervisor and manager training, HR education and operations, corporate culture, recruiting, downsizing, change management, and strategy - to name a few.



My sometimes painful experience has been acquired at companies of different categories, sizes, and ownership types. This includes for-profits, non-profits, government agencies, and defense contractors.



Now, I aim to guide you, and therefore your company, through periods of growth and change using uncomplicated training, direct and to-the-point advisory services, and easy-to-access HR tools and resources.



My straightforward style means I do not sugar-coat things (respectfully, of course). I believe that people are a company's greatest asset and should be treated as such.



That means training and empowering managers, supervisors, and employees to be successful in their roles. I train administrators on HR compliance and managers on the rest: the people part, from hiring to termination.



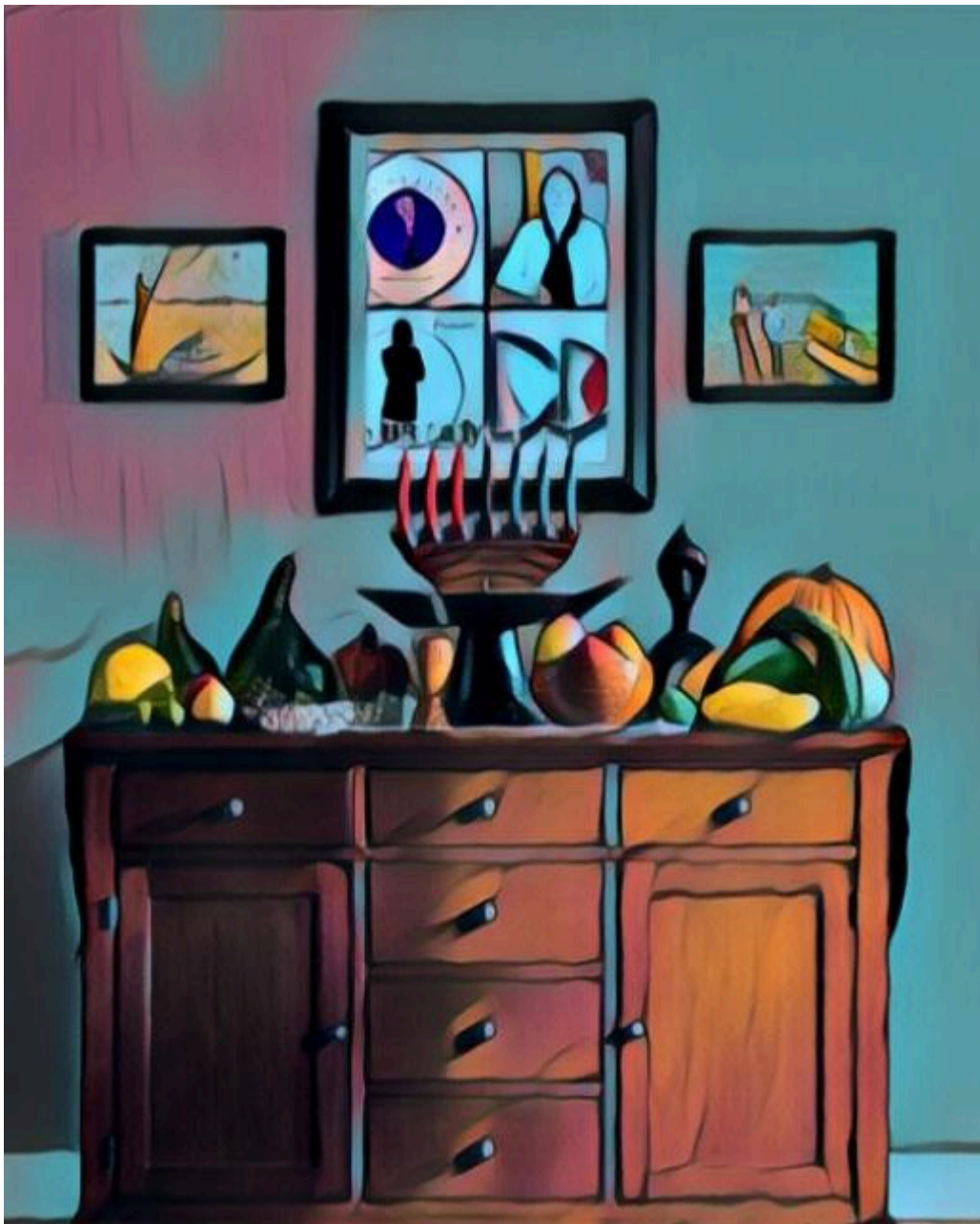
My vision is "To help leaders create successful companies that employees do not desperately want a vacation from." Why? Well, because I desire to be the change I want to see in this world.

It is great to meet you. Ask me anything!



1. Interpersonal Communication Conflict Management Strategy
2. Phonetic Micro Expression reading for mastering verbal tell signs.
3. The Famous Buffer-Boomerang Technique





Advanced telemarketing strategy, conflict management, interpersonal soft skills, customer support, rhetoric, gamification, pinball machines, employee motivation and phonetic micro expression reading.



Richard's vision quest journey is filled with twists and turns. At 27 years old, he relocated to Costa Rica to train employees for one of the larger call centers in San Jose. With a mix of motivational public speaking style backed by tactful and appropriate rhetoric, Richard shared his knowledge and trained over 10 000 bilingual telemarketers over two decades.



Richard Blank has the largest collection of restored American Pinball machines and antique Rockola Jukeboxes in Central America making gamification a strong part of CCC culture. Richard Blank is the Chief Executive Officer for Costa Rica's Call Center since 2008.



Mr. Richard Blank holds a bachelors degree in Communication and Spanish from the University of Arizona and a certificate of language proficiency from the University of Sevilla, Spain.



A Keynote speaker for Philadelphia's Abington High School 68th National Honors Society induction ceremony. In addition, entered into the 2023 Hall of Fame for Business along side other famous alumni. Paying it forward to Abington Senior High School is very important to Mr. Blank. As such, he endows a scholarship each year for students that plan on majoring in a world language at the university level.



Costa Rica's Call Center (CCC) is a state of the art BPO telemarketing outsource company located in the capital city of San Jose, Costa Rica. Our main focus has been, and will always be to personally train each and every Central America call center agent so that we may offer

the highest quality of outbound and inbound telemarketing solutions and bilingual customer service to small and medium sized international companies, entrepreneurs as well as fortune 500 companies.



<https://costricascallcenter.com/en/outbound-bpo-campaigns/>



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Richard Blank



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