

**W. Coby Milne**  
**Press Kit**

Revised: February 2022

## W. Coby Milne: Workforce Specialist



Coby is a skilled facilitator and has an extensive background in workforce and talent development with a master's degree focused on building workforce and organizational capacity. Coby is recognized as a leading expert in the effects that workplace culture has on workforce development and organizational productivity.

Coby has designed and implemented many workforce and organizational development projects for various departments of the Nova Scotia provincial government, as well as various municipalities. He continues to support progressive workforce and human resource solutions, as well as leading innovative workforce projects, for private businesses, municipalities, municipal corporations, and NGOs.

He is a former economic development executive, who created and lead numerous workforce initiatives to bring stability during periods of uncertainty. Coby now creates educational resources, and provides training and consulting to organizations. Primarily serving those who are looking to leverage their organizational potential and create a workplace that maximizes productivity and allows all employees to feel respected, trusted, encouraged, and inspired.

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## About Roman 3 Operations



### HR Advisory and Consulting

Our team can provide expert advice on HR challenges related to Performance, Efficiency, and Productivity. We can help you resolve these issues, acting as the 'go to' resource for all your workforce questions



### Inclusion and Talent Engagement

We specialize in providing support and training that creates inclusive workplaces to amplify DEI initiatives, increase business performance, and attract/retain top talent.



### Group Training and Executive Coaching

We provide transformative training and coaching for management and executive-level professionals. Each learning experience is tailored to your specific needs so you can create sustainable change.

Productivity is the lifeblood of our company. We engage in projects that will have a significant impact on the organizations we serve, and we are committed to the goal of **empowering the workforce**. This can only happen by building strong relationships, valuing diverse perspectives, and listening to others with an open mind.

## Published Articles

Over the past 5 years, Coby has written over 75 articles on various topics of relevance throughout his career.

### Career Development:

As an expert in Gameful Design, he has written numerous articles on creating educational resources for the workforce and skill development to support workers and veterans going through career transitions.

#### Article Sample:

[You can teach interview skills? That's Debatable!](#) (Available on LinkedIn)

“Wow - Great article! So true! I've spent years 'modeling' how to answer questions with a confident and educated approach, but felt bad that I couldn't just "mind meld" with my clients. I guessed that they wrote down my words, but didn't understand the why and the mechanism behind what I was doing ... and I felt at a loss for ways to really teach it. I think you taught me how! Thank you!!!”

-Wendy Haylett

Author ❖ Behavioral & Communication Coach ❖ Meditation Coach ❖ Spiritual Companion

### Workforce Development:

As an experienced workforce specialist, he has written numerous articles to support better hiring and talent retention principles. Many of his past articles are still popular on sites like LinkedIn, and many of the more recent ones draw a lot of attention to Roman 3's Knowledge Suite.

#### Article Sample:

[Skills vs. Experience: Successfully hiring for today's world](#) (Available on LinkedIn)

“Very good article, Colby. It's good to hear this topic again to reinforce the importance of transferable and adaptive skills, and to hear why employers are reluctant to hire people with potential rather than can hit the ground running. I'd take the soft skills over experience, providing candidates possess at least 70% of the competencies. As said, great research to back up your assertions.”

-Bob McIntosh

Career Coach ♦ LinkedIn Trainer ♦ Online Instructor ♦ Blogging Fanatic 🗨️ I'm on the frontline fighting **The Good Fight** against unemployment 🏆 LinkedIn Top Voices 2019 | Avid Walker #LinkedInUnleashed

[Token Employees And The Minority Tax](#) (Available on Roman 3 Academy)

“Great content! 🙌”

-Global Inclusion Online Forum

# Online Courses

## 2022 Webinars

In 2022, Coby will be providing dozens of webinars on various topics. Many of which will be self hosted for the general public, and many more in partnership with HR and Industry associations across North America. Here is a sample of a self-hosted course in January 2022.

### **Diversity, Equity, and Inclusion (DEI): Where To Start?**

The need to strengthen workplace Diversity, Equity, and Inclusion (DEI) is front of mind in virtually all corners of our society. Today's leader knows that making their workplace welcoming and diverse is not just right, it is good for business.

This new outlook has also created new challenges. Knowing the importance is not enough. We need to know how to bring Diversity, Equity, and Inclusion into the workplace in a meaningful way.

The reality is, most leaders are not sure where the path to a more diverse, equitable, and inclusive workplace starts. Do we start with recruitment strategies? Do we invest in equitable accommodations right out of the gate? Or do we work on trying to be more inclusive in our day to day?

Event Link:

<https://www.linkedin.com/events/diversity-equity-andinclusion-d6884188027242074112/about/>

## On-Demand Training

In 2021, Coby lead the curriculum development to launch Roman 3's on-demand training portal, Roman 3 Academy. The content on Roman 3 Academy are designed with the most cutting edge in online learning's education theories and built to maximize learner engagement and retention. Most courses are aimed to provide professional development of middle managers and executives in all industries. Here is sample of one of Roman 3 Academy's more popular courses.

### **Rethinking Labour Costs: Increasing Profits and Productivity**

Labour challenges are a major source of stress and concern for many business owners and managers. It is one of the few overlapping problems that is shared by the private, public, and nonprofit sectors. However, when labour problems arise, it is not only the mental burden that it puts on leaders, labour problems have a lot of hidden costs that can really add up and have a major impact on an organization's bottom line.

Course Link:

<https://www.academy.roman3.ca/product/rethinking-labour-costs-increasing-profits-and-productivity/>

## YouTube Content

On February 1<sup>st</sup>, 2022, Roman 3 launched their brand new YouTube Channel, *Solutions Explained by Roman 3*.

Currently, it is still building its audience, but it is expected to have over 30 videos launched in 2022, aiming to draw 1,000 subscribers in its first year.

Coby is a main contributor to the YouTube channel. The videos he designs and contributes to cover topics including, but not limited to:

- The Great Resignation
- Reducing employee burnout
- Reducing the costs of HR issues like turnover or disengagement
- Improving an organization's employer brand
- Common leadership mistakes

Here are links to recent videos on *Solutions Explained by Roman 3*.



Improving The Culture Of The Workplace: A Clear Path

<https://youtu.be/j1Q6QCuH5Ek>

How The Workplace Causes Presenteeism And Dissatisfaction WEBINAR CLIP

<https://youtu.be/vUurQZPbRoI>

WEBINAR CLIPS



**Your Office Is  
Causing Burnout**

ROMAN **3**

## Statement of Value

Coby brings a fresh perspective, new ideas, and tools to the conversations around organizational productivity and culture. As the lead designer on theories like the [Workplace Culture Hierarchy](#), The [7X3 Rule of the Workplace](#), and [Integrity Leadership](#) he brings new ideas to old problems. Coby has a natural gift for using common, everyday language to explain complicated and complex ideas. He uses short stories, parables, and relatable comparisons to make sure everyone is part of the conversation.

# Sample Interview Questions:

Over the course of Coby's training and coaching, he gets asked a lot of questions. Here are some of his favorites:

## **Confident Leadership**

Why is confidence so important to being a good leader?

Isn't confidence just another way to say being a loud and boastful leader?

What happens when we do not lead with confidence?

What is the best philosophy to guide how we lead?

## **Diversity, Equity, and Inclusion (DEI)**

Why is DEI so difficult to sustainably implement in most workplaces?

How should organizations be starting their DEI efforts?

How is DEI connected to talent recruitment and retention?

What needs to be in place before you start to ensure long-lasting success with DEI?

## **Talent Attraction and Employer Brands**

Is The Great Resignation just a short-term problem that can be waited out?

Why is it that many businesses are having such a hard time with employee turnover in 2022?

What are the underlying problems that are causing employees to quit in such high numbers?

Why can't businesses find and keep the talent they need?

Why is an Employer Branding important?

What does the workforce expect from businesses in 2022?

## **Human Resources (HR)**

How can HR professionals be heard by the C-Suite?

What is the financial effect of losing an employee?

HR spends most of its time on recruitment and labour compliance, is that the most effective place for them to focus their time and efforts?

How can HR truly address a workplace culture that is toxic?

What are the missing elements to make any workplace more welcoming and productive?

## His Door is Always Open

Coby is always happy to share his expertise and insight with organizations and media outlets looking to explore the people side of work.

If you would like to connect with Coby, please contact:

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