


# Tricia Perkins, SPHR, SHRM-SP

Senior Strategic HR Advisor

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## EXPERIENCE

Since joining Lake Effect HR & Law in 2018, Tricia has served as a trusted advisor to organizations of all sizes, providing strategic guidance on complex employee relations matters, leadership coaching, performance management, workplace investigations, policy development, and employment law compliance. She partners with executives and leadership teams to develop practical people strategies that align with organizational goals, strengthen employee engagement, and equip leaders with the confidence and skills to build engaged teams, strengthen workplace culture, and drive organizational success.

Before joining Lake Effect, she held in-house HR leadership roles in the hospitality, property management, and financial service industries, and then worked alongside many members of the firm at a statewide HR company, launched her own HR consulting practice, and then joined the firm's iteration at Clark & Gotzler, continuing on as they rebranded to Lake Effect. Her experience advising startups, growing businesses, established organizations, and nonprofits provides her with a practical understanding of the challenges leaders face every day.

Whether she is coaching an executive, facilitating a leadership workshop, or helping an organization navigate complex people challenges, her goal is to strengthen leaders, improve workplace culture, and support sustainable organizational success. She partners with new and seasoned managers alike to strengthen communication, accountability, emotional intelligence, conflict resolution, performance management, and team effectiveness. Her coaching style is practical, engaging, and rooted in the belief that leadership is a skill that can be learned and continuously refined. As a certified DiSC® trainer and experienced facilitator, Tricia designs highly interactive leadership development programs that empower managers to lead with confidence

and to create an environment where employees feel valued, respected, and empowered to do their best work.

Clients value Tricia's ability to combine strategic insight with empathy, ask thoughtful questions, and deliver practical solutions leaders can put into action right away.

## Professional Affiliations

- Society for Human Resource Management (SHRM)
- Oshkosh Area Society for Human Resources (Oshkosh Area SHRM)

## Education

- University of Wisconsin Stout, Menomonie, WI -- BS Hospitality and Tourism Management

## Certifications & Licenses

- Senior Professional in Human Resources (SPHR), 2004
- SHRM Senior Certified Professional (SHRM-SCP), 2015
- DiSC

## Personal

Tricia approaches life with the same curiosity, optimism, and sense of adventure that she brings to her work. She enjoys exploring Wisconsin by bike, discovering new hiking trails, and taking road trips to experience new communities and hidden gems. Whether outdoors with friends or planning her next adventure, she believes growth comes from staying curious, embracing new experiences, and appreciating the journey as much as the destination.

## Community Involvement

Tricia is passionate about giving back to the communities where she lives and works. An advocate for active living, community engagement, and local collaboration, she supports initiatives that strengthen the communities she loves.

Currently, Tricia serves as the President of the Green Lake Greenways Board, Wisconsin Bike Fed Council Advocate for Green Lake County, and a board member of the Wisconsin Bike Fed.

## Speaking Engagements

Tricia has been presenting to clients and partners for many years. As a certified DiSC trainer, she regularly presents on management development, HR compliance, and strategic organizational culture alignment related topics and issues. Following are her most recent speaking engagements:

"HR Issues That Keep You Up at Night"
- Oshkosh Chamber – In Person (October 2026)

"Conducting Meaningful Performance Reviews"
- Private employer – In Person (September 2026)

"Respectful Workplace"
- Private employer – In Person (June 2026)

"Everything DiSC"
- Private employer – In Person (May 2026)

"Everything DiSC: Leading a Team"
- Private employer – Virtual (May 2026)

"Everything DiSC for New Hires"
- Private employer – Virtual (April 2026)

"Everything DiSC"
- Private employer – In Person (April 2026)

"Essential Human Resources Practices"
- Goodman Nonprofit Fellowship – In person (March 2026)

"Leadership Forum: How to Maximize Your Employee's Potential and Engagement with Low-Cost and High-Return Strategies"
- Nonprofit Leadership Initiative – In Person (February 2026)

"Respectful Workplace"
- Private employer – Virtual (December 2025)

"Human Resources Module" – Two-day Training for NFP Leaders
- Nonprofit Leadership Initiative (November 2022, 2023, 2024, and 2025)

"Everything DiSC"
- Private employer – In Person (November 2025)

"Everything DiSC"

- Private employer – In Person (October 2025)

"Everything DiSC"
- Private employer – In Person (September 2025)

"Leadership Forum: Human Resources 101"
- Nonprofit Leadership Initiative – In Person (June 2025)

"Respectful Workplace"
- Private employer – Virtual (May 2025)

"Everything DiSC"
- Private employer – In Person (March 2025)

"Navigating Difficult Conversations"
- Private employer – In Person (January 2025)

"Fair Labor Standards Act (FLSA) Changes for 2025"
- Nonprofit Leadership Initiative – Virtual (November 2024)

"Coaching for Leaders"
- Private employer – In Person (August 2024)

"Navigating Difficult Conversations & Situations"
- Private employer – In Person and Virtual (July 2024)

"Navigating Difficult Conversations & Situations"
- Numbers 4 Nonprofits – Virtual (May 2024)

"Leadership Forum: Cultivating a Thriving Workplace"
- Nonprofit Leadership Initiative – (February 2024)

"What You Need to Know About the New 2023 Form I-9"
- Lake Effect HR & Law – Virtual (October 2023)

"SHRM Certification Study Group Facilitator: Structure of the HR Function, Organizational Effectiveness & Development, and Workforce Management"
- Fox Valley SHRM Chapter – Virtual (April 2023)

"Leadership Forum: Coaching & Development"
- Nonprofit Leadership Initiative (February 2023)

"How COVID Changed the Workplace: The Need for Empathic Leadership"
- UW E-Business Consortium – Virtual (December 2022)

"Lasting Impact of COVID in the Workplace"
- WI Child Welfare Professional Development System (August 2022)

"COVID's Impact on the Workplace"
- Destinations WI (May 2022)

"Strengthening Your Leadership Style Using Empathic Leadership and Everything DiSC®"
- Nonprofit Leadership Initiative – Virtual (January 2022)

"Human Resources Module" – Two-day Training for NFP Leaders
- Nonprofit Leadership Initiative – Virtual (November 2021)

"HR Issues that Keep You Up at Night
- Green Lake Area Chamber of Commerce – Virtual (May 2021)

"How to Manage Performance During a Crisis & Employment Law Update
- Nonprofit Leadership Initiative – Virtual (January/February 2021)

"State of the Workplace"
- Numbers 4 Nonprofits – Virtual (January 2021)

"Sustaining Workplace Culture and Engagement in a Virtual World"
- Community Shares of Wisconsin – Virtual (December 2020)

"Helping Employees When S@!T Goes Down"
- Ogden Glazer + Schaefer's Hosted Bar – Podcast (December 2020)

"Strengthen Your Workplace Culture by Creating Strategic Goals Aligned with Your Mission"
- Fox Valley SHRM - Virtual (September 2020)

"COVID-19: Paid Leaves of Absence"
- Destinations Wisconsin – Virtual (August 2020)

"COVID-19: Preparing Your Workforce for the New Normal"
- St. Norbert College Non-profit Leadership Forum - Virtual (June 2020)

"Sustaining Workplace Culture in a Virtual World"
- Doyenne Group Iso-Learning Series - Virtual (April 2020)

"COVID-19: The Impact on the Workplace and Navigating Staffing Decisions"
- Destinations Wisconsin - Virtual (March 2020)

"Life Lessons Learned: Leading A Team"

- Professional Women's Connection – Oshkosh Chapter, Oshkosh, WI (February, 2020)

"Tough Conversations with Staff, Board and Volunteers"
- Nonprofit Leadership Initiative, Appleton, WI (January, 2020)

"Creating a Workplace Destination"
- Destinations Wisconsin – CEO Forum, Neenah, WI (January, 2020)

"Life Lessons Learned: Leading A Team"
- Professional Women's Connection – Fox Valley Chapter, Appleton, WI (November, 2019)

"83.15 Administrator Course - Human Resources Management"
- Wisconsin Assisted Living Association
  Brookfield, WI (October, 2019) / Virtual (May, 2020) / Virtual (October, 2020)

"Human Resources Issues that Keep You Up at Night"
- Executive Director Forum, Oshkosh, WI (October, 2019)

"Eat, Sleep & Breathe Culture: How to Recruit, Onboard, and Coach to Your Organization's Culture"
- Wisconsin Assisted Living Association 2019 Fall Conference, Pewaukee, WI (September, 2019)

"Preventive Anti-Harassment Strategies for Employers"
- Stateline SHRM, McHenry, IL (September, 2019)

"Attracting Diverse Employees and Retaining Them Through Inclusion"
- Forward Festival, Madison, WI (August, 2019)

"Live Your Mission: Aligning HR with Your Mission"
- Nonprofit Leadership Initiative, Appleton, WI (January, 2019)

"Live Your Mission: Strengthen Your Workplace Culture by Creating Strategic Goals Aligned with Your Mission"
- Numbers 4 Nonprofits, Madison, WI (January, 2019)

"Develop Your Employees and Grow Your Business"
- Tri-State Human Resources Association, Dubuque, WI (January, 2019)

"The Difficult Employee"
- StartingBlock Madison, Madison, WI (November, 2018)

"Higher Quality Hiring: How to Grow Your Workforce with Intention"

- Forward Festival, Madison, WI (August, 2018)