

# 2010 Volunteer of the Year

## Andrea Moore

By Symone C. Skrzycki



**V**ivid orange and red hues color the walls. Oversized purple vases and vibrant artwork add to the ambiance. This is FlashPoint's new downtown Indianapolis office – and senior consulting manager Andrea Moore fits right in.

Simply put, Moore exudes positive energy.

“I like to breathe a little bit of life into organizations,” she reveals. “A lot of times, people are so focused on results. But, let’s remember that they (clients’ companies) are full of people who have hearts and emotions and feelings. There are always going to be people looking at the numbers. But positivity, I can always bring. That’s just who I am.”

FlashPoint was established in 2002. The human resource and management consulting firm employs 12 full-time staff and several subcontractors. Moore joined the team approximately six years ago. Clients represent a variety of industries and sizes and are located throughout the country.

“We do a lot of work inside smaller organizations where we’re really serving as the human resource function,” Moore explains. “In the mid-size and larger organizations where they do have the resources, it might be that they don’t have the time or specific expertise, so they bring us on board.”

She specializes in workplace learning and leadership development.

“I love it,” she declares. “My life purpose is to share positivity and empower others. That plays out in my work, so I have an opportunity to do what I’m best at every day.”

### In the driver’s seat

Moore didn’t always want to be an HR professional.

Originally, the southern Indiana native set her sights on a psychology career and earned an undergraduate degree from Indiana State University (ISU).

“I’ve always had an interest in what makes people tick, what motivates people, what drives people,” she confides. “(Until) I took an industrial organizational psychology course, I never thought about psychology within an organization and how that plays out. I ended up getting a master’s degree in human resource development.”

Following graduation, Moore moved to Chicago and began working as a human resource manager. She later relocated to Europe for a position with a London-based electronics distribution company and helped implement its first online learning system.

“I got a lot of great international experience,” she recalls.

Shortly after returning to Indiana in 2004, Moore began working at FlashPoint. She is a Certified Empowerment Coach (CEC) and a Certified Professional in Learning and Performance (CPLP).

“I think that (CPLP) certification speaks to the expertise I have in instructional design methodology,” she asserts. “There’s an art and a science to that – being grounded in adult learning principles, knowing how professionals learn best and building content that’s very relevant to and will meet the needs of learners.

“My background and real passion is workplace learning. I push clients to recognize the influence they have. If something isn’t going well, what can you do to change it?”

### Energizing the HR community

Moore brings energy and enthusiasm to her volunteer roles as well.

She serves as president of the Central Indiana chapter of the American Society for Training and Development and is a member of the human resource development advisory board for Indiana State’s College of Technology, which has added a coaching course as part of its curriculum.

At a recent event, Andrea Moore energetically shares strategies for leading a multi-generational workforce.



In addition, Moore mentors aspiring HR professionals. "I'm very committed to supporting local talent," she remarks, "especially people just getting into the field and helping them make connections."

One piece of advice she offers: be aware of your weaknesses, but focus on enhancing your strengths.

"A lot of times, people try to improve the things they're not as good at. But, you're much more effective if you look at, 'What am I already good at?' and find ways to do more of those things," Moore contends. "The margin for improvement is much, much greater."

### Chamber collaboration

Each year, Moore presents a variety of Indiana Chamber educational workshops. In early 2010, the Chamber introduced a series of HR-related webinars. Moore partnered with director of conferences Jennifer Sexton to design content. The topic: successfully building a training program.

"A lot of the work I've done with the Chamber has been facilitating leadership development and providing education revolving around best practices," Moore observes. "(Regarding the webinars), that was the first series of HR-related webinars the Chamber had developed, so having the opportunity to be a part of that initiative and provide Jennifer with some feedback and help her build evaluation tools (was important)."

Sexton doesn't hesitate when asked to describe Moore.



**Moore incorporates her personal motto - "some days you just have to create your own sunshine" - into her professional endeavors.**

"She's the ideal speaker. Andrea is extremely knowledgeable in her field and incredibly enthusiastic about what she does," Sexton declares. "She understands that HR in the workplace is about more than forms and figures. I really appreciate her enthusiasm and so do the attendees."

Moore puts herself in participants' shoes.

"I find out from Jennifer (prior to the event), 'Who are the participants and what are their needs?' And, I share content with her to make sure it's relevant," she comments. "During the conferences, it's (about) connecting with participants and asking, 'What are you learning?' 'What's of value?' 'What's missing?' The connection is important to me."

It shows in her work at FlashPoint, for the Chamber and beyond.

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