



Calista PHAIR

TALENT FAIRY GODMOTHER

Meet Your TALENT FAIRY GODMOTHER

HR STRATEGIST | TALENT CONSULTANT | INTERNATIONAL SPEAKER

Calista Phair is not your average HR consultant—she's your Talent Fairy Godmother. With nearly 20 years of experience in talent strategy, recruitment, and inclusive people operations, Calista helps organizations fix what's broken, build what's missing, and retain what matters.

A proud Bennett College graduate and Seattle native, she's a speaker, advisor, and force for transformational change—serving clients across corporate, nonprofit, and global sectors. Whether she's revamping hiring systems, filling mission-critical roles, or designing culture-shifting workshops, Calista brings clarity, care, and strategic magic to every room she enters.

Her secret? Deep listening, bold insight, and a people-first mindset rooted in equity, agility, and lasting impact.

About me

THE MAGIC BEHIND THE WORK

Calista began her career putting out fires in corporate HR—until she realized no one was asking why the fires started in the first place.

Today, she partners with growing organizations to build fireproof foundations—addressing root causes instead of symptoms. Her approach is intentional, proactive, and equity-driven, grounded in psychological safety, clear systems, and human-centered leadership.

As an HR strategist, mom of two, former athlete and pageant queen, Calista blends executive-level insight with lived experience. She believes work should feel purposeful, not performative—and that culture isn't just built in the boardroom, but in every interaction.

Her work is about transformation—not just transactions.

Calista believes in building brave spaces where people can grow, lead, and belong. Her goal? To wave her magic wand—and help organizations become more human, more inclusive, and more prepared for the future of work.



Have You Ever?

- ✦ Have you ever felt like your onboarding process is all over the place—but you're too busy to fix it?
- ✦ Wondered how much smoother your business would run if your people strategy was just... handled?
- ✦ Felt like one small misunderstanding between a manager and employee could turn into a full-blown HR headache?
- ✦ Struggled to find candidates who actually fit your team—not just check a few boxes?
- ✦ Felt overwhelmed by AI in hiring—unsure where to start or which platforms actually work for you?
- ✦ Wondered if your message is landing—or unintentionally making things worse?

If you're nodding yes... See? I told you—I get it. I'm right here with you, ready to help you make some real magic happen.



My Services

HOW I MAKE MAGIC HAPPEN

Calista offers strategic support at every stage of the people journey—from hiring and onboarding to leadership development and workforce planning. Whether you need an advisor, a speaker, or a hands-on partner, her expertise delivers impact.

FRACTIONAL HR & TALENT CONSULTING

From hiring systems and organizational structure to compliance and performance frameworks, Calista builds the backbone of people-first operations. She helps growing teams streamline processes, improve equity, and lay strong foundations for scale.

FULL-CYCLE RECRUITMENT

Calista manages everything from job descriptions to onboarding, sourcing diverse, high-performing talent across industries. Her tailored recruitment strategies reduce time-to-fill, increase retention, and align candidates with your company culture.

TRAINING & LEADERSHIP DEVELOPMENT

Through custom workshops and signature keynotes, Calista equips teams with the tools to lead, communicate, and grow effectively. Topics include onboarding excellence, resilience, AI-powered HR, inclusive leadership, and more—delivered virtually or in-person.

SPEAKING & STRATEGIC ADVISORY

As an international speaker and trusted advisor, Calista supports organizations through times of growth, transition, and change. Her dynamic presence and deep insight make her a go-to voice for meaningful, engaging, and actionable experiences.



Highlights

RESULTS & RAVES

Calista doesn't just deliver services—she delivers results.

- ★ **600% increase** in applicant pipelines with highly qualified, aligned candidates
- ★ Filled **2-year vacancy** in just **4 months**
- ★ Led a **\$1.25M workforce** initiative, boosting enrollment by **400%**
- ★ Helped launch a national campaign that reached over **1 billion impressions**

OVERALL 5 STAR
★★★★★
GOOGLE REVIEWS

WHAT CLIENTS SAY

"We tripled our applicant pool and secured new partners. Calista was the Talent Fairy Godmother we didn't know we needed." — **Barbara Jones, CEO, Freeing Returns**

"Her strategy unified our HR team and helped us rethink how we retain and engage employees." — **Christine Henning, Executive Director, Singapore American School**

"She created a brave space and led meaningful facilitation that resonated with our leaders." — **Albert Garcia, Neighborhood Learning Alliance**



Case Studies

HIRING TRANSFORMATION – LEADERSHIP ROLE FILLED AFTER 2-YEAR GAP

CHALLENGE: Role vacant for 2+ years; outdated specs and misalignment stalled progress.

MY WORK:

- Rewrote job specs with Legal + leadership
- Built success profiles aligned to goals
- Launched targeted sourcing strategy

OUTCOME:

Role filled in under 4 months
Stronger team alignment + wellness visibility
“A true HR pro... a great consultant.” – Marcus Blanks, PMP®, CSM

TALENT ACQUISITION – NICHE CREATIVE LEADERSHIP

CHALLENGE: Marketing agency needed hard-to-find Producers + Associate Directors.

MY WORK:

- Deep intake + role redefinition
- Advised on comp + brand alignment
- Delivered curated, qualified candidates

OUTCOME:

Top-tier hire exceeded expectations
Boosted hiring confidence + alignment
“That’s magic.” – Sam Kessler, VP, Smiths Agency

LEADERSHIP TRAINING – NATIONAL CONFERENCES

CHALLENGE: Business fraternity needed dynamic leadership + career content.

MY WORK:

- Delivered TEDx-style talks + interactive workshops
- Trained on branding, networking, and inclusive leadership

OUTCOME:

Trusted speaker since 2020
National impact on student & alumni leaders
“Exceptional speaker with lasting impact.” – Amber Hambach, Alpha Kappa Psi



Connect

READY TO MAKE MAGIC?



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EXPLORE THE MAGIC
EVERN MORE!

Dive deeper on the official
website and learn more
about the magic of Calista
Phair!

