

Your Professional Brand: Influencing as an HR Professional

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The key to successful
leadership today is
influence, not authority.

Ken Blanchard

Today's Journey

Building Your Brand

- Individual
- HR Professional
- Employer



What is a Brand?

- Brand
- Corporate identity
- Corporate image
- Personal brand

Do you recognize them?



Do you recognize these?



- Stephen _____
- _____ Maxwell
- Tom _____
- _____ Blanchard
- Dale _____

Building Your Brand

- Individual
- HR Professional
- Employer



Branding Essentials

1

Build Relationships

2

Establish Trust

3

Maintain Credibility

HR Professionals

1

Build Relationships

2

Establish Trust

3

Maintain Credibility

HR Professionals

Key Competency: Relationship Builder

- Internal
- External

HR Professionals

Key Competency: Trusted Advisor/Consultant

- Relationships
- Authenticity/Transparency
- Confidentiality
- Consistent execution

HR Professionals

Key Competency: Credibility

- Reputation
- Skills & Knowledge
- Professional Image

HR Expertise/Credibility

Stay Current

- Business Acumen
- HR Profession
- Industry
- Business/Economy
- Community

HR Expertise/Credibility

Skills & Knowledge

- Education
- Continuing Education
- Certifications
- Career Path
- Volunteer Service

HR Credibility

Professional Image

- Character
- Communication
- Appearance
- Etiquette





Influencing the Organization

Internal Factors

- HR Strategy
- Organization Strategy
- Culture
- Change Agents
- Human Capital
- Learning Organization

Influencing the Organization

External Factors

- Competition
- Economy
- Political/Regulatory/Legislative Landscape
- Workforce Demographics

Next Steps

Developing Your Brand/Influence

**Create
a vision**

**Reflect
on your
current
brand**

**Identify
role
models/
mentors**

**Create a
plan &
implement**

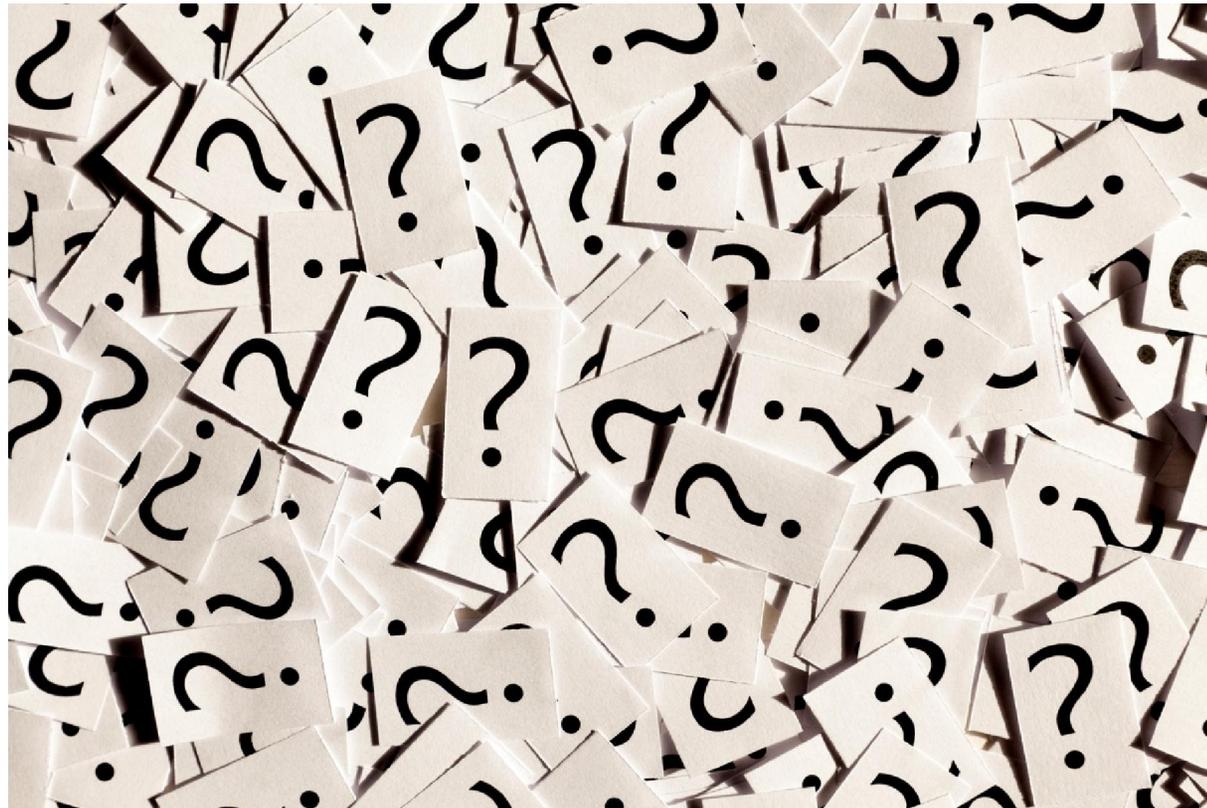
**Measure
results/
review
periodically**

Build Your Influence: Next Steps

Your Challenge

- Define Your Personal/Professional Mission Statement
- Review Organization's Vision/Mission/Strategic Goals
- Align HR Strategy with Organizational Strategy
- Build Relationships – Start with One
- Build Your Credibility/Image – Set Three Goals

Questions?



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