

HR BRANDING WITHIN THE ORGANISATION

Yota Tsiokri

Human Resources Officer at LGS Handling LTD

Co-ordinator of the Communication & Publications Committee

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**

Media Sponsor: 
H KAGHMEPINH

Supporters: **HEALTHLINE**  **TRYFON**
C.A. PAPAELLINAS **OEB** **TSERIOTIS**

WHAT IS HR BRANDING?

2014

CyHRMA

Annual Conference

- The personality of your department
- The identity tag in the minds of individuals & other departments who work with you which evokes a definite promise of the type of service that will be provided
- **Your department is known for something. That is a fact. What is known for is the brand –like it or not** Every company, every person and every organisation has a brand. Brands are born when there are customers to serve, skills to be practiced and value to be created.

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**

Media Sponsor:



H KAGHMEPINH

Supporters: **HEALTHLINE**
C.A. PAPAELLINAS



TRYFON
TSERIoTIS

In addition your brand includes... **2014** CyHRMA Annual Conference

- **Trust**- individuals & departments know what you stand for, your guiding principles
- **Perception** – there is an understanding of how your department operates
- **Promise** – there is an acknowledgment that your department is committed to providing a certain level of service and that you stand behind it

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoftware**

Media Sponsor:  **H KAGHMEPINH**

Supporters: **HEALTHLINE**  **TRYFON TSERIOTIS**
C.A. PAPAELLINAS

BENEFITS OF A WELL & STRONGLY BRANDED HR DEPT

2014

CyHRMA
Annual Conference

- **Professional recognition** - your customers recognise the value you provide, it differentiates you from the pack, it creates an image of quality and respect
- **Organisational Relevance** – the ability to better compete for internal resources & achieve its goals
- **Organisational Recognition** – the ability to contribute to the company's success, considered as a strategic partner and decision maker

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**

Media Sponsor: 
H KAGHMEPINH

Supporters: **HEALTHLINE**  **TRYFON**
C.A. PAPAELLINAS **TSERIOTIS**

BENEFITS OF A WELL & STRONGLY BRANDED HR DEPT continue

2014

CyHRMA
Annual Conference

- Identify human resource needs & maintain an environment of responsiveness
- Provide the most alert customer service & maintain benefits to our peers
- Provide leadership on HR issues & maintain excellence in the benefits provided
- Contribute positively to the company's profits

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**

Media Sponsor: 
H KAGHMEPINH

Supporters: **HEALTHLINE**  **TRYFON**
C.A. PAPAELLINAS **TSERIOTIS**

PROFILE OF A NON/ BADLY BRANDED HR DEPARTMENT

2014
CyHRMA
Annual Conference

- Viewed as stagnate, with low staff morale
- Does not contribute to the bottom line, the true measure of a department's worth
- Seen as bureaucratic without leadership skills and hence, unable to advance the company's mission and contribute in achieving its goals

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**^o

Media Sponsor: 
H KAGHMEPINH

Supporters: **HEALTHLINE**  **OEB**  **TRYFON**
TSERIOTIS
C.A. PAPAELLINAS

HOW TO BUILD AN HR BRAND

2014

CyHRMA
Annual Conference

First of all you need to communicate and evaluate the current departmental reputation & brand by:

- talking and listening to customers, to peers at all levels, to other departments & everyone who interacts with the department
- you may conduct focus groups, even with the aid of an external consultant, whose existence will ensure anonymity & promote openness

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**

Media Sponsor: 
H KAGHMEPINH

Supporters: **HEALTHLINE**  **TRYFON TSERIOTIS**
C.A. PAPAELINAS

HOW TO BUILD AN HR BRAND - continue

2014

CyHRMA
Annual Conference

If the perceived brand is what you want, then build on it & design your dept ID around it
If it isn't, then take action! You may need to change: **the staff you hire**, **the facility you are in**, **your offices' layout**, **the way phones are answered**, **the way memos are written & sent**, the type of interaction you have with other departments during meetings, etc.

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**

Media Sponsor: 
H KAGHMEPINH

Supporters: **HEALTHLINE**  **TRYFON**
C.A. PAPAELLINAS **OEB** **TSERIOTIS**

HOW TO BUILD AN HR BRAND - continue



You may also:

Promote what your department has done and can do

Educate the organisation about its capabilities and potential contributions

Demonstrate your problem solving skills so that others know you don't just proceed papers & safeguard company policies and procedures

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor: deltasoft^o

Media Sponsor: H KAGHMEPINH

Supporters: HEALTHLINE
C.A. PAPAELLINAS
OEB
TRYFON^o
TSERIOTIS

HOW TO BUILD AN HR BRAND - continue

2014

CyHRMA
Annual Conference

- Craft an identity based on your customers' needs. **Great brands are great because they are designed to communicate effectively to a specific target customer & fulfill a distinct need**
- You may outsource time-consuming routine tasks and focus on more strategic matters, you cannot be all things to all people!

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**

Media Sponsor: 
H KAGHMEPINH

Supporters: **HEALTHLINE**  **TRYFON**
C.A. PAPAELLINAS **TSERIOTIS**

HOW TO MAINTAIN YOUR BRAND

2014

CyHRMA
Annual Conference

- By consistent: Make and keep your promises
- Focus on improving “how” you perform your services
- Focus on your strengths, what you do best
- Express your brand in several ways
- Monitor regularly your established brand

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**

Media Sponsor: 
H KAGHMEPINH

Supporters: **HEALTHLINE**  **TRYFON TSERIOTIS**
C.A. PAPAELLINAS

FOOD FOR THOUGHT

2014
CyHRMA
Annual Conference

Unless your departmental value is embedded in the brand, you constantly defend your existence.

Finally, you only have to answer this question:
“Do you want to be seen as a provider of process or progress?”

Organiser:



Gold Sponsor: **Deloitte.**

Silver Sponsor:  **deltasoft**

Media Sponsor: 
H KAGHMEPINH

Supporters: **HEALTHLINE**  **TRYFON**
C.A. PAPAELLINAS **OEB** **TSERIOTIS**

THANK YOU!

