

HR BRANDING WITHIN THE ORGANISATION

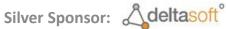
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WHAT IS HR BRANDING?



- 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.

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In addition your brand includes...



- 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

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BENEFITS OF A WELL & STRONGLY BRANDED HR DEPT

- 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

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BENEFITS OF A WELL & STRONGLY BRANDED HR DEPT continue 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







PROFILE OF A NON/ BADLY BRANDED HR DEPARTMENT

- 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

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HOW TO BUILD AN HR BRAND



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

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HOW TO BUILD AN HR BRAND - continue

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.

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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

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HOW TO BUILD AN HR BRAND - continue

- 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!

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HOW TO MAINTAIN YOUR BRAND



- 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

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FOOD FOR THOUGHT



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?"

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THANK YOU!



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