

# Building your HR Brand

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# Do you have an HR Brand?


Yep, you do!

- Do you know what it is?
  - C'mon, do you really know?
- Do you know how to develop it?
- What about your team....what is their HR Brand?
- What about your company's HR Brand?



# Your Human Resources Brand is Critical

- Strategic relevance to the success and reputation of your organization
- Strategic relevance to your career and the careers of your team members
- More than just being technically competent



**Let's take a look at the steps in building and leading an HR Team that is recognized within and outside your organization as a strategic player in organizational effectiveness.**