

# Step Up Your HR BRAND

- Melva Tate, PHR - Tate & Associates, LLC
- Eunice Elliot - Alabama NBC 13
- Robin Schooling, SPHR - Silver Zebras, LLC



# COMPETENCIES

CATBERT: EVIL DIRECTOR  
OF HUMAN RESOURCES

BEING EVIL  
USED TO MEAN  
SOMETHING.



www.dilbert.com  
scottadams@aol.com

THESE DAYS I CAN  
CUT SALARIES BY  
10% AND PEOPLE WILL  
THANK ME FOR NOT  
FIRING THEM!



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DO YOU WANT TO  
HELP ME EAT EMPLOYEE  
LUNCHES FROM THE  
BREAK ROOM FRIDGE?

I'D LIKE  
THAT.



# COMPETENCIES

COMPETENCIES: Individual characteristics, including knowledge, skills, abilities, self-image, traits, mindsets, feelings, and ways of thinking, which, when used with the appropriate roles, achieve a desired result.

# COMPETENCIES

Categories:

- Foundational
- Traits/Characteristics
- Business Acumen
- Professional Development

# COMPETENCIES

## FOUNDATIONAL (3):

- ✓ Integrity
- ✓ Accountability
- ✓ Purpose/Mission Driven

# COMPETENCIES

## Traits & Characteristics: The Tough Conversation

**CATBERT: EVIL DIRECTOR OF HUMAN RESOURCES**

100% OF YOUR EMAIL MESSAGES THIS MONTH INVOLVED LINKS TO FUNNY VIDEOS.



Dilbert.com DilbertCartoonist@gmail.com

THE COMPANY IS VIOLATING MY RIGHT TO PRIVACY! THIS IS AN OUTRAGE!



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ACTUALLY, I WAS JUST GUESSING.



IT STILL HURTS.

# COMPETENCIES

## TRAITS & CHARACTERISTICS

- ✓ Embraces conflict.
- ✓ Has courage of convictions.
- ✓ Pays attention to detail.
- ✓ Willing to tackle difficult issues.
- ✓ “Never let ‘em see you sweat.”
- ✓ Is self-aware.



# COMPETENCIES

Business Acumen: DO SOMETHING!



# COMPETENCIES

## BUSINESS ACUMEN

- ✓ Problem Identifier AND SOLVER
- ✓ Proactive Forecasting
- ✓ Know the numbers
- ✓ Influence v. Authority

# COMPETENCIES

## PROFESSIONAL DEVELOPMENT: WHY BOTHER?



# COMPETENCIES

## PROFESSIONAL DEVELOPMENT

- ✓ Certification
- ✓ Continual Learning
- ✓ Continual Giving

CONFIDENCE



# Preparation



# Posture





# Presentation



# Positive Thinking



# Perspective



CREDIBILITY





dependable

plausible

valid



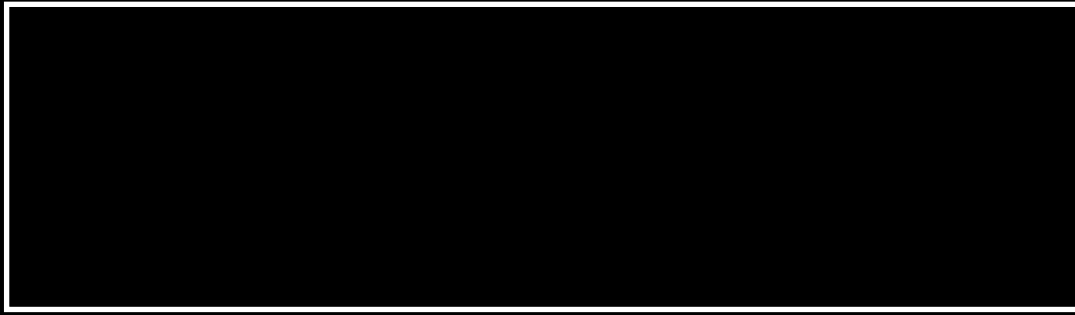
**RESPECT MY**



**AUTHORITAH!**

www.4mat.com









Abstract white lines on a black background, consisting of several intersecting lines that create a geometric pattern in the upper left corner.

Jean Paul  
Lifhack Quotes





A person's hands are visible, holding a rectangular sign with a yellow background and a dark red border. The sign is held horizontally against a dark blue background. The text on the sign is in a bold, red, serif font, arranged in two lines. The top line reads 'APPLAUSE' and the bottom line reads 'PLEASE'.

**APPLAUSE**

**PLEASE**

Questions?