

The HR Leader's **Personal Brand Blueprint: Internal Audiences**

- (**Volunteer to lead, champion, or participate in strategic, high impact, cross-functional projects** that support business goals and priorities. (e.g., talent reviews, lunch & learns, manager capability building, employee engagement, etc.)
- (**Offer to present or speak at broad forums** such as town halls, employee calls, leadership meetings, employee resource group events, etc.
- (**Contribute to internal newsletters** or other internal communication platforms to share insights or updates.
- (**Attend key business meetings** to stay informed and anticipate evolving organizational needs.
- (**Stay top-of-mind through regular, meaningful touchpoints:**
 - Check in with business leaders beyond your immediate HR remit.
 - Share HR updates that align with broader organizational priorities.
 - Provide learning resources or people insights that connect with current business needs.
 - Communicate outcomes and wins that tie back to business impact (e.g., improved engagement, reduced turnover, leadership development impact).
- (**Recognize and spotlight team or employee successes;** be known as someone who uplifts and advocates for others.
- (**Lead or initiate knowledge exchanges** across departments or HR functions (learning circles, cross-HR sharing forums, etc.)
- (**In meetings, ask insightful questions** that reflect curiosity and commercial awareness. Offer perspectives that integrate HR and business thinking.
- (**Be intentional in how you express your personal brand.** For example, when someone asks, “How are you?” Use the opportunity to reflect your Brand; Say something like: “I’m doing well, thank you! Excited for the week ahead as I’m working on [project] that is helping us [the impact, outcome,] and I am learning a lot in the process [skills]. How are things with you?”)