

# HR Professional:

*The Things You Need to*  
Know & DO

**Unquestionable  
Integrity**

# The Flag Bearer

**Long Term**

**Always**

**Know  
Your  
Business**

*Personal*

*Credibility*

*Sell*

*Sell*

*Sell*

*Financially*

*Literate*



*Tech Savvy*

*“It is always  
showtime.”*

—David D’Alessandro, *Career Warfare*  
(from Marcus Buckingham, *The One Thing You Need to Know*)

*Be*

*A Master of*

*HR*

**Invest in  
Yourself**

***Virus***

***Carrier* of**

**Values**

**Enjoy  
What You  
DO**

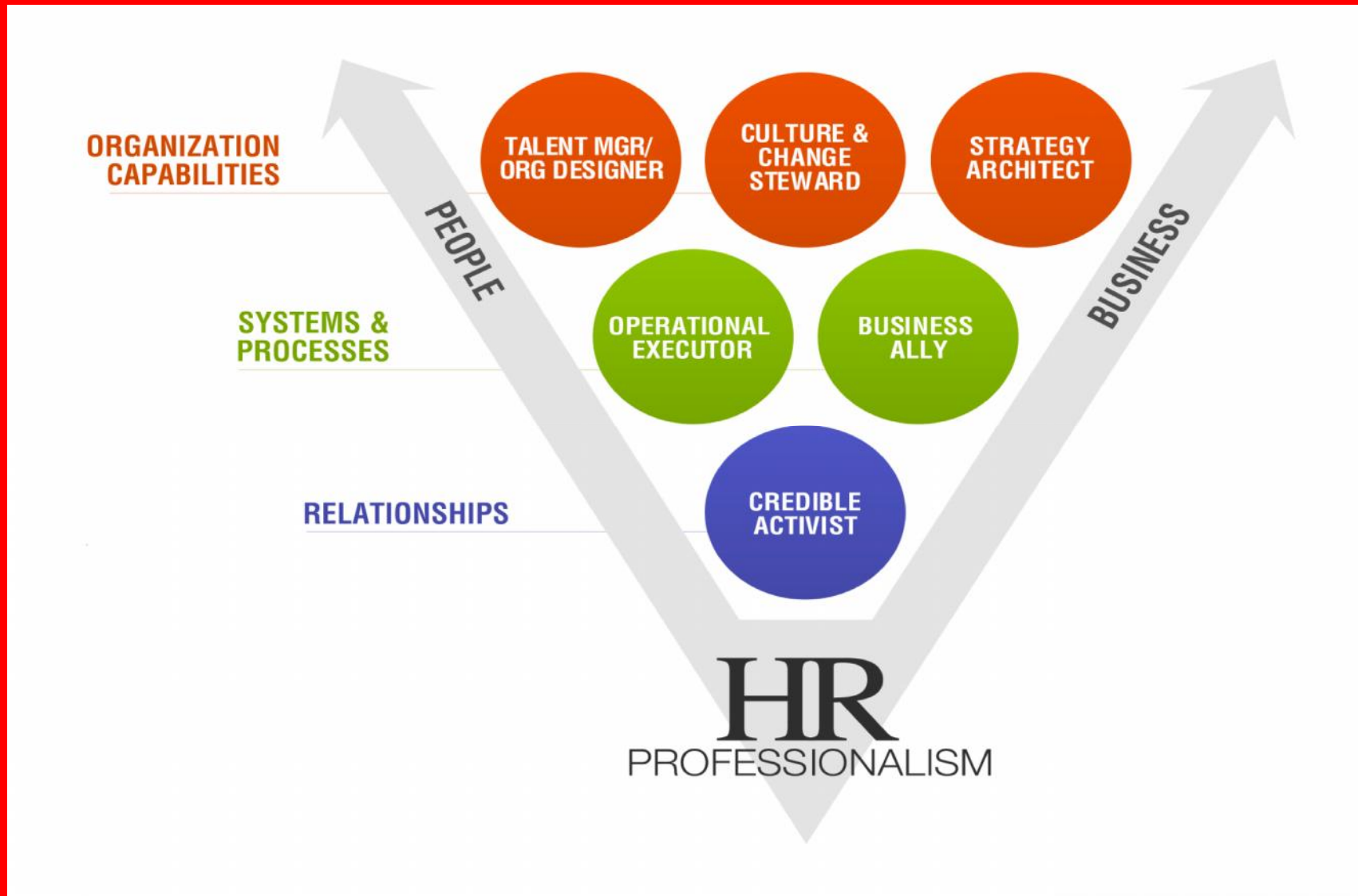
***Be***  

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***Loyal***  

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# HR Competencies....Responding to increased expectations



Source : HUMAN RESOURCE COMPETENCIES RESEARCH: Dave Ulrich, Wayne Brockbank, Dani Johnson, and Jon Younger



# Competencies of Successful HR Professional

**Personal Credibility**  
**Ability to Manage Change**  
**Ability to Manage Culture**  
**Delivery of HR Practices**  
**Understanding of Business**

— The HR Scorecard, Dave Ulrich, Brian Becker, Mark Huselid