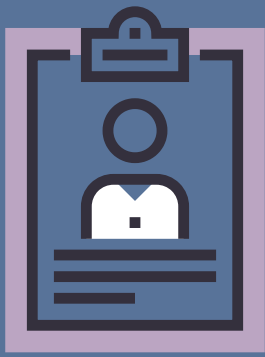
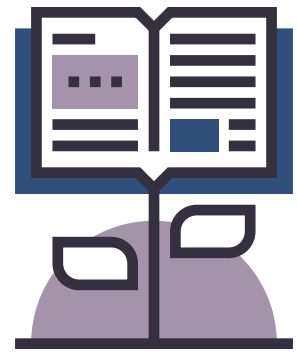


1.) BE A BUSINESS LEADER 1ST & AN HR LEADER 2ND

Know the language of your business, financials and metrics used to measure your organizations success. To effectively serve your business, you must know what's important to your business leaders and be able to meet them there.

2.) BE AGILE & ADAPTABLE

STOP being the HR police. Let go of rigid policy and the dogma of being the "enforcer". Empower and support your leaders and employees and be there to support and guide them, responding swiftly to internal situations and outside events.

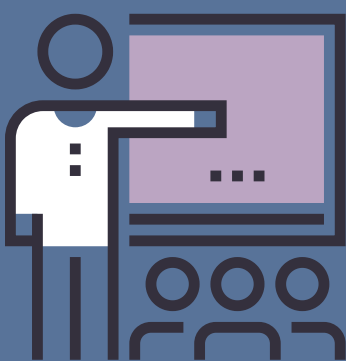


3.) INFLUENCE & INFORM

Use data, experience and instinct to help influence and inform business decisions, especially those impacting your people. Validate and verify your data for accuracy, seek information from multiple resources and listen to your "gut". By leveraging all 3, you will bring forward meaningful insights and ideas.

4.) CREATE PRACTICAL SOLUTIONS

Find what your leaders and people need and be proactive in bringing solutions forward. Simplicity and customer experience is at the forefront, ensuring our focus is always on making a positive impact.



5.) BE COURAGEOUS

Let go of fear culture! Be wholehearted in all you do. Every conversation, every email and every interaction takes courage and commitment to doing what's right. HR professionals have a responsibility to challenge, protect and lead in ways that ensure alignment to values, equality, inclusion and create a sense of belonging.

EXCERPTS FROM THE 5 IMPERATIVES FOR SUCCESSFUL HR PROFESSIONALS:

Barbie Winterbottom, author
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