Branding from the inside out:
HR's role as a brand builder

Murali Aiyer

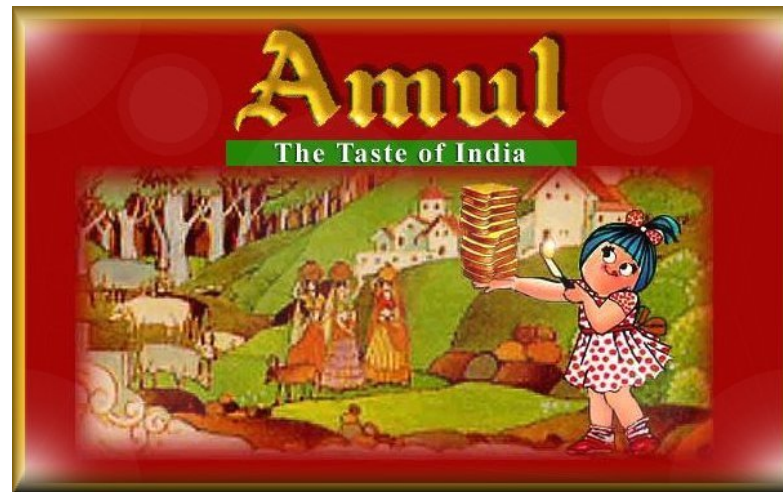Mumbai

What does this evoke?

What does this evoke?

What does this evoke?

What does this evoke?

Brand = Trust

People and Practices build Brands

Understated

Pioneers

Underpromises and Overdelivers

Independent opinion

Enables Informed decisions

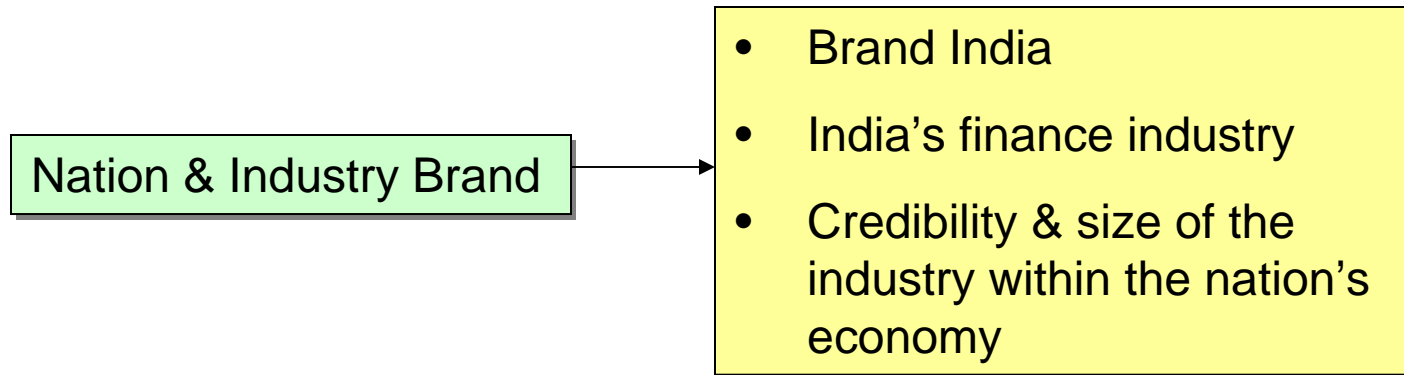Integrity

SALTLABS

Shapes Markets

Great People

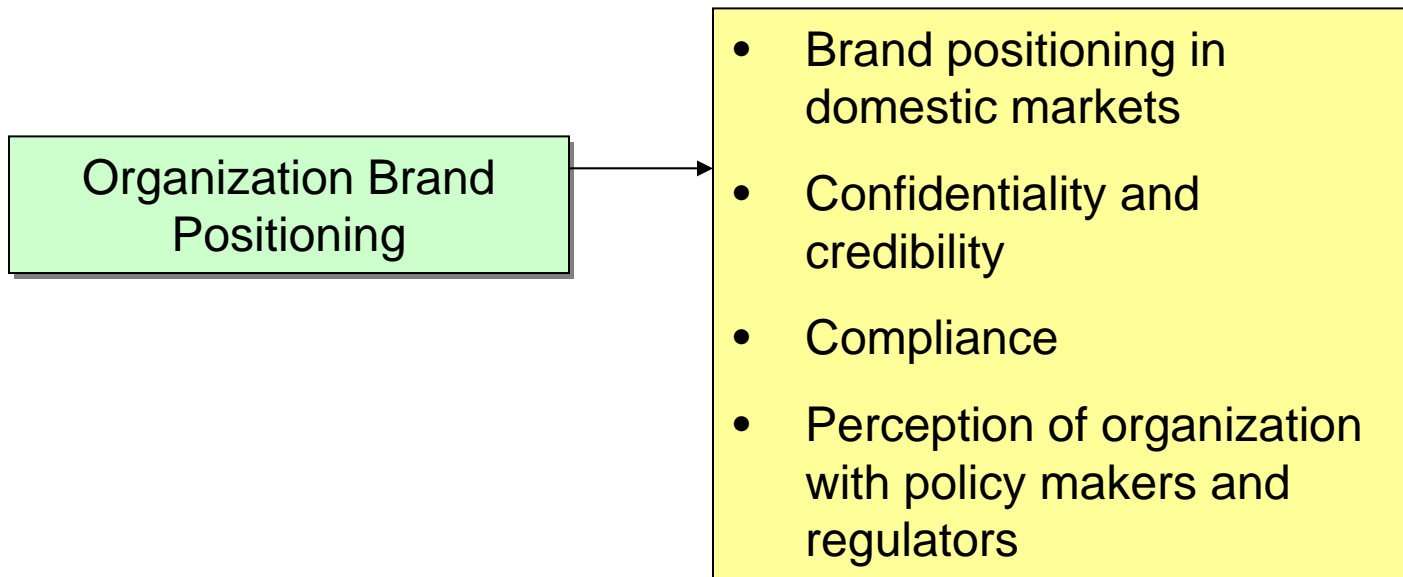Sharp Analytics

Recognized Globally

History of Excellence

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The HR Value Proposition

Nation & Industry Brand →
- Brand India
- India's finance industry
- Credibility & size of the industry within the nation's economy

Regulators Board & shareholders   Employees   Global partners External value proposition
Personal Brand   Processes   People   Business Leadership   Team HR Business
Organization Brand   Customers   Alumni   Lateral   Talent   Campus
    Positioning   Nation & Industry Brand   Internal Value Proposition Society   **SALTLABS**
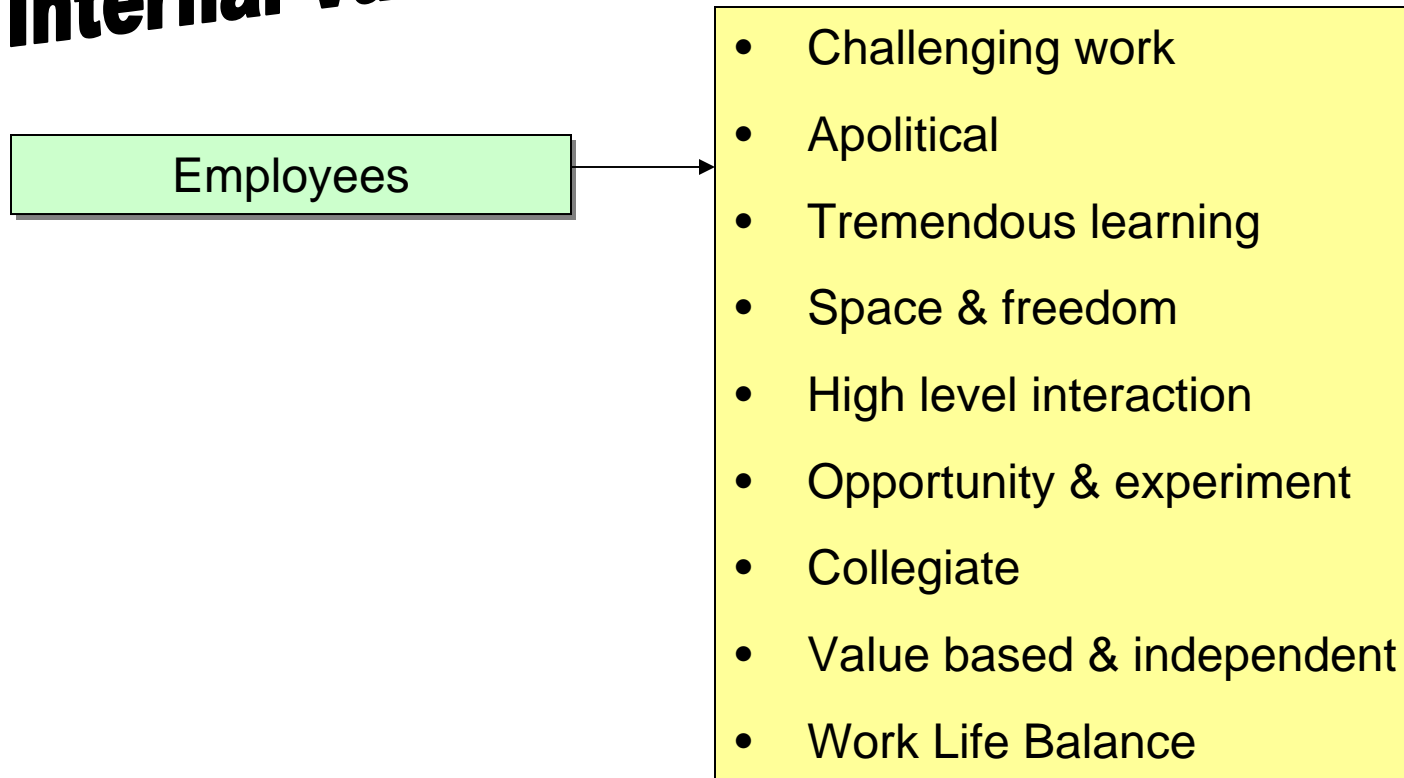
The HR Value Proposition

Organization Brand Positioning

→

- Brand positioning in domestic markets

- Confidentiality and credibility

- Compliance

- Perception of organization with policy makers and regulators

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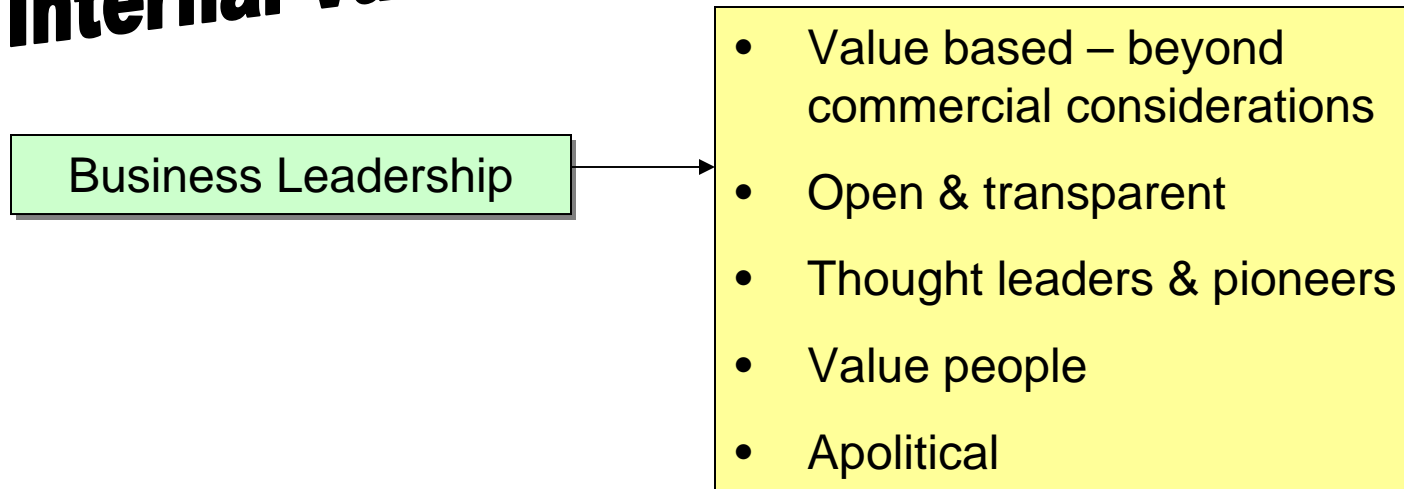
The HR Value Proposition

Internal Value Proposition

Employees →

- Challenging work
- Apolitical
- Tremendous learning
- Space & freedom
- High level interaction
- Opportunity & experiment
- Collegiate
- Value based & independent
- Work Life Balance

Regulators Board & shareholders   Employees   Global partners External value proposition
Personal Brand   Processes   People   Business Leadership   Team HR   Business
                    Customers   Alumni   Lateral   Talent   Campus
                            Internal Value Proposition Society SALTLABS

The HR Value Proposition

Internal Value Proposition

Business Leadership →

- Value based – beyond commercial considerations

- Open & transparent

- Thought leaders & pioneers

- Value people

- Apolitical

Regulators   Board & shareholders   Global partners   External value proposition
Personal Brand   Processes   People   Business Leadership   Team HR   Business
Customers   Alumni   Lateral   Talent   Campus
Society   SALTLABS

The HR Value Proposition

Internal Value Proposition

Processes

- **Business**
  - Robust
  - Rigorous
  - Use of latest technology
  - Quality mechanisms

- **People**
  - Communication
  - Performance Management
  - Compliances – local & global
  - Under promise & over perform
  - User friendliness
  - Handholding in terms of integration & managing change
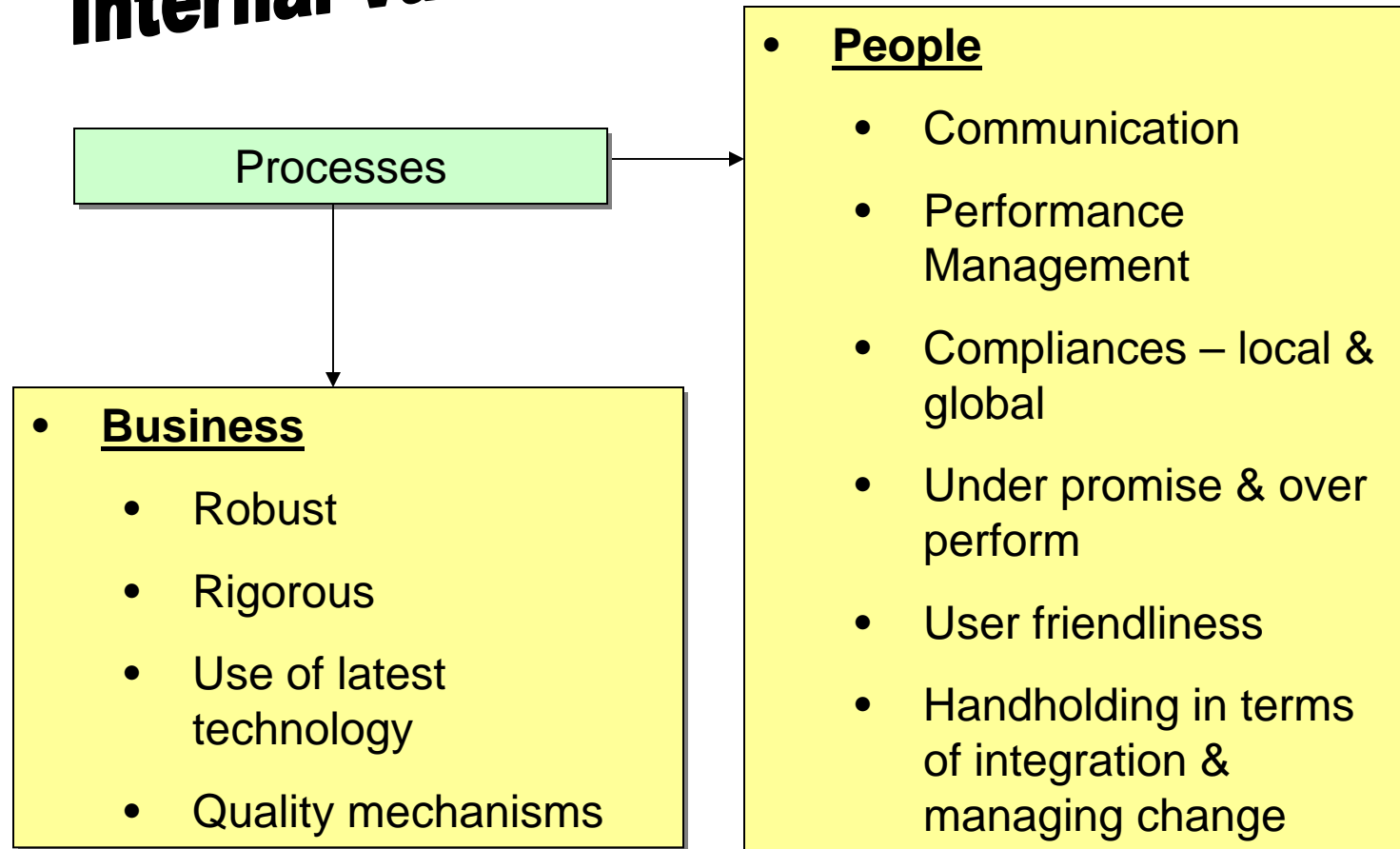
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                                                              Society SALTLABS
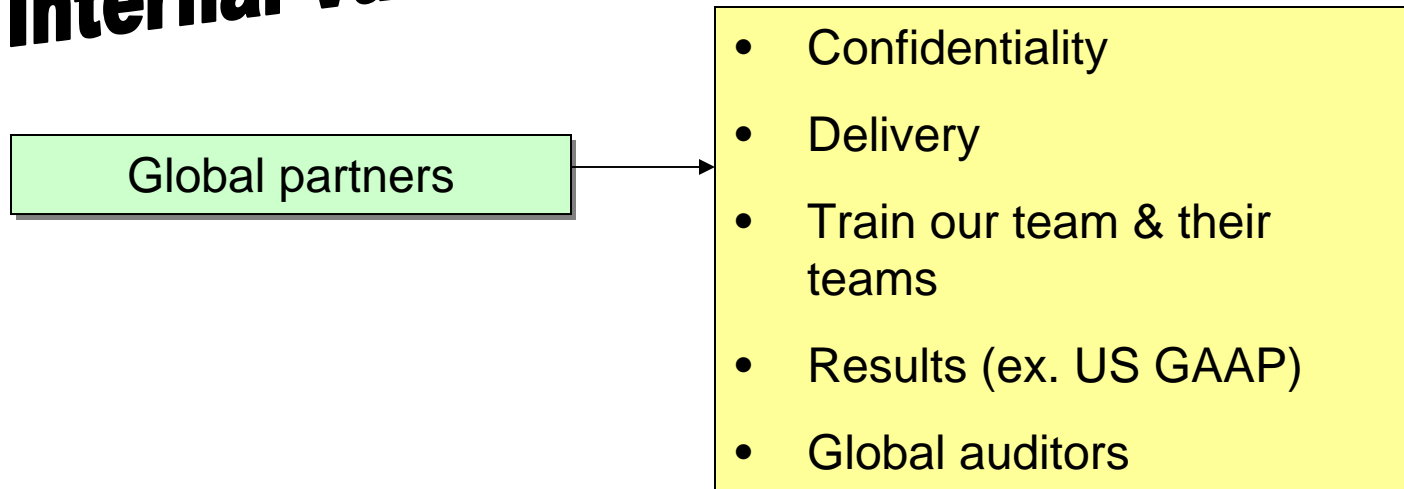
The HR Value Proposition

Internal Value Proposition

Global partners	→

- Confidentiality
- Delivery
- Train our team & their teams
- Results (ex. US GAAP)
- Global auditors

Regulators   Board & shareholders   Global partners   External value proposition
Personal Brand   Team HR
          Customers   Alumni   Lateral   Talent   Campus
                                              Society   SALTLABS

The HR Value Proposition

Internal Value Proposition

Board & Shareholders →

- Highest governance
- Compensation
- Operations – internal & external audit
- Open yourselves to Analytical questioning
- HR Section in Balance Sheet & results

Regulators Board & shareholders   External value proposition
Personal Brand   Team HR
          Customers   Alumni Lateral   Talent   Campus
                                                    Society   SALTLABS

The HR Value Proposition

Internal Value Proposition

Team HR →

- Team of specialists & generalists

- SLA – Service Orientation

- Service polls for assessment

- Leadership polls for strategic inputs

- Global opinion – integration support

- Business relevance – products & services rendered

- Under promise & over perform

- Build the trust platform

Regulators
Personal Brand

External value proposition
Team HR

Customers   Alumni   Lateral   Talent   Campus

Society   **SALTLABS**

The HR Value Proposition

Internal Value Proposition

Personal Brand	→

- Encourage personal brands
- Teach people to build personal brands
- Eagle pusher
- Humility
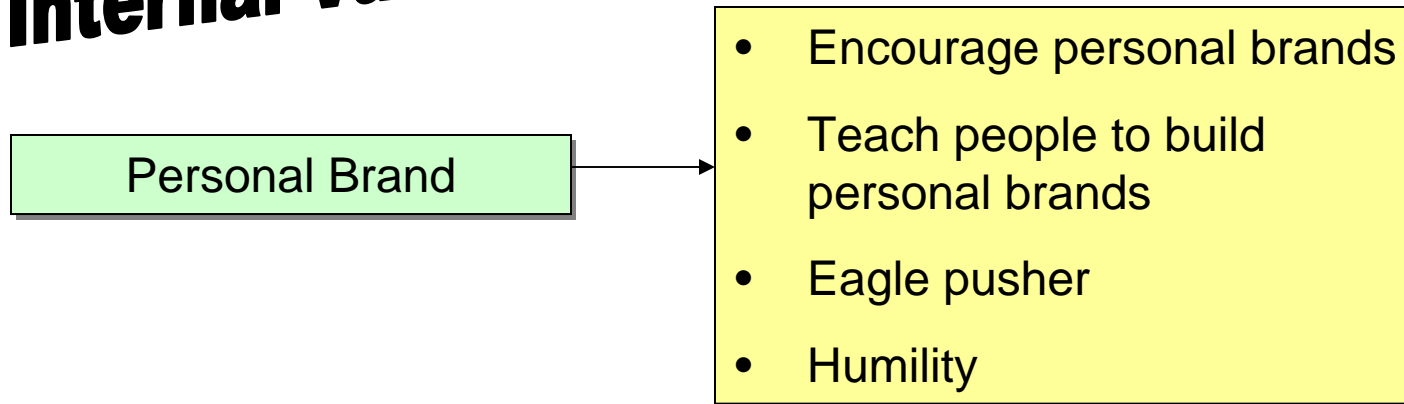
Regulators
Personal Brand

External value proposition

Customers   **Alumni** **Lateral**   **Talent**   **Campus**

Society   SALTLABS

The HR Value Proposition

External Value Proposition

Talent

- **Lateral**
  - Word of mouth
  - Your leaders' opinions
  - Your alumni's opinions
  - Industry opinion

- **Campus**
  - Building a brand
  - Strengthen interaction
  - Guest seminars & lectures
  - Specific electives & modules
  - Focused
  - Heterogeneous
  - Value proposition

Regulators

External value proposition

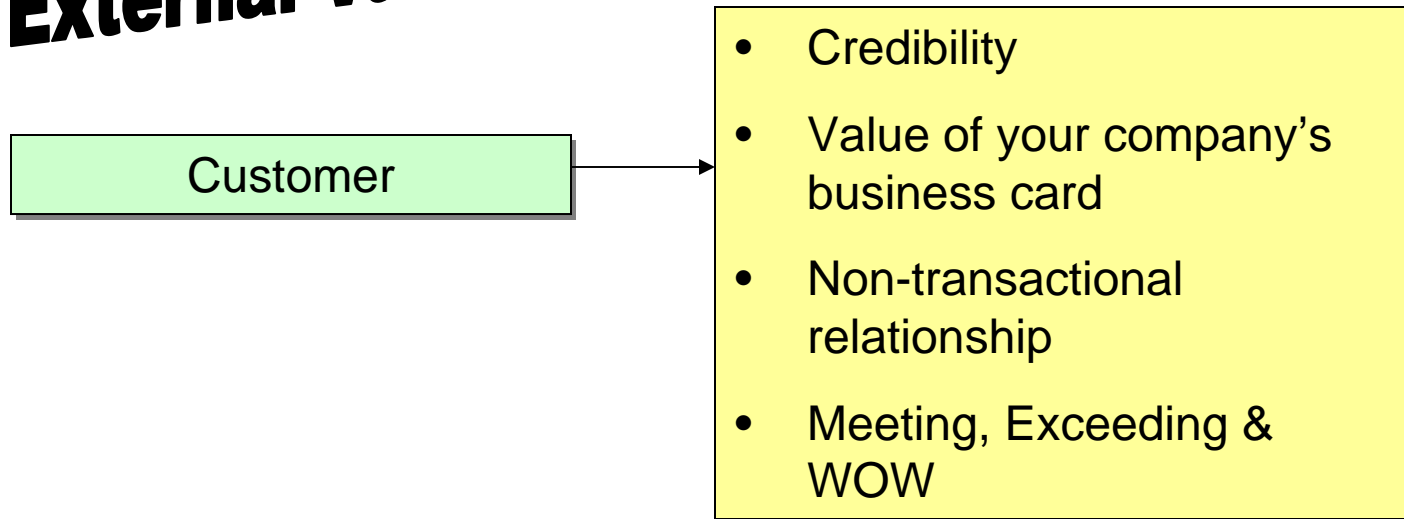Customers   Alumni   Lateral   Talent   Campus

Society   SALTLABS

The HR Value Proposition

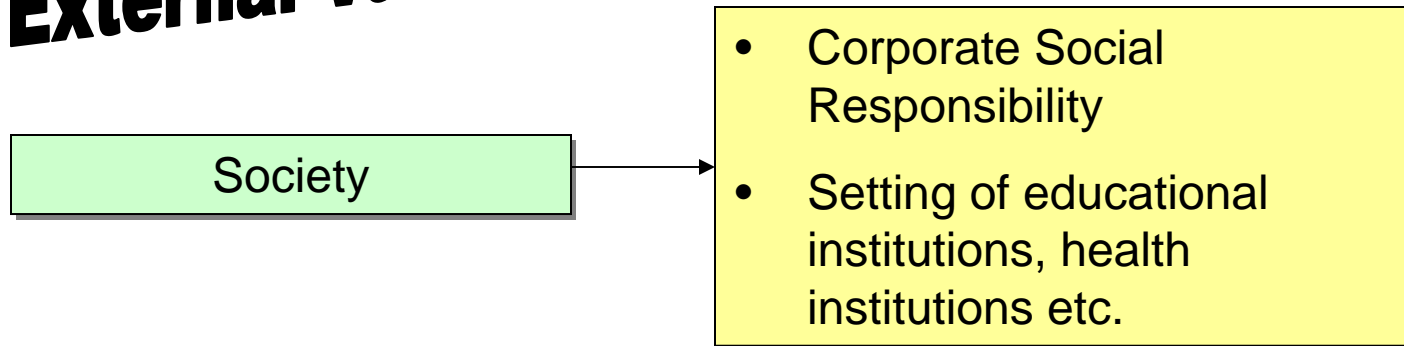**External Value Proposition**

Customer	→

- Credibility

- Value of your company's business card

- Non-transactional relationship

- Meeting, Exceeding & WOW

Regulators

Customers   Alumni

Society   SALTLABS

The HR Value Proposition

External Value Proposition

| Society | → | • Corporate Social Responsibility

• Setting of educational institutions, health institutions etc. |

Regulators

Alumni

Society   SALTLABS

The HR Value Proposition

External Value Proposition

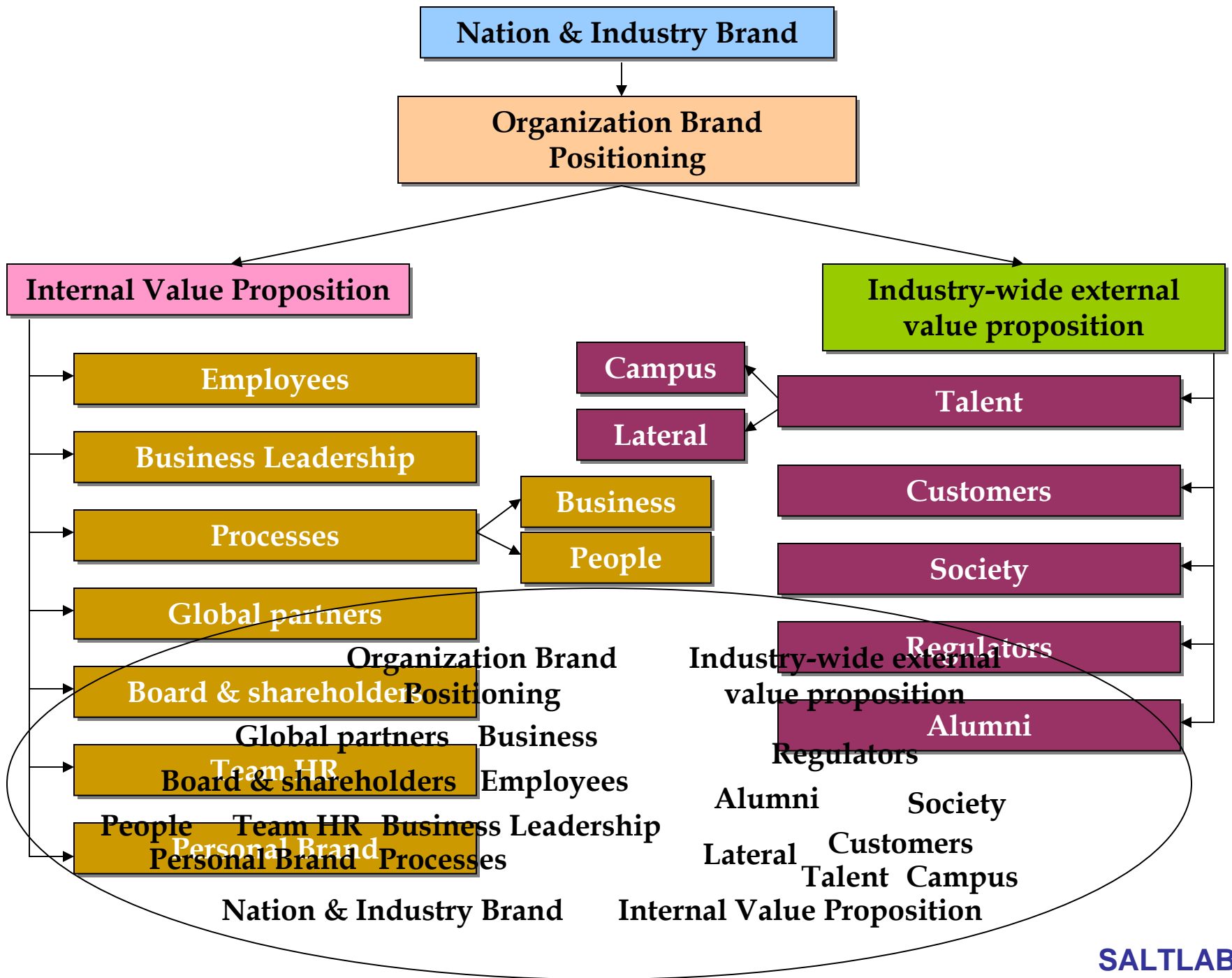| Regulators	→	- PF, Income Tax - Sarbanes Oxley - SEBI - Auditing process - RBI
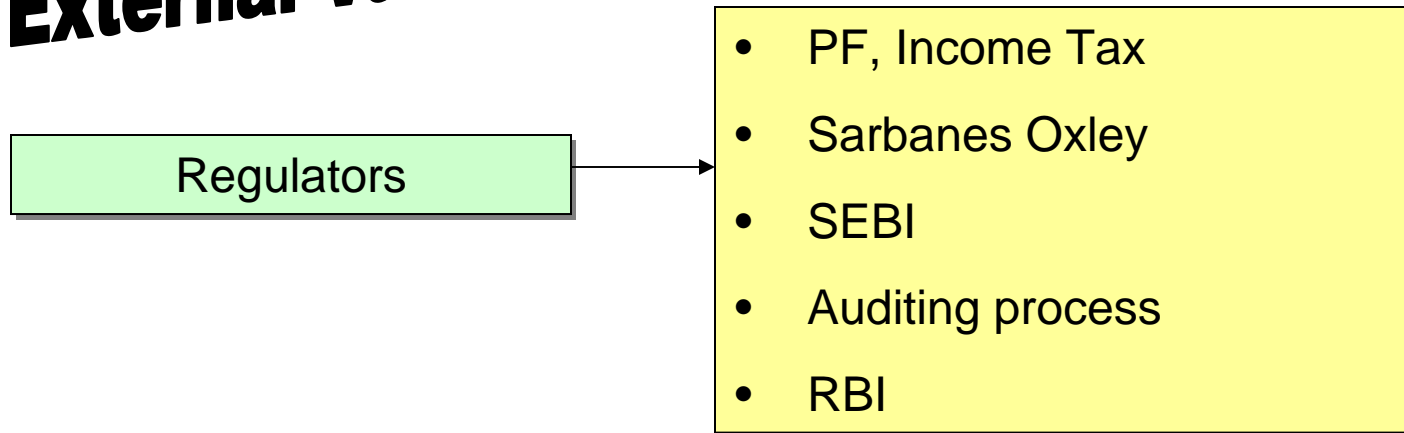
Regulators

Alumni

The HR Value Proposition

External Value Proposition

Alumni

$\rightarrow$

- People parting process
- Engage alumni
- Fold them into your future

Alumni

Nation & Industry Brand

Organization Brand Positioning

Internal Value Proposition

Industry-wide external value proposition

Employees

Business Leadership

Processes

Global partners

Board & shareholders

Team HR

Personal Brand

Campus

Lateral

Business

People

Talent

Customers

Society

Regulators

Alumni

Organization Brand Positioning

Industry-wide external value proposition

Global partners   Business

Board & shareholders   Employees

People   Team HR Business Leadership

Personal Brand   Processes

Nation & Industry Brand   Internal Value Proposition

Regulators

Alumni   Society

Lateral   Customers

Talent   Campus

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Thank you!