

HR

DAMN IT

**1. ARE YOU AT THE HEART OF THE BRAND
PROMISE? 100% OF THE TIME?**

Talent = Brand

“We are in the twilight of a society based on data. As information and intelligence become the domain of computers, society will place more value on the one human ability that cannot be automated: emotion. Imagination, myth, ritual—the language of emotion—will affect everything from our purchasing decisions to how we work with others. ***Companies will thrive on the basis of their stories and myths.*** Companies will need to understand that their products are less important than their stories.”

Rolf Jensen, Copenhagen Institute for Future Studies

“WHO ARE WE?”

WHAT'S OUR STORY?

Message: REAL Branding is *personal*. REAL Branding is *integrity*. REAL Branding is *consistency & freshness*. REAL Branding is the answer to ***WHO ARE WE? WHY ARE WE HERE?*** REAL Branding is why *I/you/we [all] get out of bed in the morning*. REAL Branding *can't be faked*. REAL Branding is *a systemic, 24/7, all departments, all hands affair*.

**2. Consider: You Could Be Source #1 of
Market Cap Enhancement.**

09.11.2000: HP bids **\$18,000,000,000**
for
**PricewaterhouseCoopers
Consulting business!**

Heroic HR*

B2E [Bus. To Employee] like B2C
HCAM [Hum. Cap. Asset Mgt.] Mindset
Brand HR
Employee Portal [not HR Portal]/
Ldr. for Knowledge Mgt. &
Workgroup Collaboration
Web-based HR Transactions
Etc.

3. Become Member #1 of the Talent Development Fanatics Team.

The New Economy ...

Shout goodbye to “command and control”!

Shout goodbye to hierarchy!

Shout goodbye to “knowing one’s place”!

4. Diversity PAYS. *BIG TIME.*

“Diversity defines the health and wealth of nations in a new century. Mighty is the mongrel. ... The hybrid is hip. The impure, the mélange, the adulterated, the blemished, the rough, the black-and-blue, the mix-and-match—these people are inheriting the earth. Mixing is the new norm. Mixing trumps isolation. It spawns creativity, nourishes the human spirit, spurs economic growth and empowers nations.”

G. Pascal Zachary, [The Global Me: New Cosmopolitans and the Competitive Edge](#)

5. Training/HR Is a/the Primary Talent Attractant.

“You are the storyteller of your own life, and you can create your own legend or not.”

Isabel Allende

**6. Pursue/Train/
Encourage “*WEIRD.*”**

**“Wealth in this new regime flows directly from innovation, not optimization.
That is, wealth is not gained by perfecting the known, but by imperfectly
seizing the unknown.”**

Kevin Kelly, New Rules for the New Economy

?????: Get better organized to do good work

vs.

Get better disorganized to do great work

**7. Do You EMBRACE—or Fight—the WCR/White
Collar Revolution?**

**8. Can You Imagine HR/Your ENTIRE Corporation
On-line/INTERNET Standard?**

9. Goal: **90+%** of Training/Learning/HR
EXPERIENCES On-line/I'net by **01.01.2003.**

10. “H.R.” to “H.E.D.” ???

Human

Enablement

Department

B2E*

***Business to Employee**

11 TRAINING?

**Violinists do it. Sprinters do it. Golfers do it. Pilots do it.
Soldiers do it. Surgeons do it. Cops do it. Astronauts do it. *Why
don't businesspeople do it [very much]?***

Conclusion: *“We” are not serious!*

**12. Drop “Training.” Embrace
LEARNING.**

DOGS GET TRAINED

HUMAN BEINGS - LEARN!

13. Drop “Learning.” Embrace FORGETTING.

Forget > “Learn”

“The problem is never how to get new, innovative thoughts into your mind, *but how to get the old ones out.*”

Dee Hock

**14. How Do You “Train” for
AMBIGUITY?**

“There will be more confusion in the business world in the next decade than in any decade in history. And the current pace of change will only accelerate.”

Steve Case

The Kotler Doctrine:

1965-1980: R.A.F.

(Ready.Aim.Fire.)

1980-1995: R.F.A.

(Ready.Fire!Aim.)

2010-?????: *F.F.F.*

(Fire!Fire!Fire!)

15. All It Takes Is One!

**Boss-free Implementation of
STM /Stuff That MATTERS!**

Joe J. Jones

1942 - 2001

HE WOULD'VE DONE SOME
REALLY COOL STUFF

BUT ...

HIS BOSS WOULDN'T LET
HIM!

16. HR - UNIQUE?

“The ‘surplus society’ has a surplus of similar companies, employing similar people, with similar educational backgrounds, coming up with similar ideas, producing similar things, with similar prices and similar quality.”

Kjell Nordstrom and Jonas Ridderstrale,
Funky Business

“Companies have defined so much ‘best practice’ that they are now more or less identical.”

Jesper Kunde, *A Unique Moment*

WHAT'S YOUR
WOW Project!

**16. Become an EXPERIENCE
Fanatic!**

Experience: “Rebel Lifestyle!”

“What we sell is the ability for a 43-year-old accountant to dress in black leather, ride through small towns and have people be afraid of him.”

Harley exec, quoted in *Results-Based Leadership*

Message: “Experience” is the “Last 80%”

“Experience” applies to all work!

17. Are You a Certified RADICAL?

“If things seem under control, you’re just not going fast enough.”

Mario Andretti

**“I’d rather regret the things I have done than the things I have
not.”**

Lucille Ball

**“If you ask me what I have come to do in this world, I who am an artist, I will
reply, I am here to live my life out loud.”**

Emile Zola

Have you changed civilization today?

Source: HP banner ad

“Let’s make a dent in the universe.”

Steve Jobs