

- B-3 Define employee value proposition and apply strategies that HR managers can use to enhancing company culture and EVP.

GOAL C:

The student will be able to distinguish the various loalties of the CHRO position, while understanding the importance of values-based leadership when making influential decisions.

Learning Objectives: The student will:

- C-1 Identify multiple conflicting stakeholders that CHROs serve; recognize the importance of listening to each of the constituencies and when you cannot be loyal to just one.
- C-2 Apply creative strategies in an effort to forge effective relationships with both supervisors and colleagues.
- C-3 Analyze the importance of clarifying a personal brand as a CHRO and explain how values-based leadership can help frame culture