

**Master class:**

# **Strategies to Improve the Role of Human Resources in Reputation Management**

**Sylvia Zachariah**  
**World Class Consultant**

**Dates** 14<sup>th</sup> – 15<sup>th</sup> May 2018

**From** 08:30 to 16:45

**Language** – English

**Venue** - HILTON Hotel – Nicosia



## **About the Master class**

The seminar will look specifically at how employees, at all levels, can impact on reputation either directly or indirectly and which measures HR can provide to identify, analyze, manage and prevent reputational damage. Reputation has a direct impact on recruitment and retention; employee engagement; productivity and innovation, as well as customer satisfaction. Applying the tools and knowledge from this seminar will help organizations of all size bands and sectors, to strengthen their business and long-term sustainability in the Cypriot economy by managing the 'cost of bad reputation'.

Real examples taken from organizations world-wide and across sectors such as banking; insurance technology; accountancy; retail; hospitality; government and the charities sector will illustrate issues and the steps taken to mitigate reputational risk..

## **Aims of the Master class**

**The training program focuses on key areas such as:**

- How involved is HR in supporting the management of your organization's reputation?
- Do I know what my organization's internal and external reputation is?
- Do I have the tools to support reputational risk management?
- How can I and HR add value by being instrumental in how we manage our reputation as an organization?
- How can I pivot shape the culture of our organization so that everybody feels responsible for our reputation?
- Does our employer branding align with our reputation? -
- How can I use reputation to attract and retain talent?
- How can I encourage authentic leadership and transparent communication in my organization to support business success?

## Master class:

# Strategies to Improve the Role of Human Resources in Reputation Management

## Benefits of Attending

**HR and Professionals at managerial level will walk away from this two-day seminar with:**

- A clear idea of what reputation management is and why it is essential to any organization to have effective strategies in place
- Understand the difference between managing reputation and creating a reputation
- Understand the importance of culture in reputation and how HR can pivot shape the same
- Identifying the metrics that can indicate reputational issues
- Understand ways of monitoring and tracking reputation, including interventions
- Becoming an "Employer of Choice" and prospering despite difficult economic conditions!! Being truly different than other companies in Cyprus.
- Walk away from this seminar with tools and techniques for immediate results

## Programme Structure

**Part 1 – TWO DAY TRAINING SEMINAR** 14<sup>th</sup> – 15<sup>th</sup> May | 2018 – HILTON Hotel – Nicosia

**Part 2 – SITE VISIT**

The company of each person who attends the two-day Seminar is expected to subscribe to a half-day session of 4 hours, in the second stage of the program. The instructor will visit each company and spend time working with those who attended the Seminar, and, where appropriate, with their senior colleagues.

## Who Should Attend

Directors, Human Resource Managers, Senior Managers, Finance Managers, and other managers / officers who have responsibilities for managing, training and developing staff and /or have an involvement in shaping HR strategy.

## Issues to be Addressed

- Employer branding and reputation management
- Key aspects of internal reputation
- Key aspect of external reputation
- Direct reputation risks associated with HR – Evaluate your risk universe
- The role of line management and effective people management in managing internal reputation
- Creating and delivering an effective reputation risk management strategy
- The importance of authentic leadership in reputation management
- 10 ways to transform the reputation of HR
- Summary of the approaches discussed of the evaluation of the HR function and HR activities



# Strategies to Improve the Role of Human Resources in Reputation Management

## Programme Leader

### Sylvia Zachariah - World Class Consultant

A successful consultant, practitioner and Investors in People Assessor. Throughout her professional life, she gained practical and academic insights, which now conveys to audiences in a way that enthuses and empowers them to want to implement better approaches. Her Investors In People work provides direct and indirect consultancy support. She has worked with a wide range of organizations across all sectors, which has taught her a great deal about how to do things well and what excellence should look like



In previous work she gained practical experience as Operations Manager, HR Manager and Director. She lived and worked in many countries including the USA / Singapore / India / Lebanon / Thailand and Spain, she has gained an excellent understanding of cultural differences and that "one size – does not fit all", which is invaluable when sharing knowledge and experience. She approaches her training and hands-on support in a pragmatic way – using academic knowledge, but contextualizing it in a practical way so that business and individuals can actually apply this knowledge to the benefit of their organization.

Her seminars are aimed at providing tangible benefits, stimulus, knowledge and challenge, to encourage people to strive for continuous improvement

## ZERO Cost Master Class

The training program approved, by the Human Resource Development Authority (HRDA), as a vital importance seminar and is fully subsidized to eligible organizations that meet the HRDA criteria.

**The Masterclass is addressed only to OEB's members.**

## APPLICATION FORM

**SURNAME / NAME**

**POSITION**

**I.D. NO**

**Mob. Phone NO**

1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

### COMPANY / ORGANISATION

Company's Name: \_\_\_\_\_ Social Insurance No: \_\_\_\_\_

Contact Person \_\_\_\_\_ e-mail \_\_\_\_\_

Address: \_\_\_\_\_ Post Code: \_\_\_\_\_

P.O.Box: \_\_\_\_\_ Post Code: \_\_\_\_\_ District: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_ No. of Employees: \_\_\_\_\_



**ΟΜΟΣΠΟΝΔΙΑ ΕΡΓΟΔΟΤΩΝ & ΒΙΟΜΗΧΑΝΩΝ (ΟΕΒ) ΚΥΠΡΟΥ**

Για περισσότερες πληροφορίες απευθυνθείτε στην ΟΕΒ  
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