

THE PANEL



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INTERNAL v EXTERNAL

Promoting Innovation in HR to Build a Consistent Leadership Brand

Tuesday 29th May 2012 • Altitude 360° @ The Millbank Tower • London • 08:30 - 10:30

Getting it right internally is one thing. Getting it right externally is - too often - entirely another. This business breakfast will bring together senior HR leaders across major industry verticals to share their insights on managing corporate reputation consistently from the core to the customer..

THE DISCUSSION

Your building of future-appropriate HR capabilities, fostering agility in your people programmes and enhancing employee engagement within the enterprise will drive and support performance improvement, but where is the connection between your internal and external brand and reputation?

Employee-facing operations and policies often have a lot in common with customer-facing operations and policies, and innovation and creativity are valued highly throughout; how can the smart enterprise build HR capabilities to ensure that corporate cultural values are upheld, and ensure that the values of the internal brand and the external brand are consistent?

We bring together 80 of the UK's most influential HR leaders to participate in this informal breakfast discussion with our panel of experts

Items for discussion include:

- How can your leadership be managed to be effective in both internal and external environments?
- Which came first: the organisational culture or the external brand?
- What role does HR have to play in moving employees and customers closer together?
- How can pan-organisational engagement with accurate measurement, intelligence and insight enable all departments to improve performance; what can HR do to drive collaboration?