

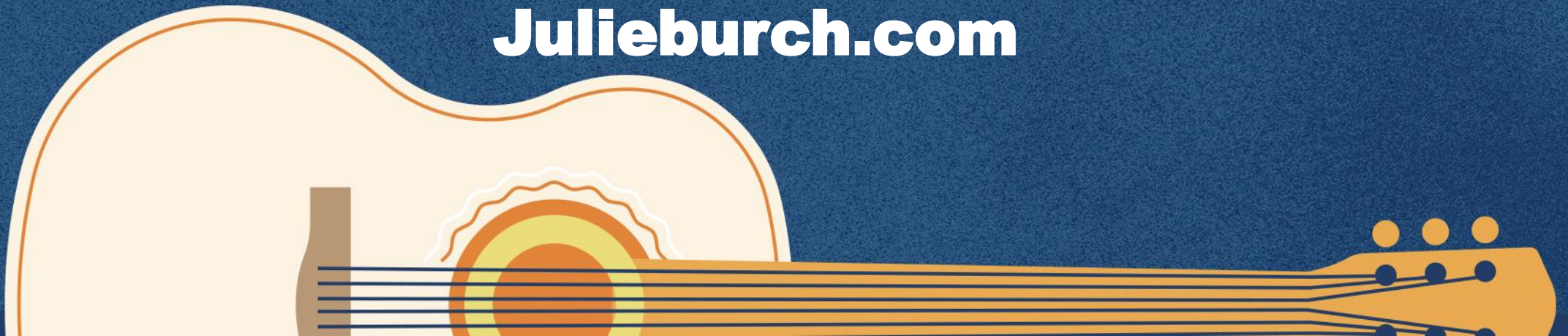
**SIRM® TALENT 2025**

# **HR as a Leader:**

## **Creating an Environment Where Top Talent Thrives**

**Julie D. Burch**

**[Julieburch.com](http://Julieburch.com)**



# HR as a Leader:

*Creating an Environment Where Top Talent Thrives*



Download  
Slides and  
Handout  
Here!!



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**Willing  
And  
Able**

# Able



# Willing



# Knowledge is Power.





Requires  
Change  
and  
Growth.

Change is  
Not going  
anywhere.



# Would You Like to Play a Game?





An aerial, top-down view of a multi-lane highway. The road is dark asphalt with white lane markings and directional arrows. Several cars are visible, traveling in different directions. The overall color palette is a monochromatic blue-grey. The text "What is driving this change in the workplace?" is overlaid in the center in a large, white, sans-serif font.

What is driving this  
change in the workplace?



The People.

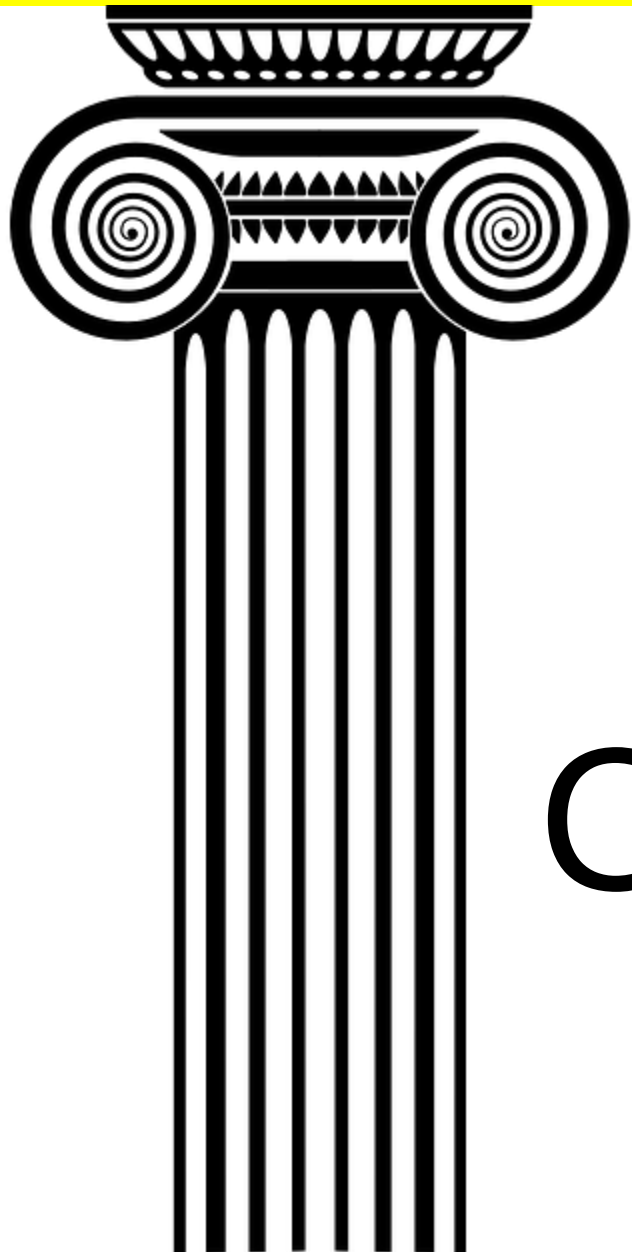
This is where **HR is going to Lead.**



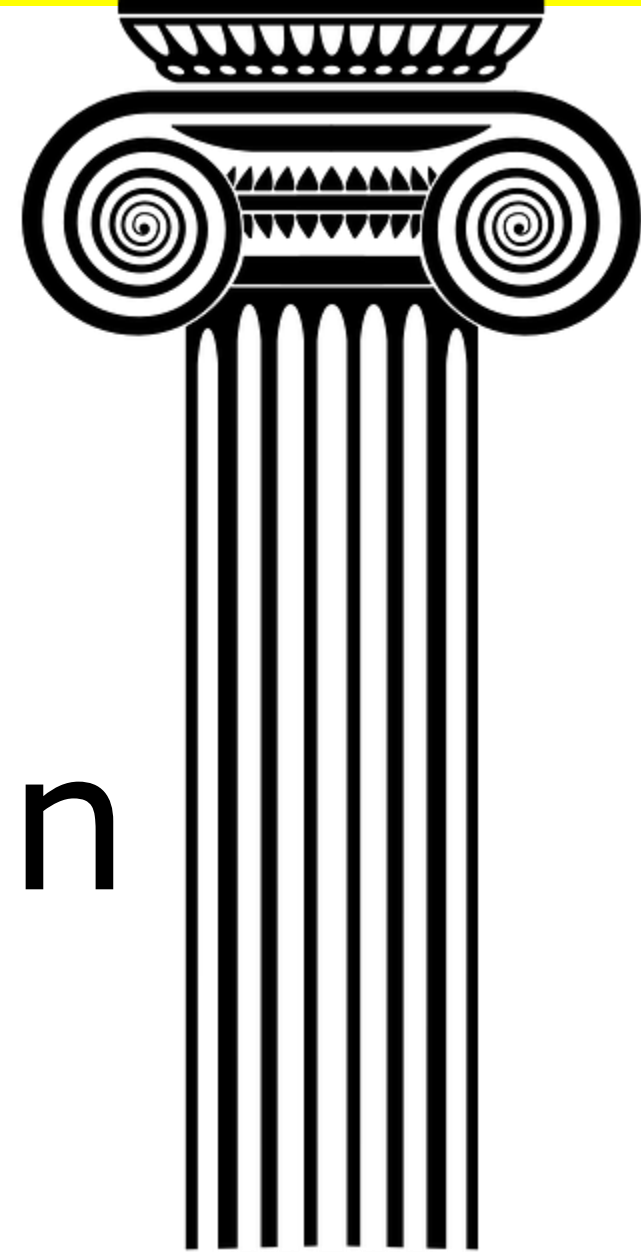
**Create The  
Environment**

People Focused  
Empathetic Leadership  
Celebrate Diversity  
Treat as Individuals  
Feedback/Praise  
Delegation  
Training

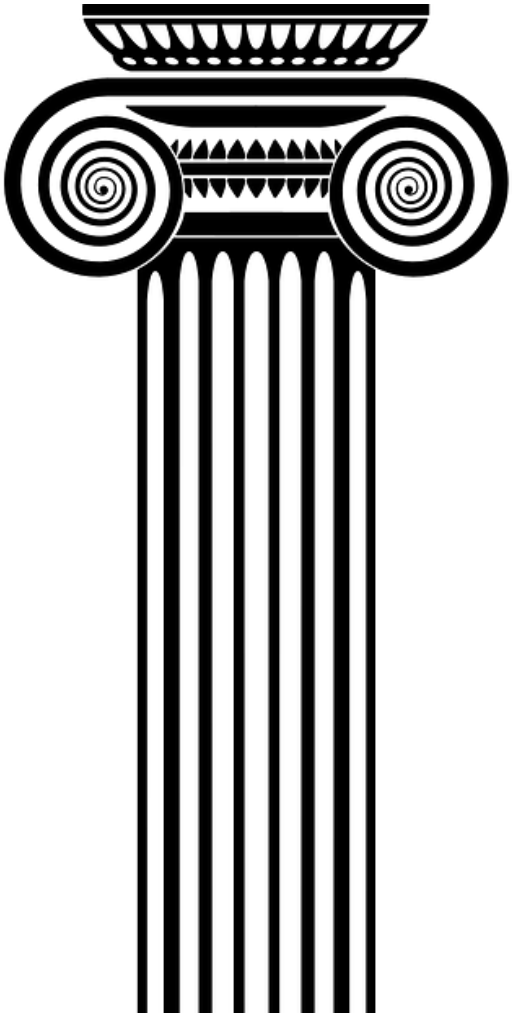
# Pillars of Empathetic Leadership



Clarity  
Contribution  
Communication



Pillar 1:  
Clarity



Clarity = Shared Vision



Clarity is Rooted in Our Values

# Personal Values



# Values Worksheet

## **Achievement**

Places importance on the fulfillment  
Of activities, goals, tasks, or work.

## **Adventure**

Seeks out and/or participates in exciting  
Events that involve uncertainty.

## **Autonomy**

Places importance on freedom,  
Independence, and individual discretion.

## **Challenges**

Things or situations that test a person's  
Thoughts or abilities.

## **Change**

A shift from one state, or phase to another.

## **Community**

A group of people with a common background  
Or characteristic or with shared interest.

## **Competence**

Ability to solve problems, demonstrate mastery.

## **Health**

Placing importance on physical and emotional  
Well being.

## **Competition**

Comparison of self, team, or organization  
Against oneself or another.

## **Cooperation**

Placing importance on working together to  
Achieve results; go along with a role.

## **Creativity**

Placing importance on imagination,  
inspiration, and inventiveness.

## **Decisiveness**

The ability to make decisions firmly, clearly,  
Conclusively and in a timely manner.

## **Diversity**

Appreciates and respects individual differences.

## **Ecology/Environment**

Awareness of natural resources

## **Education**

Places importance on learning and education.

## **Ethics**

Valuing moral standards.

## **Freedom**

Without obligation.

## **Excellence**

Pursuit of the highest level of optimal  
Performance.

## **Excitement**

Things that engage attention and/or  
Emotion, in a lively, stimulating way

## **Fairness**

Placing importance in justice, equality,  
And decency.

## **Fame**

Recognition by others, desires to be well known.

## **Family**

Connection to immediate or extended relations.

## **Flexibility**

The ability to adapt to different  
Environments, situations, or change.

## **Friendship**

Strong ties with friends, co-workers, or members  
Of a certain community.

## **Happiness**

Feelings of contentment, satisfaction, and/or  
Fulfillment.

# Personal Values



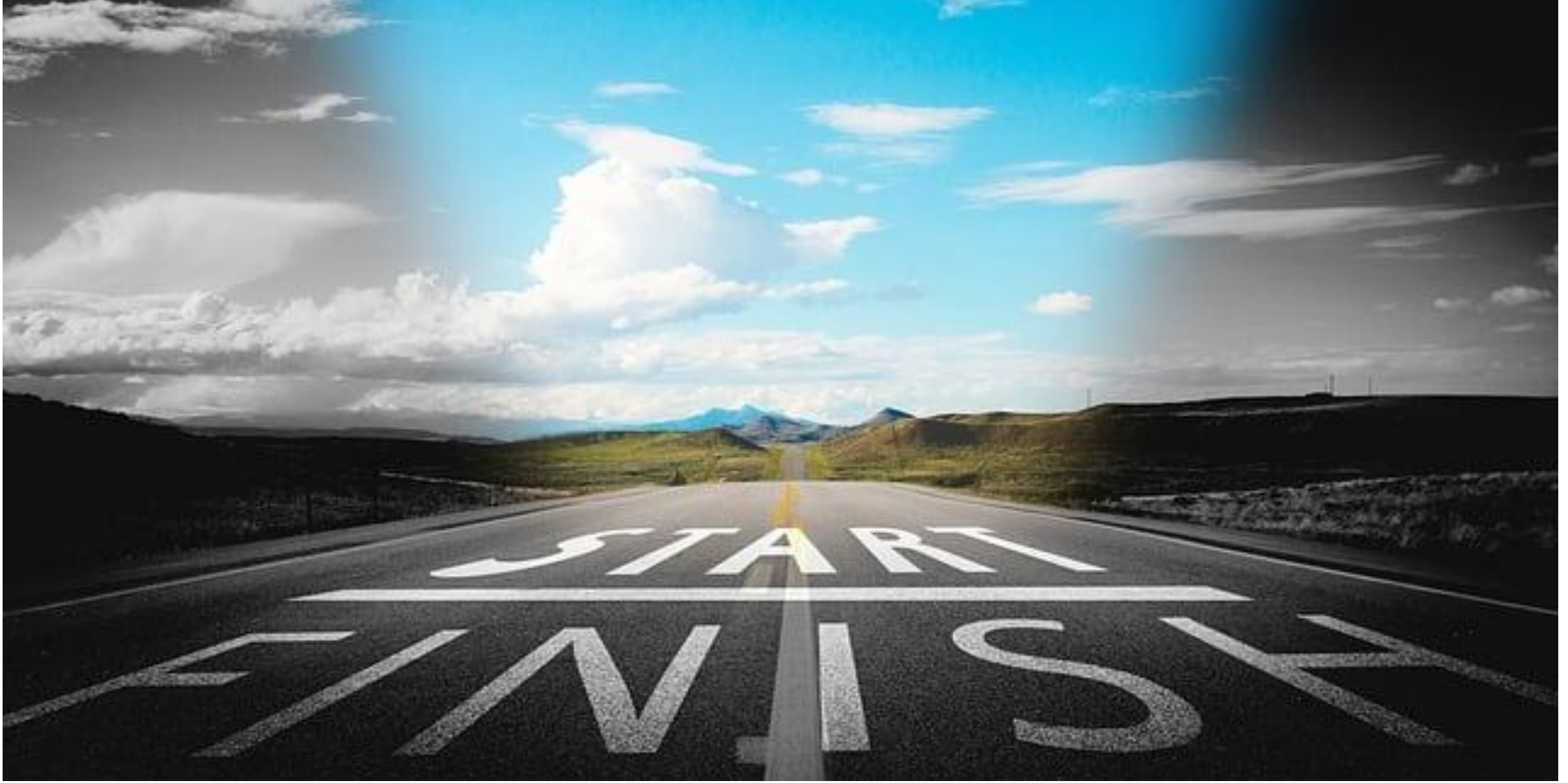
Real You Vs. Ideal You



Personal Values work the same as your Organization's values.

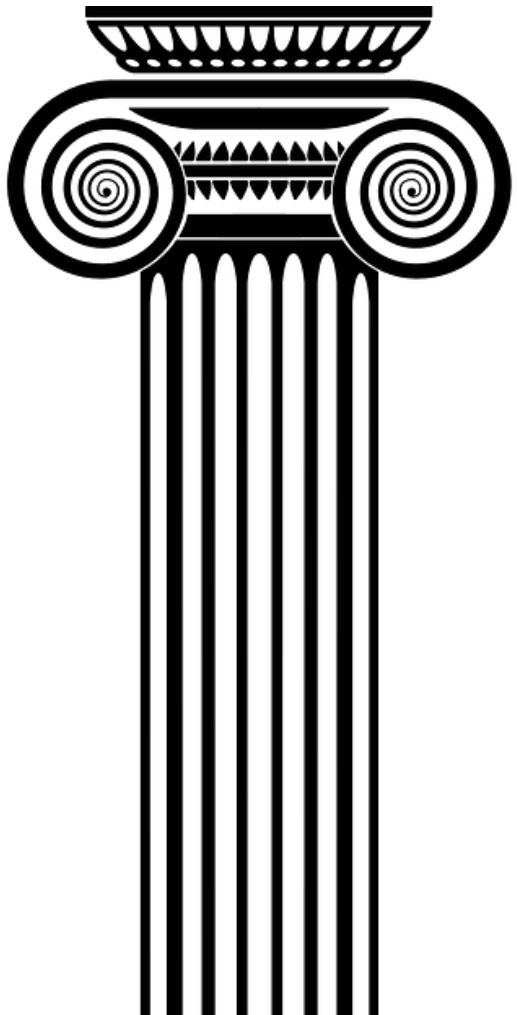


Begin with the end in mind.



# Contribution Requires Action.

Pillar 2:  
Contribution





**Contribution requires  
them to DO something.**

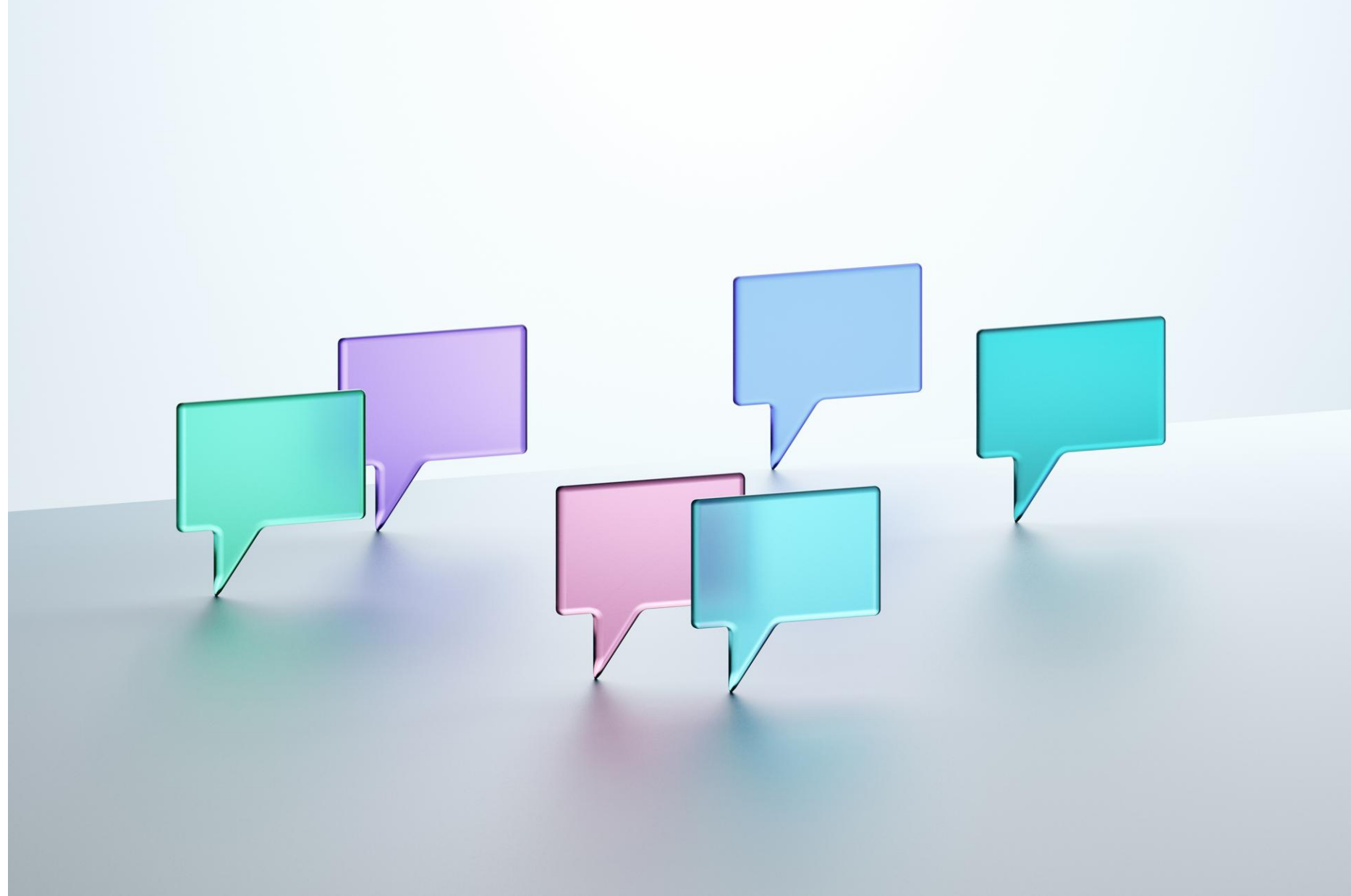
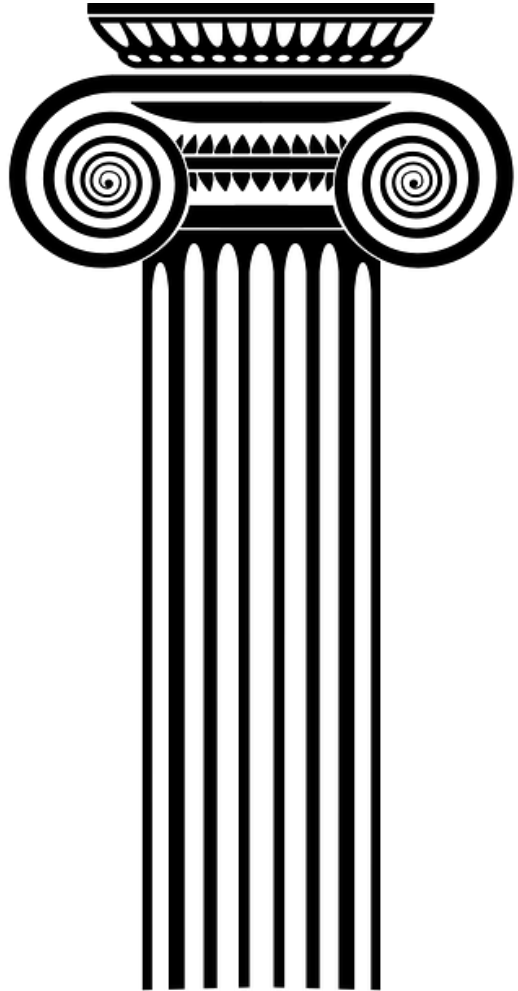


Leader  Shift

Learn. Unlearn. Relearn.

# Communication is Key.

## Pillar 3: Communication



**Let's Do an Exercise!**



Communication  
is not just about  
what you say.  
It's about what  
is heard.





# Let's Do an Exercise!



## Stand Up and Find a Partner.



**Visual** ☀️ **Vocal** 🍬 **Verbal**

At the heart of the environment  
Are the attitudes and actions of the leader.



Model the behavior we expect in others.  
Our attitude and actions will set the standard.



# Crab Mentality



# Actions are How you Respond

Being Flexible  
Being Adaptable  
Change on a Dime  
Stay Relevant



# I Hope You Got Lots of Ideas!



I would LOVE your feedback!  
Scan the QR Code

(And get a free super cool communication tip sheet!)



Leadership is a Verb.  
Not a Noun.

Leadership is not just a title. It is an action.  
Taking action can be scary!



**My adorable Sister!**



# Dolphin Diploma





You Have to Pet Your Dolphin!



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