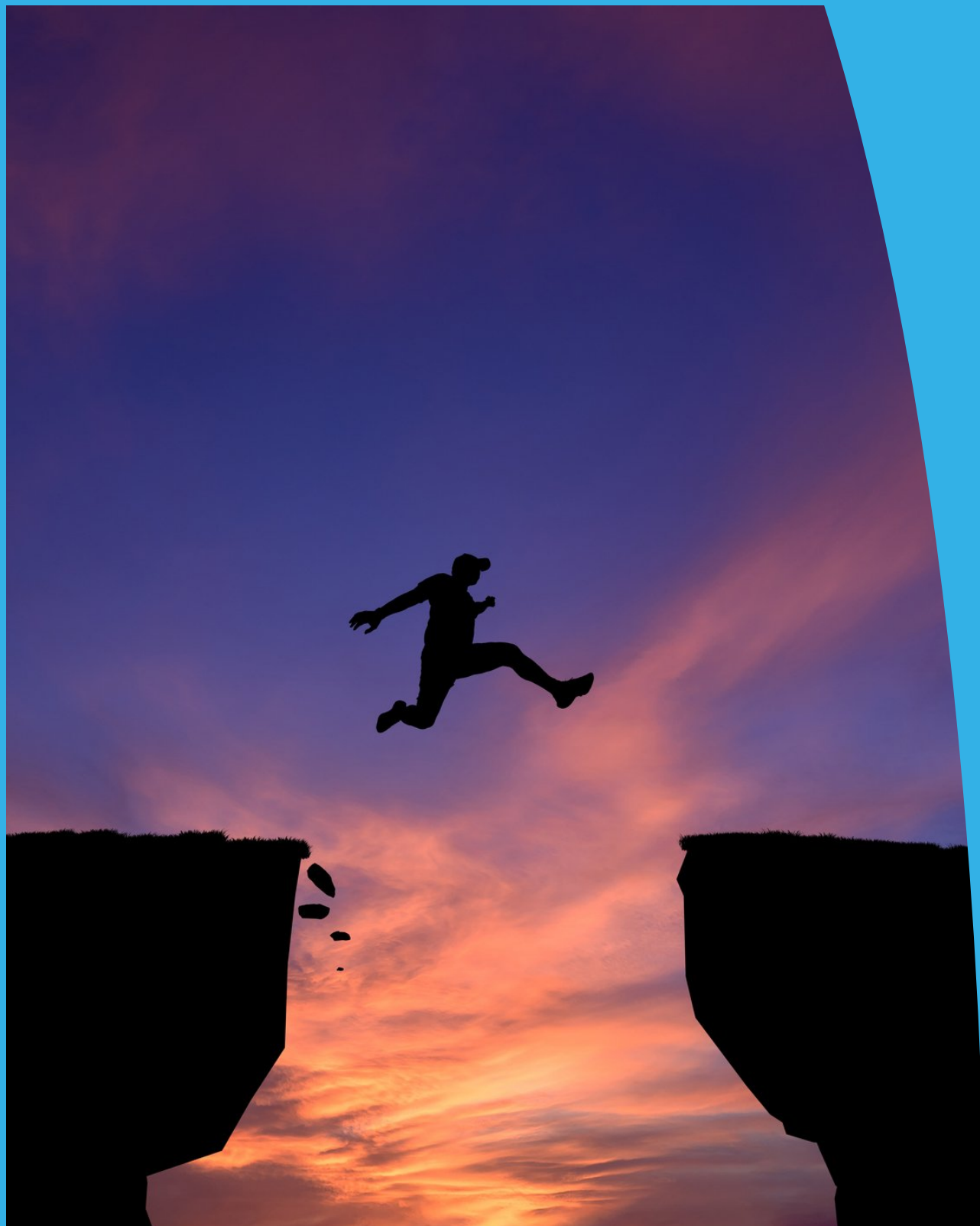




What it
takes to
matter
in HR

? Question 1

Do you feel undervalued in HR?

Many HR professionals work hard, but don't feel recognised. Advice is disregarded. You're sidelined. Every initiative is a fight. HR always comes last on the leadership meeting agenda, and is rushed through.

Your hard work is not seen, heard, or valued.

You're not alone.

To ***matter*** as an HR professional isn't about doing 'more HR' or shouting louder – because their perspective on HR is different from yours.

The 'secret' is shifting your HR mindset to bridge the gap between you and your leaders. You will feel respected, trusted, and valued.





Food for thought

What kind of business advice are your leaders actively asking for?

Is your input typically questioned — or trusted?

Are you contributing to shaping the company strategy, or mostly executing it?

Do you feel you matter, or are you mainly delivering support?



? Question 2

Are you drowning in daily firefighting and 'HR operations'?

You want to be strategic(?).

But there is never enough time, is there? Every day is the same – a high 'daily operations' workload, recurring issues, conflicts, laborious one-off tasks, producing reports no one reads, less effective processes or tools.

The truth is, it's not about how *you* work, HR structure, plans, or prioritises.

It's about applying a different HR mindset that unlocks clarity, priorities – and ***impact!***





#2

Food for thought

What's your company's purpose?

How can HR turn the company strategy into creating value through people?

What are the most critical roles to deliver the company strategy?

How does HR assess the risk of losing those capabilities?



? Question 3

Do your managers see HR as a 'support', and not a strategic resource?

Many in the business mistake the role and the contribution of HR, and you may feel limited by your leader(s) who don't appreciate your value.

But HR can't expect to be recognised by default. You need to ***bridge that gap***.

Reframe HR as a driver of the company strategy and value creation, and your leaders will lean in. Instantly.

Because that is what matters to *them* – delivering the company strategy and creating value and ***results*** for all stakeholders.





#3

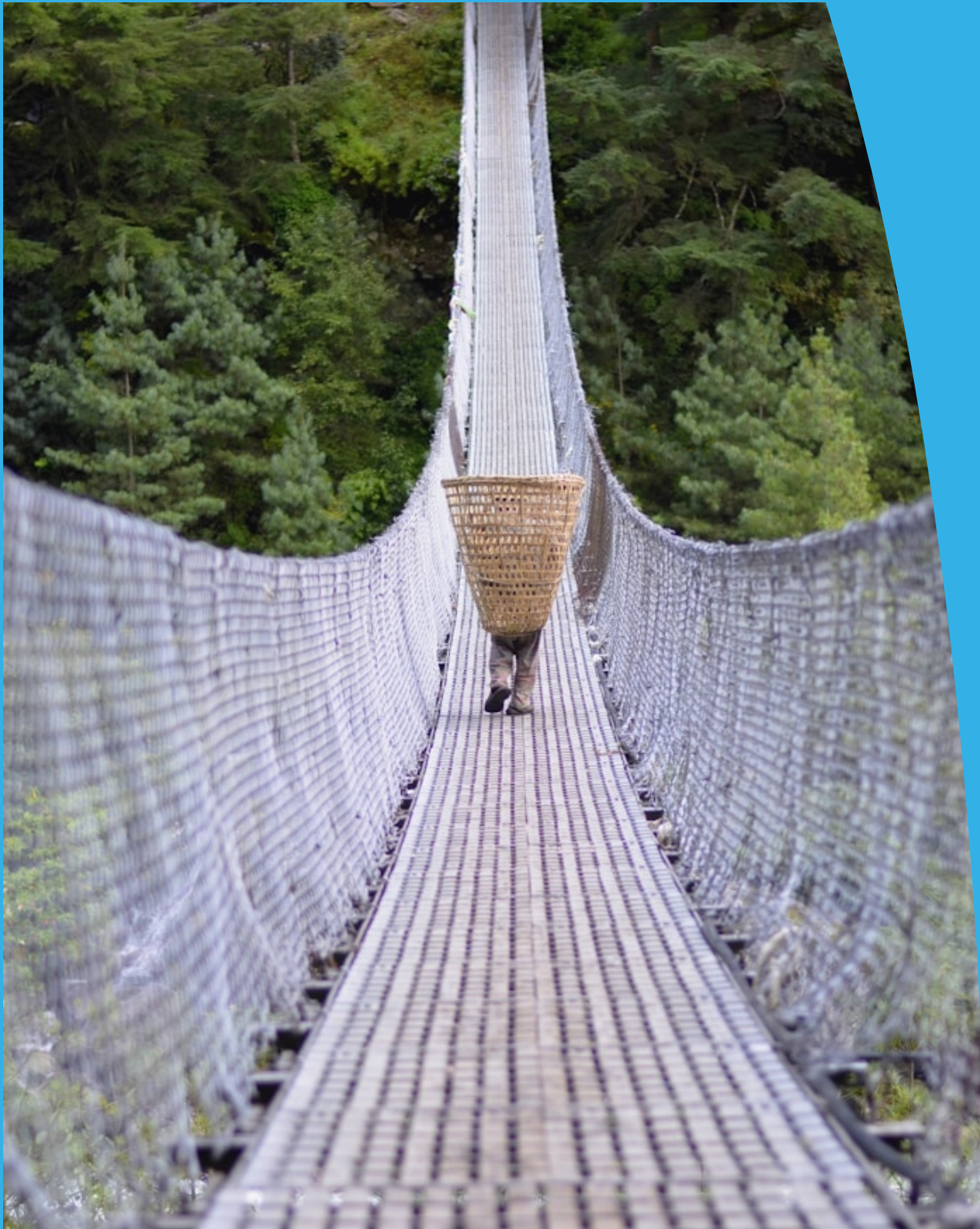
Food for thought

Invite yourself into the conversation with questions like:

What are your biggest strategic concerns right now?

What do you need from HR to succeed?

What do you expect from HR when it comes to the company strategy delivery and value creation?



The Mindset Transition

If you answered  YES to one or two of the first three questions, it's a signal that a mindset shift could unlock new opportunities - and help you truly *matter*.

There *is* a mindset gap between the business (leaders) and HR. You can bridge it - by applying a different, proven mindset.

Ready to matter?

Unlock HR is an app for HR professionals who want to matter.

**Download and explore the app
for FREE at**

www.unlock.HR

calendly.com/unlockHR



? Question 4

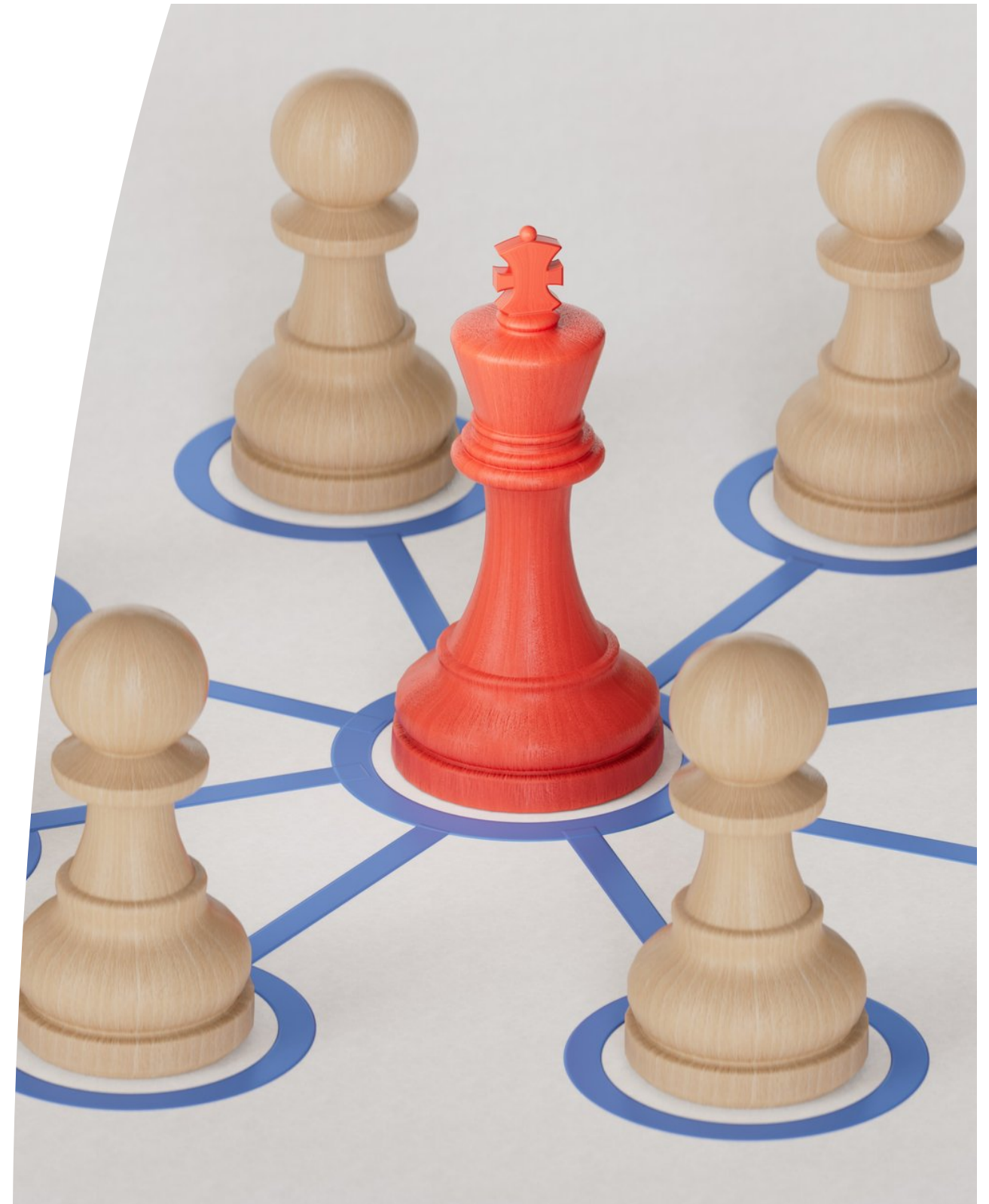
Do you know the 'HR power' you hold?

You carry skills, experience, insight, organisational intelligence, and the people-centric perspective.

Activated in the right way, the right HR mindset transforms your potential into impact.

Which makes you valued, trusted and relevant to the business. An HR professional whom managers come to for advice.

Someone who *matters*.





#4

Food for thought

What will give you energy in HR?

What kind of recognition would make you feel valued?

What would need to change for you to truly feel that you matter?



? Question 5

Have you found your HR network?

In Unlock HR you can connect with other HR professionals who want to matter.

In a global profession, meeting like-minded is invaluable. People who can inspire and empower you. With whom you share ideas, discuss, and thrive. It is crucial for your development, personal growth, and to become a valued and trusted HR professional – that *matters*!

Finding a good network of HR is important!

Join the network on the **FREE** app.





 #5

Food for thought

There are many things the professors never told you. Because only real-world experience shows what matters to the business.

That's why the UnlockHR app network grows together - as HR professionals who want to matter.

UnlockHR app

Unlock HR is an app for HR professionals who want to matter.

There *is* a mindset gap between the business (leaders) and HR. You can bridge it - by applying a different, proven mindset.

"The Mindset Transition"

That makes you *matter*.

Because you deserve it.

Ready to matter?

Download the FREE app now!

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