



Government
of Canada

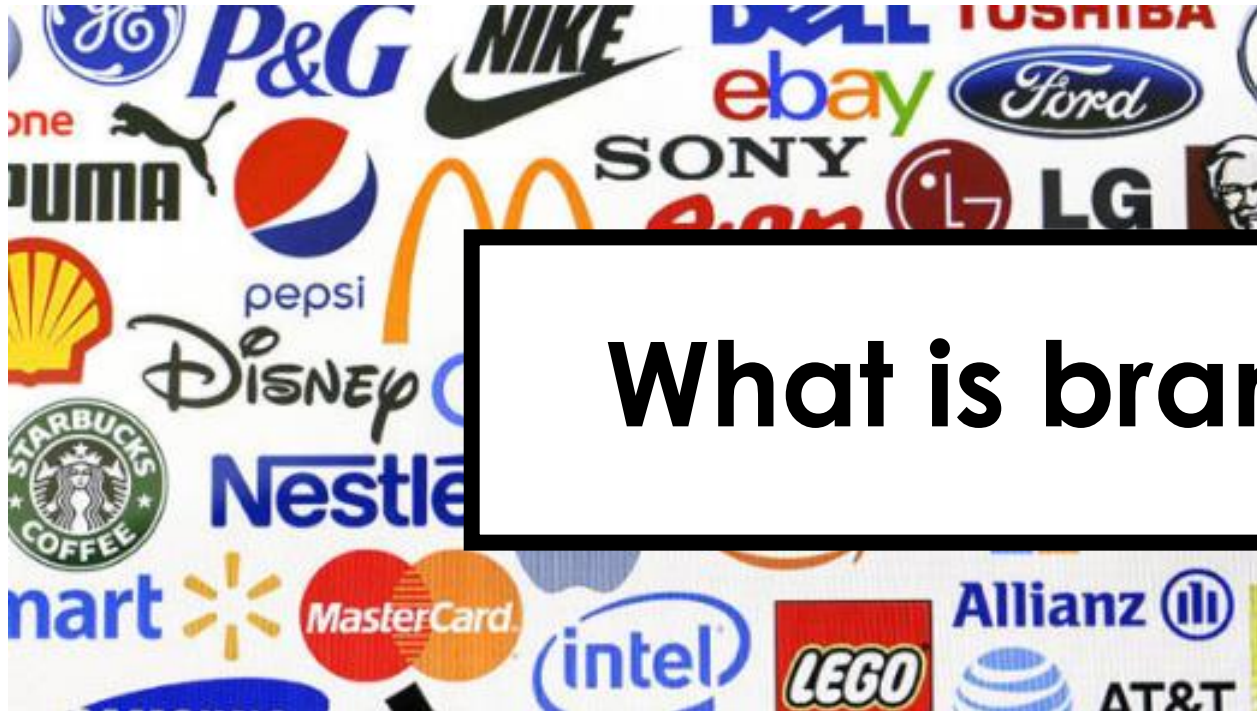
Gouvernement
du Canada

Canada

Beyond 2020

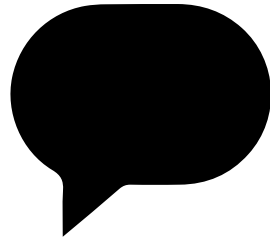
**Your Brand
Beyond2020**





What is branding?

Branding in the Public Service



Your reputation is what those who know you say about you when you are not around



You can influence what others are saying by using the following tools:

- GCTools – what you say
- Twitter - #GC2020 #GCStories #LeadersGC
- Your network – who you know

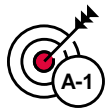
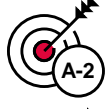

Your Brand Today

- What impact do you want to have during your public service career? (impact on people, impact on Canadians, impact on business improvement, impact on innovation etc.) (VLS August 4th)
- What are your strengths?
- What are you passionate about? (VLS June 17th)
- What core values do you bring to the work you do? (VLS August 4th)
- Where do you want to go? (VLS August 6th)
- What do you need to get there? (VLS August 6 & 11)
- Are you able to articulate it in line with GC priorities? (VLS June 25)
- Do others know your career aspirations and your abilities? (VLS June 11th & July 14th)
- Do you have a mentor and a sponsor? (VLS July 17th)

A clear focus




Agile

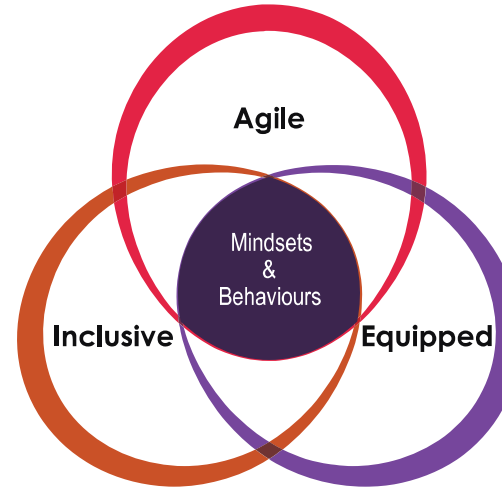
In delivering results

-  A-1 Mobilize resources and people to key priorities
-  A-2 Empower our workforce
-  A-3 Embrace uncertainty and learn through experimentation

Inclusive

In developing ideas and decision making

-  I-1 Create an environment where individuals are safe to express themselves
-  I-2 Expand partnerships and remove barriers to collaborate
-  I-3 Co-create by bringing different perspectives to the table



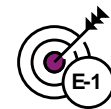
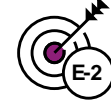

**Be
Bold**

**Seek Different
Viewpoints**

**Drive
Results**

Equipped

For excellence

-  E-1 Design work environments to optimize performance
-  E-2 Make learning a fundamental part of your job
-  E-3 Explore technology and tools to help you be more effective in your role

Driven through mindsets and behaviours

Agile in delivering results

Inclusive in developing ideas and decision making

Equipped for excellence

Agile: In delivering results

Mobilize resources and people to key priorities

Lead

I incentivize and reward employee mobility



Contribute

I shift my financial and human resources where most required



Collaborate

I offer my skills to support priorities outside my team



Empower our workforce

Lead

I delegate work to leverage the right expertise



Contribute

I tackle barriers to productivity



Collaborate

I speak truth to power



Embrace uncertainty and learn through experimentation

Lead

I iterate ideas and find innovative solutions



Contribute

I act proactively in times of unexpected change



Collaborate

I take smart risks



Inclusive: In developing ideas and decision making

Create an environment where individuals are safe to express themselves

Lead

I use pulse surveys to seek feedback on the environment and make the necessary adjustments



Contribute

I am mindful of opportunities and barriers that impact participation



Collaborate

I demonstrate compassion and create a safe work environment where everyone feels comfortable



Expand partnerships and remove barriers to collaborate

Lead

I remove silos and bring the discussion across varying levels, functions, and sectors



Contribute

I build and make use of my network to advance my work



Collaborate

I actively seek out new approaches and knowledge outside of my immediate environment



Co-create by bringing different perspectives to the table

Lead

I look for dissenting perspectives to generate new ideas



Contribute

I share openly at all stages of the discussion to create value



Collaborate

I seek external input and feedback early in my work



Equipped: For excellence

Design work environments to optimize performance

Lead

I empower my employees to work where it makes them the most effective, productive and healthy



Contribute

I test and implement optimal work arrangements and configurations with my team



Collaborate

I experiment with new ways of working



Make learning a fundamental part of your job

Lead

I have a reverse mentor and encourage others to do the same



Contribute

I find opportunities to share my knowledge, experience and passion with others



Collaborate

I develop skills and knowledge by seeking out information and experience through various channels



Explore technology and tools to help you be more effective in your role

Lead

I experiment with technology and share my experiences openly



Contribute

I find practical applications for innovative tools



Collaborate

I adopt proven work arrangements and virtual platforms to work with others



What's your brand?

Branding

- In summary, it is essential to be able to articulate who you are and what you have to offer within the context of our current Public Service and **Beyond2020**.