



MELANIE REMBRANDT
Rembrandt Communications
Guest Editor

Up.link

Melanie Rembrandt (melanie@rembrandtwrites.com) is the owner of Rembrandt Communications, a public relations and writing company specializing in human resources and business. As an experienced copywriter, Melanie has won several writing awards. She has had numerous articles and newsletters published pertaining to various aspects of online recruitment, workers' compensation, internal and external customer surveys, small business, entertainment and technology. As a magna cum laude graduate of UCLA's prestigious School of Theater, Film and Television, Melanie has significantly increased ROI for numerous small businesses and organizations through her public relations and promotional writing skills.

With today's fast-paced business world, ever-changing technology and economic roller coaster, it's essential to stay abreast of new HRIS trends and continuously provide value to your organization. To help you achieve these goals, we've chosen this issue to focus on professional development.

In our first feature, Cynthia Scott, Ph.D., M.P.H., of ChangeworksGlobal, offers valuable information on the world of executive education. Is it really worth the time and effort to go back to school? With leadership confidence and tenure at an all-time low, it is more important than ever for professionals on the leadership track to hone new skills, promote learning and engagement in their organizations and set an example for others. In her article, Dr. Scott discusses these education trends, the eight key areas of leadership focus and the importance of continuous learning.

Since we all need to learn how to control various levels of stress, our second feature turns to internal medicine and brain maintenance specialist, Kathleen W. Wilson, M.D. To understand stress and how to cope with it, Dr. Wilson's article differentiates the way men and women deal with stress. She discusses several stress-related conditions and provides suggestions for handling stressful situations. If you need to unwind now, take a moment to relax and read these helpful tips first!

If you've ever wondered how cer-

tain personalities work best together, you're in luck. Dr. Claudia Ferrante and Dr. Cynthia Cycyota, both assistant professors of management at the United States Air Force Academy in Colorado Springs, Colorado, offer a breakdown of personality types and how to deal with each. Are you a "mad scientist" or "executor?" Maybe you're a "cruise director," "bobble head" or "rock?" Find out in this very concise and informative feature. And although these are general guidelines, as individuals are very complex, recognition of personality types and cultural dimensions can help you identify the right people to join certain groups and work on specific tasks. Ultimately, these decisions can help increase organizational efficiency and performance.

A key part of professional development is building your personal brand. In our next feature, D. Mark Hornung, senior vice president at Bernard Hodes Group and "the father of employer branding," offers suggestions for creating and perfecting your personal brand. This refers to the relationships you have with both internal and external customers and basically anyone else with whom you come into contact. In the article, he discusses how to manage these relationships to determine the strength, or weakness, of your brand and obtain personal success.

In addition to developing your personal brand, it's also essential to know how to motivate others. Carl

Robinson, Ph.D., principal with Advanced Leadership Consulting and a business psychologist and executive coach, provides interesting information on this topic. He reveals six key steps of high-powered motivators and the top de-motivators and career derailers. By being aware of your strengths and weaknesses, you can become a better motivator. And by doing so, you can help move your career forward faster and with greater ease.

The *IHRIM.link* editorial team would like to thank all of our contributors and give a special thanks to department editor, Jason Averbook, Knowledge Infusion CEO and co-founder. Because of his efforts, this issue contains pertinent articles that will help further your professional development. You'll find tips and tricks for selecting a learning management system, outsourcing payroll in the SMB marketplace, increasing HR communications with portals and implementing HRMS while managing scope creep (being under pressure to constantly deliver more than originally promised). You'll also read about Bowstreet Inc., a portal tooling vendor that delivers employee and manager self-service solutions to the workforce management space.

We hope you enjoy this issue of *IHRIM.link* and look forward to seeing you at the annual conference in Reno, Nevada on May 1st!