

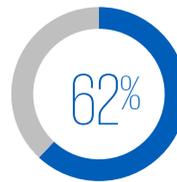
Reinventing HR

The perception of HR today

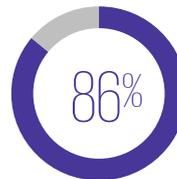
From facilitating the transition to remote working, to implementing and communicating health measures in the workplace, HR has been at the forefront of the Covid-19 crisis. While most business leaders and employees view the function's response to the crisis in a favorable way, some decision makers believe HR needs to be bolder and prove its strategic worth.

Half (50%) of HR professionals agree that the HR function is considered to be an "administrator" rather than a "value driver". This is a slight change compared with last year's findings (44%) and a potential warning sign that HR needs to shift from a transactional to a more strategic role.

Covid-19 as a catalyst



of HR executives believe the function needs to completely reinvent and transform itself to respond more effectively to future disruption



feel the HR function needs to rethink productivity and performance measures in light of the shift to remote working

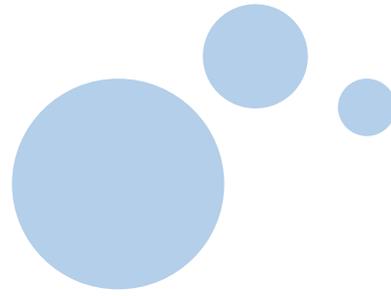


state that the function owns the entire employee experience for the organization



think the function plays a vital role in establishing the right culture





HR initiatives and skills required

HR functions are expected to prepare and respond effectively to disruption. However, the capabilities required to tackle these challenges are often underdeveloped. In terms of priorities and skills on the agenda for the coming 12-24 months, HR executives are clearly focused on managing the implications of Covid-19 and the New Reality.

Top three HR skills required



Managing performance and productivity in a predominantly remote environment



Delivering transformational change management



Managing the complexities of permanent, temporary, contingent and/or gig workers as a total workforce

Top three HR initiatives



Taking steps to safeguard the experience and well-being of employees



Adopting digital technologies to support remote working and collaboration



Reducing costs to accommodate organizational financial realities

Challenging and exciting times lie ahead, as HR professionals reinvent to stay relevant in today's fast-paced and unpredictable business environment. A modernized approach to understanding and planning for the future needs of the workforce is quintessential to driving value for employees and the business.

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