



The People Centric Approach – 2 min read.

It appears that digital transformation has come out the winner this past year and many say it has accelerated the pace of the future of the workplace. Although technology has played a big part this past year and HR is no exception, there is also a huge shift in people-centric strategy that can't be ignored.

The evolution of HR from a business and people management perspective.

Where we have been:

1990s the shift from personnel to HR and the decade of aligning people with strategic business needs.

2000s saw the rise of social media and a la carte benefits.

2010s digital technology, employee engagement and feedback are flexed for new generations and we talk a lot about culture and values.

Where we are going – The People-Centric Approach

2020s - what's in store and what does this mean for HR and Leadership?

- Internal change: evolving organisational models, structures and processes. Change isn't new, HR needs to innovate, adapt and stay agile and take the lead on strategic change and development.
- Digital and technological transformation. HR needs to develop data analytical skills to address gaps.
- Changing demographics and D&I strategy. HR needs to keep knowledge on D&I and demographics up to date and make and measure small changes.
- Diversifying employment relationships. HR needs to coach managers to manage virtual teams.
- Sustainability, purpose and responsible business. HR needs to weave social value and purpose through the entire employee lifecycle.

Organisations will be combining the importance of personalised bold new strategic solutions with tools and digital technology.

Social interaction and quality relationships are the top two reasons why your people stay with you, pay is the 7th, yep the 7th!

Time to RE-activate, RE-engage and RE-set.