

# The Changing World of HR

2023 strategies for HR to create a phenomenal  
employee experience...  
(and future proof your company)

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worktango

**INNOVATEWORK**

**ENTERPRISE**  
**ENGAGEMENT ALLIANCE**  
Leading the Way to People-Centric Business





Mariah Carey



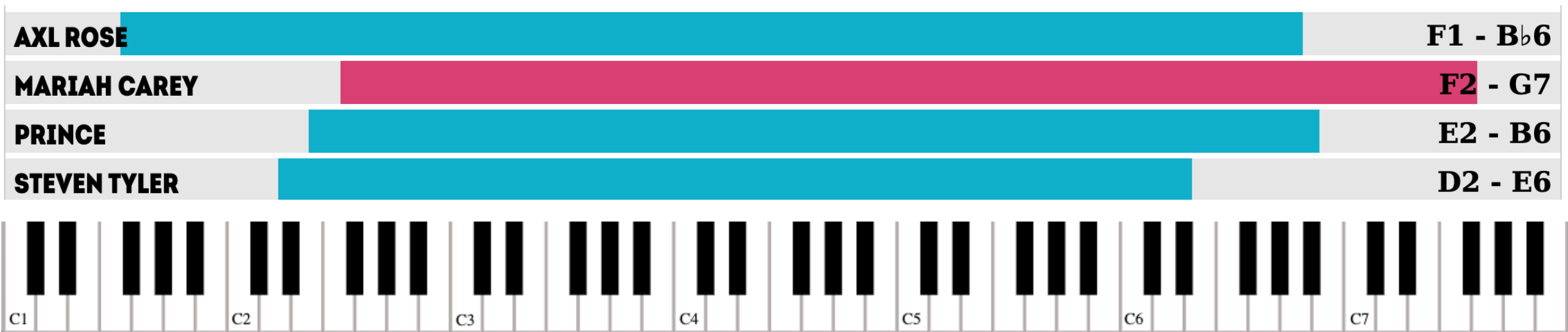
Steven Tyler



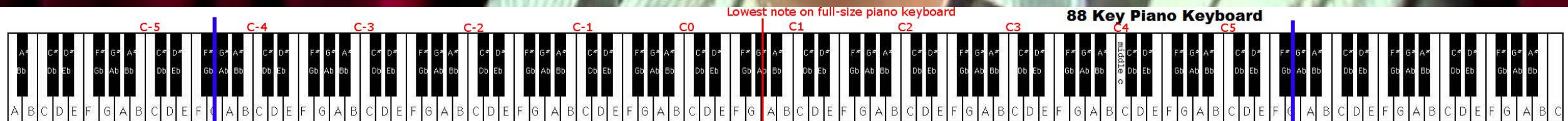
Axl Rose

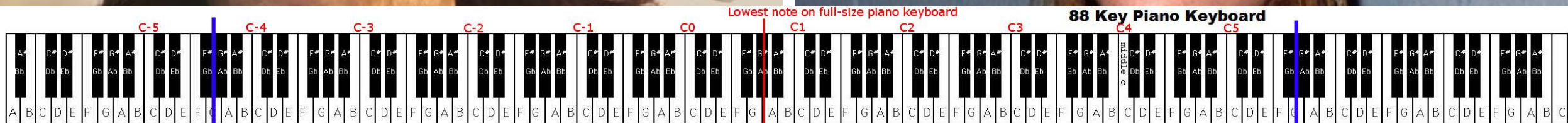


Prince









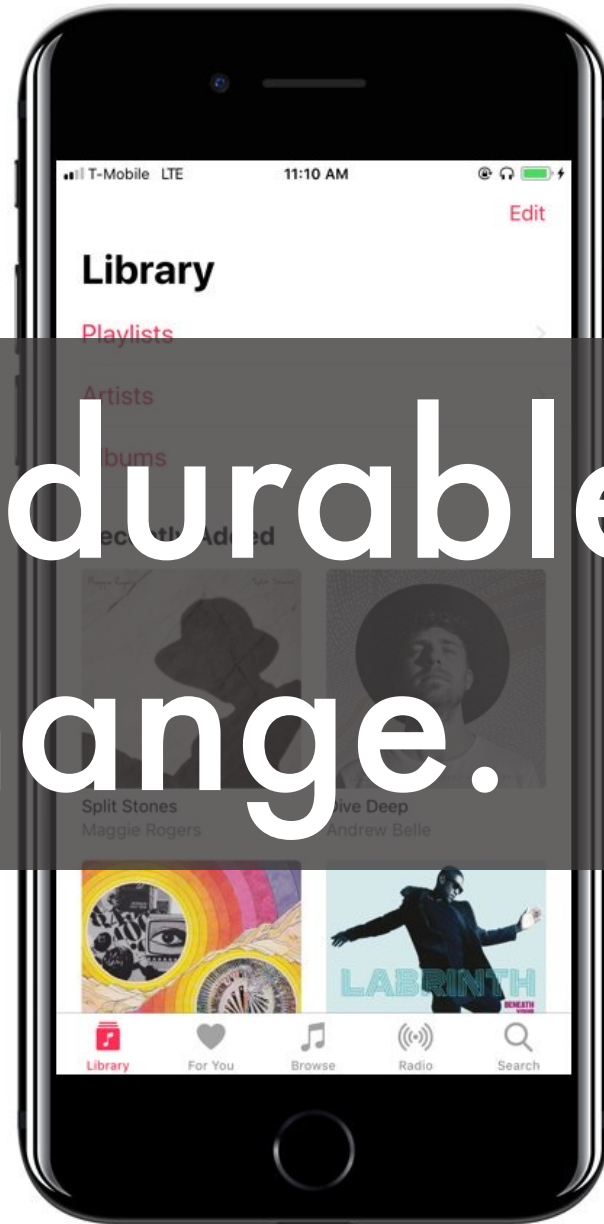








problems are durable.  
solutions change.



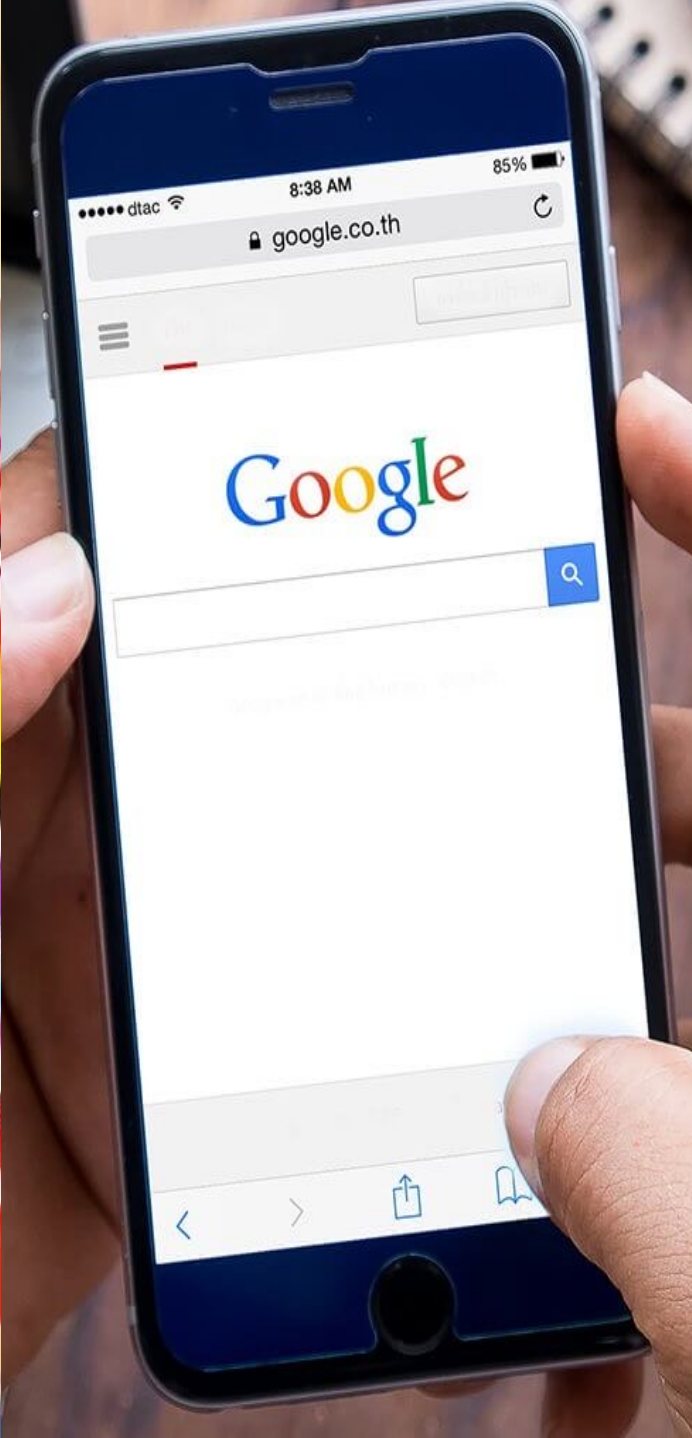
# What are we talking about today?

1. why new HR strategies are required in today's changing workplace
2. six key strategies to focus on in 2023 (and future-proof your company)
3. a framework to set you and your team up for success
4. some final mindsets...



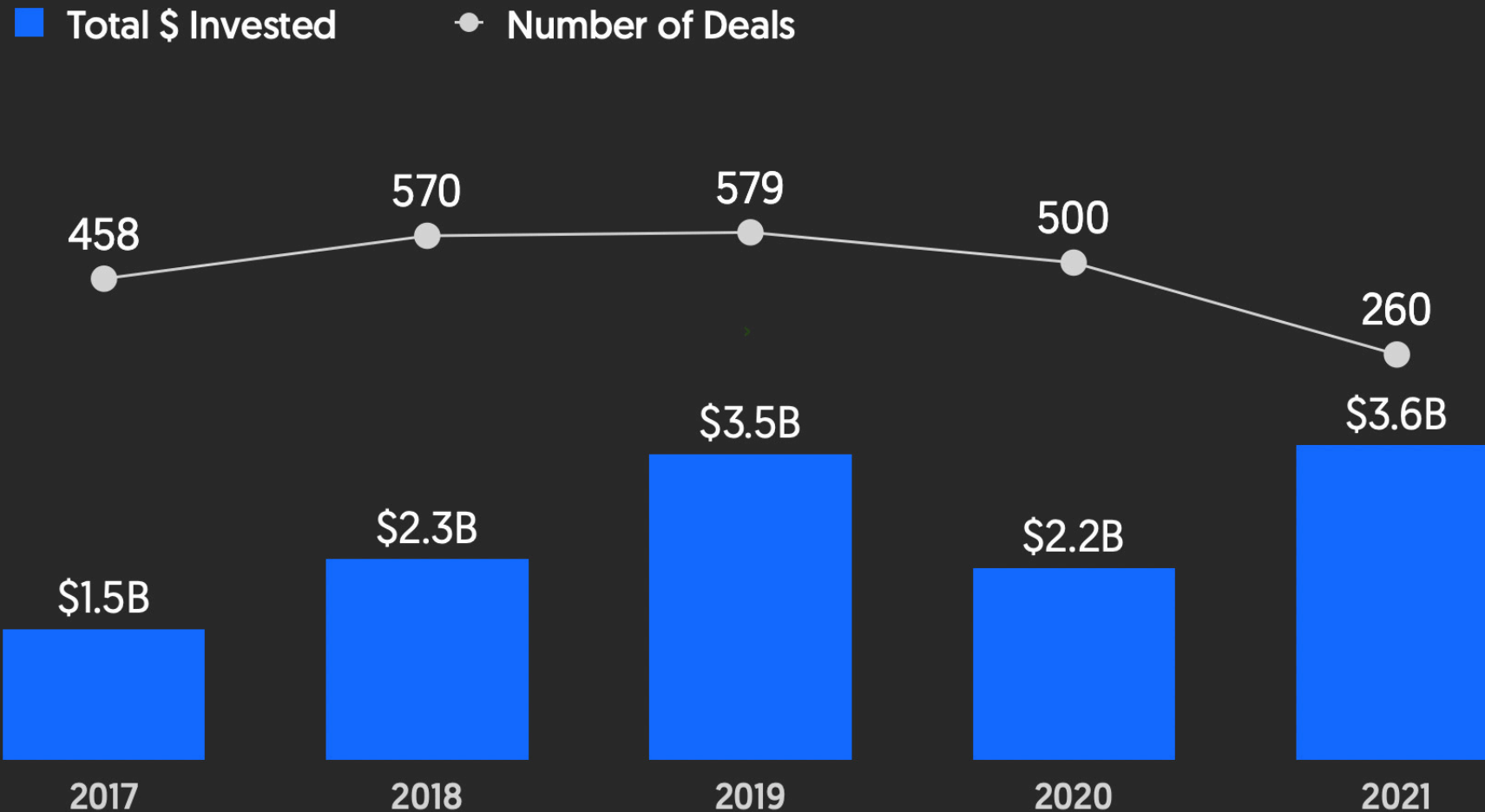






# Human Resources Tech Venture Funding

Includes pre-seed, seed and all rounds of venture funding for companies in the HR tech space.

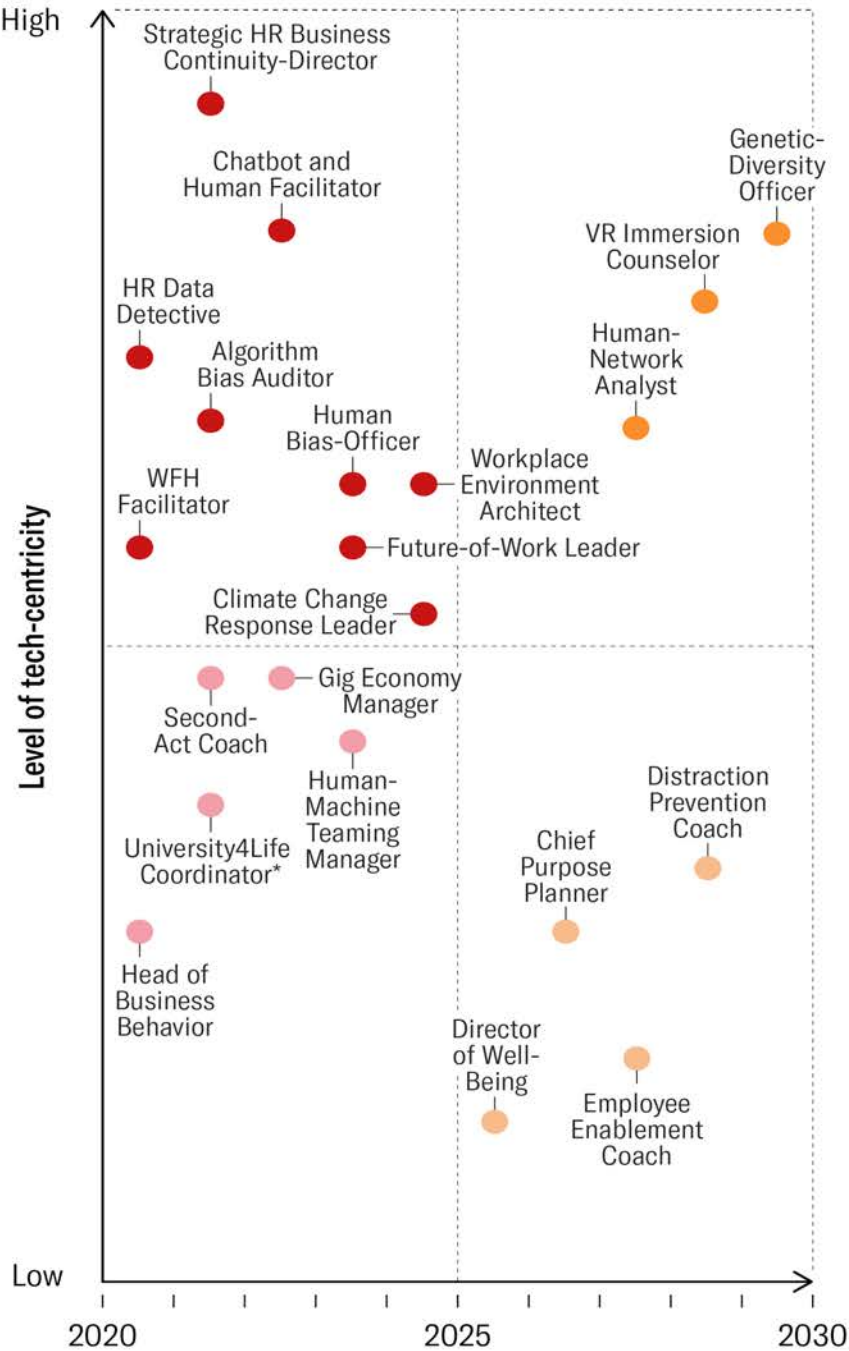




# 21 HR Jobs of the Future

How nearly 100 CHROs, CLOs, and VPs of talent and workforce transformation envision HR's evolution over the next 10 years.

- Mid- to high-tech within 5 years
- Mid- to high-tech within 10 years
- Low- to mid-tech within 5 years
- Low- to mid-tech within 10 years



Source: Cognizant Center for the Future of Work and Future Workplace LLC



# WHEN THE STARS ALIGN



A large crowd of people is seen from behind, with their arms raised in the air, suggesting a concert or festival at night. In the background, a stage is illuminated by bright spotlights. The scene is dark, with the primary light sources being the stage lights and the ambient light from the crowd.

# six key strategies to improve the employee experience ...and future-proof HR





1. be more agile



1903



1909



1912



1912



1927



1957



1976



2003



1891



1900



1934



1970



1986



2002



2004



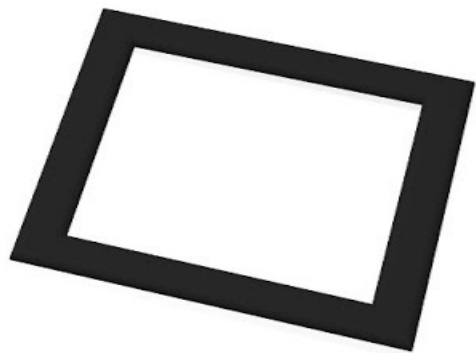
*Strongly agree*



*Agree*



*Disagree*

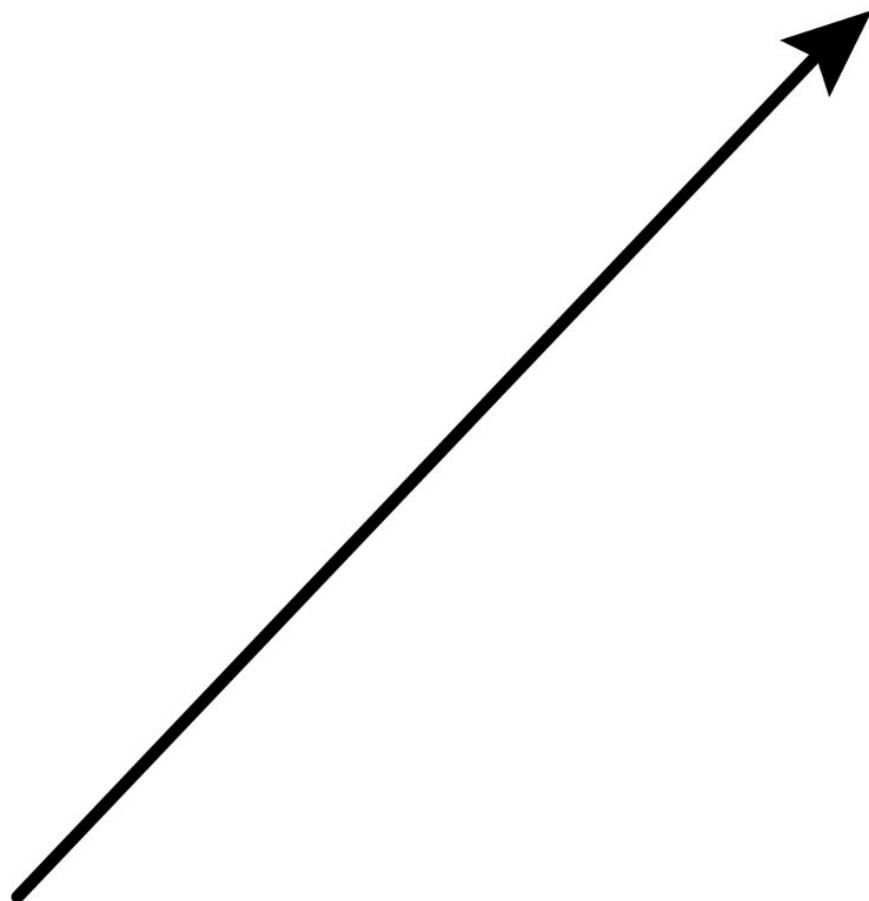


*Strongly disagree*



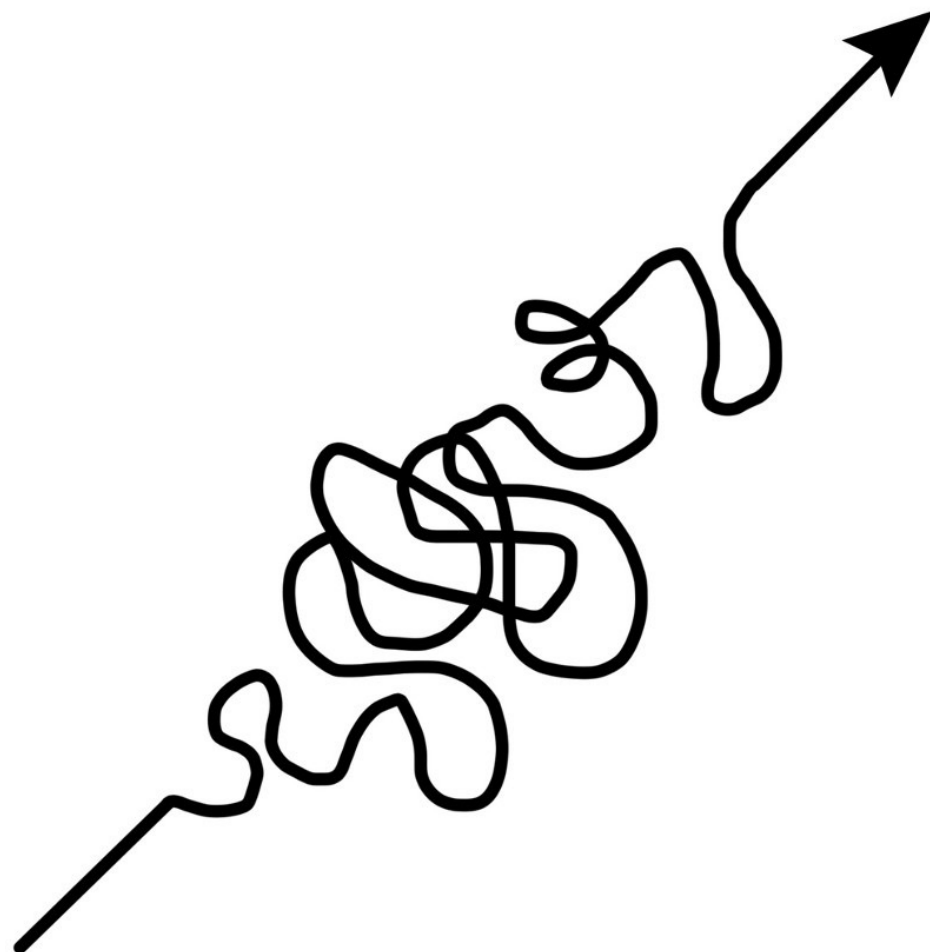


SUCCESS



what people think  
it looks like

SUCCESS

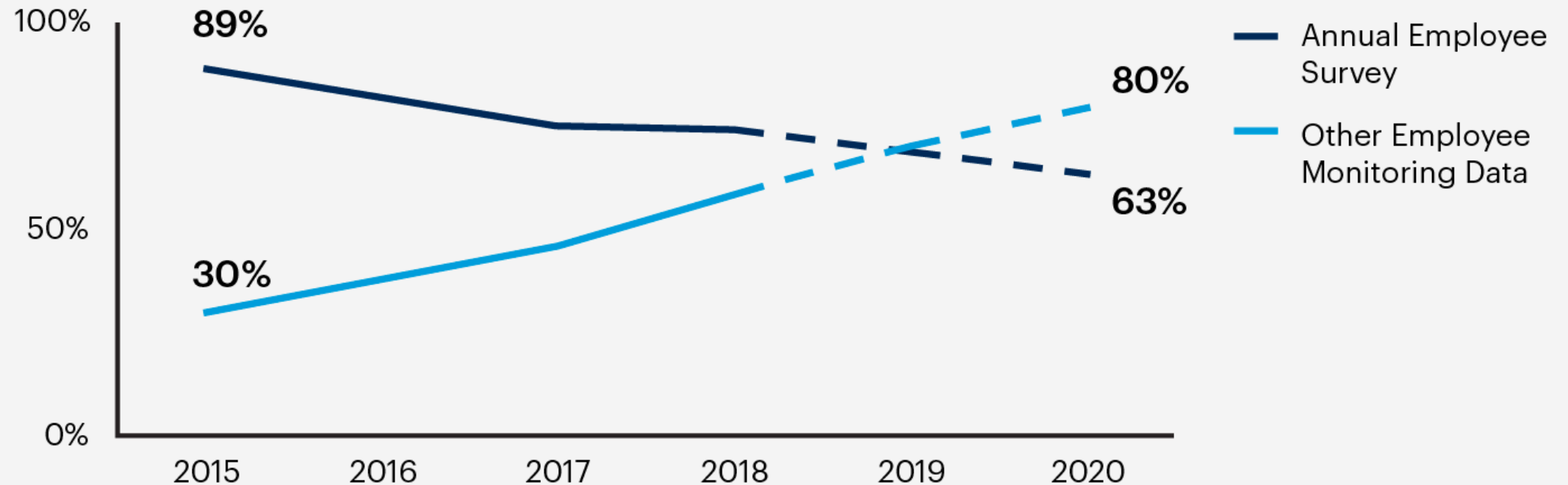


what it really  
looks like



# The End of Annual Employee Surveys

Annual Employee Survey Versus Other Employee Monitoring Data  
Percentage of Organizations Using



# more than measurement







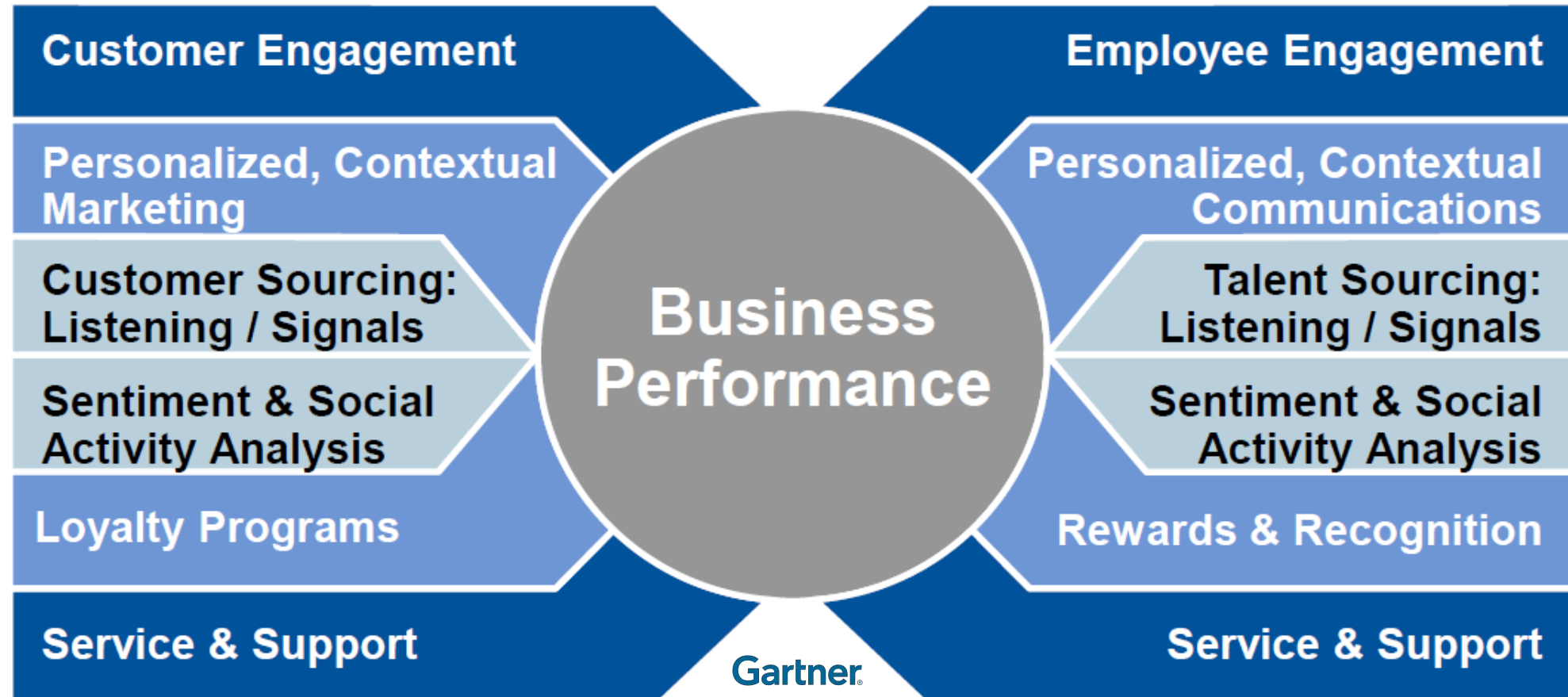
use consumer principles

waited 30 mins  
Got NO service

# Use Consumer Principles

## Customer Relationship Systems

## Talent Relationship Systems





A close-up photograph of a DJ's hands, wearing a blue and white striped sweater, positioned on a professional audio mixer. The mixer features numerous black knobs and sliders, some of which are illuminated with red and blue light. The background is dark and filled with out-of-focus, vibrant lights in shades of blue, purple, and red, creating a bokeh effect typical of a nightclub or concert stage. A semi-transparent dark grey rectangular box is centered over the image, containing the text "2. digital now, not tomorrow" in a white, sans-serif font.

## 2. digital now, not tomorrow



A close-up photograph of a DJ's hands, wearing a grey ribbed sweater, positioned over a turntable. The scene is illuminated with vibrant purple and blue light, creating a bokeh effect with out-of-focus lights in the background. A semi-transparent dark grey rectangular box is centered over the image, containing the text "What is your HR TECH strategy?".

What is your HR TECH strategy?





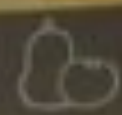
it's an automated world  
and HR is just living in it.



the impact:

allow to shift your energy  
to other things!





## Zucchini & Squash

What mistakes do you see around you?

49

seconds











7+

# I AM T-PAIN MIC™



**SOUND  
LIKE A  
PRO!**



**ORIGINAL  
BEATS**  
BY YOUNG FYRE FOR  
NAPPY BOY PRODUCTIONS

**T-PAIN  
EFFECT™**  
**TRY  
ME!**  
TRANSFORMS  
YOUR VOICE!

**MP3  
COMPATIBLE**

**RECORD**

**PLAY BACK**

**DOWNLOAD  
& SHARE**

**BUILT-IN  
SPEAKER**

T-PAIN'S VOICE/SONGS  
NOT INCLUDED.

**PRO TUNES™**

Requires 3 x "AAA" batteries (included).



3. reskilling & upskilling must be  
in your talent strategy





no longer a trend...  
a survival strategy





# To emerge stronger from the COVID-19 crisis, companies should start reskilling their workforces now



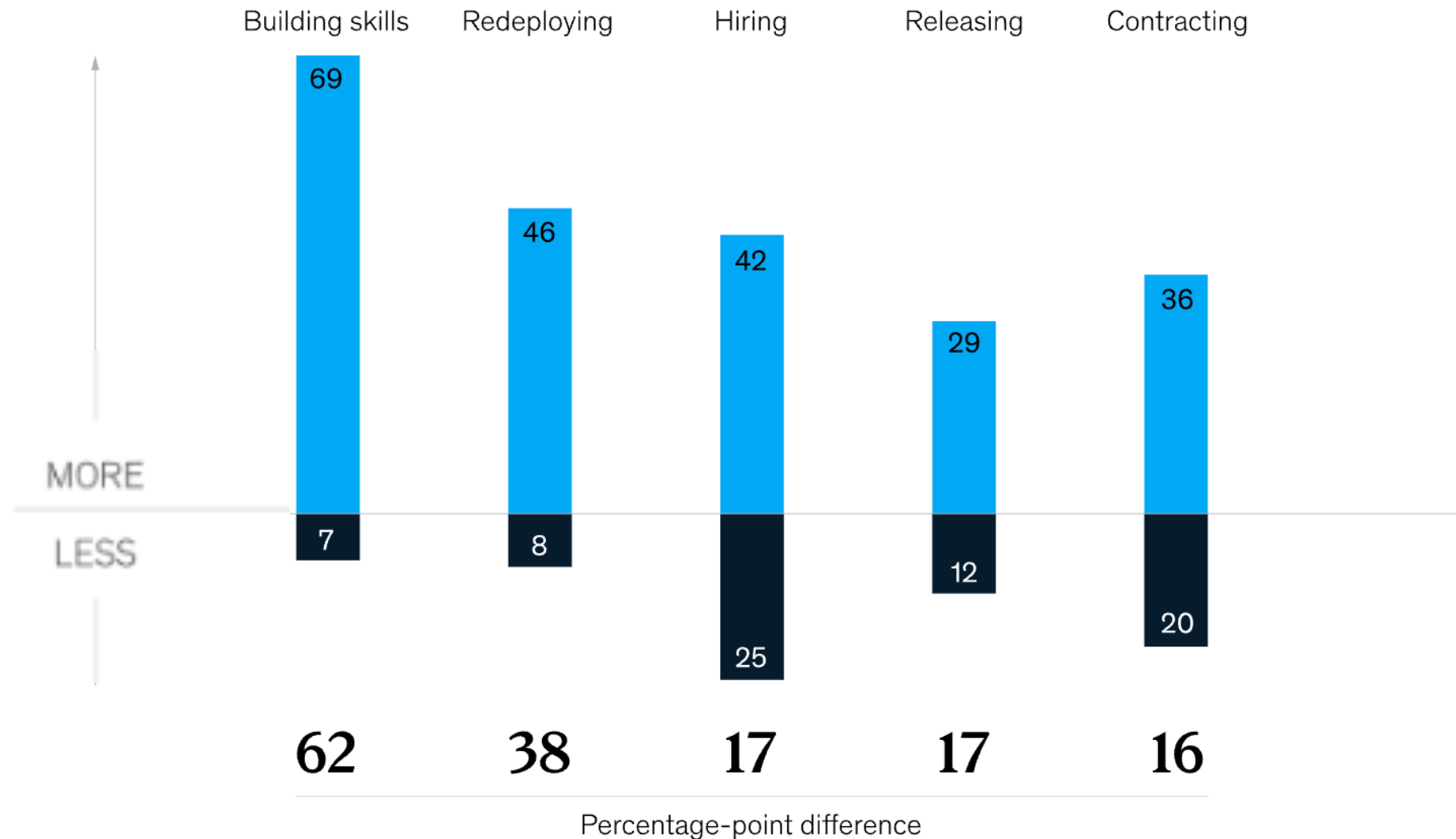
Adapting employees' skills and roles to the post-pandemic ways of working will be crucial to building operating-model resilience.




# Sixty-nine percent of respondents report an increase in skill building during the pandemic, more so than for other actions to close skill gaps.

McKinsey  
& Company

Changes in actions used to close skill gaps, since the end of 2019, % of respondents<sup>1</sup>





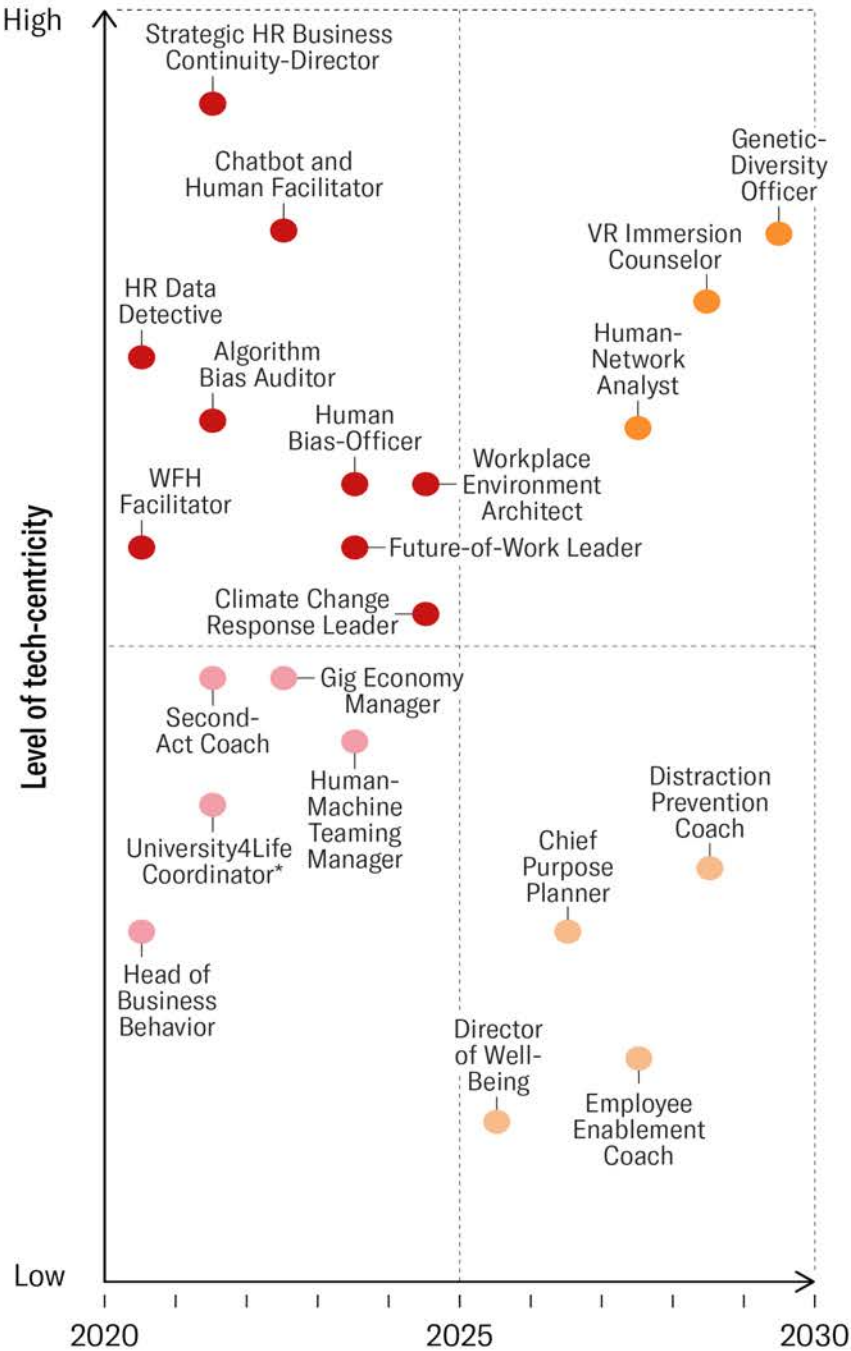
protect learning budgets  
(or regret it later)



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Source: Cognizant Center for the Future of Work and Future Workplace LLC



4. you need a DEI strategy...  
period.



# The Business Case for Diversity



A pair of black and silver headphones is shown from a front-facing perspective. The headband is at the top, and the ear cups are on either side. In the background, behind the headphones, is a vertical stack of books with a rainbow-colored spine. The colors of the spine, from top to bottom, are blue, purple, pink, red, orange, yellow, and teal. A semi-transparent dark gray rectangular box is centered over the image, containing the text "representation is not enough" in white, lowercase, sans-serif font.

representation  
is not enough





## **We encourage everyone to be 1000% you.**

We bring our authentic selves to work. Diverse backgrounds, beliefs, and opinions are embraced and encouraged at WorkTango.

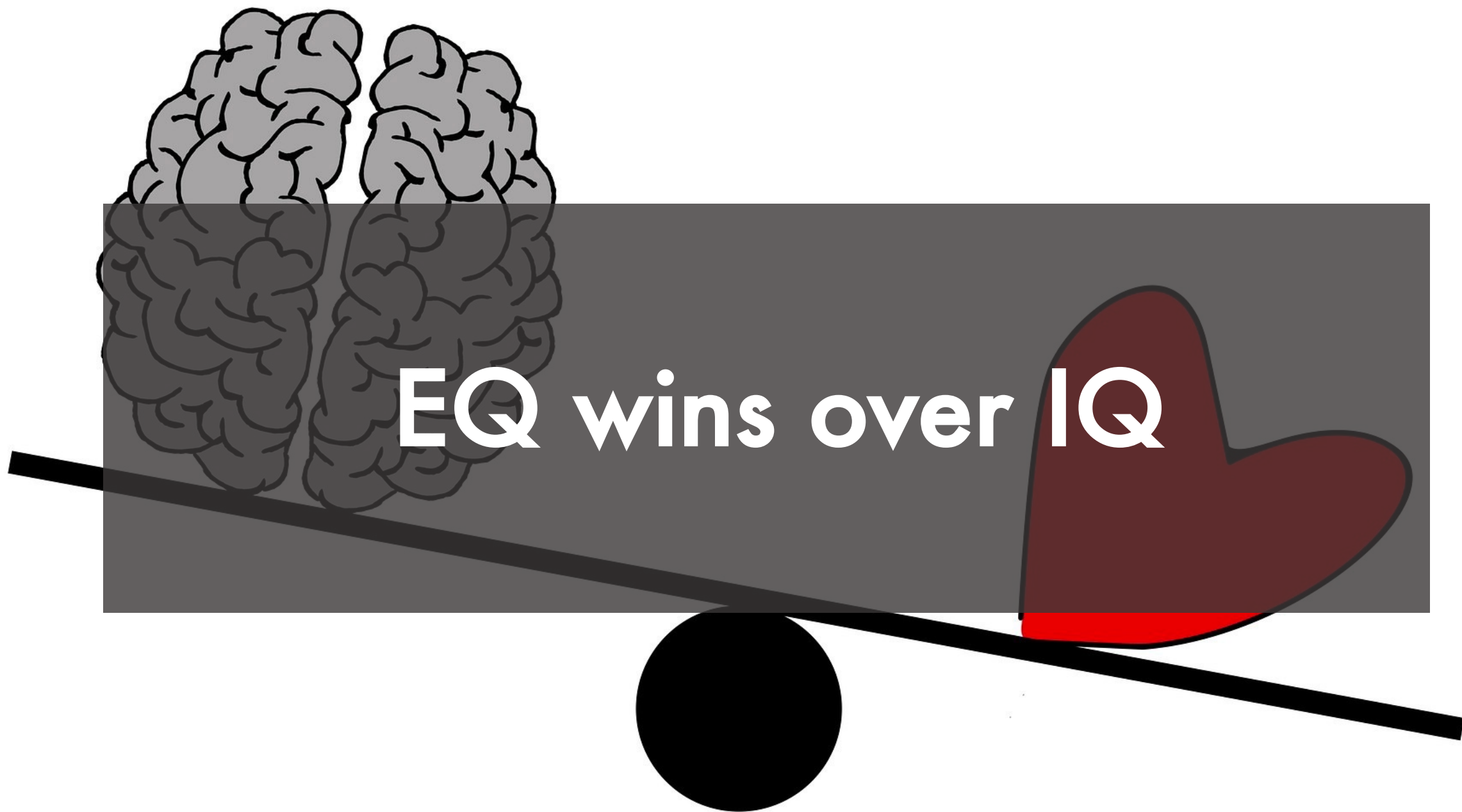


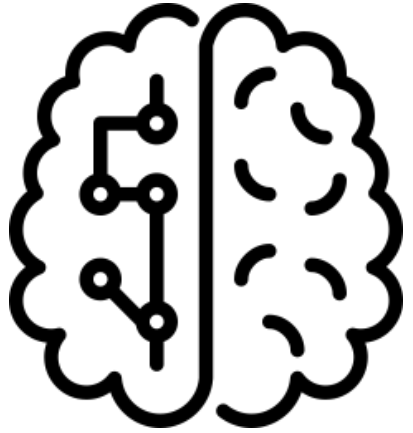


A group of five models, three men and two women, are posed against a textured, mottled grey and orange background. The models are dressed in contemporary, edgy fashion. From left to right: a man with a beard and long hair tied back, wearing a black leather jacket over a patterned shirt; a woman with blonde hair in a high bun, wearing a black and white halter-neck top and a long, black, quilted skirt; a man with short, light brown hair and a beard, wearing a dark button-down shirt; a man with a shaved head, wearing a black jacket over a white t-shirt and plaid pants; and a man with short dark hair, wearing a black jacket over a white t-shirt and white pants. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text "5. a human-first culture" in white, sans-serif font.

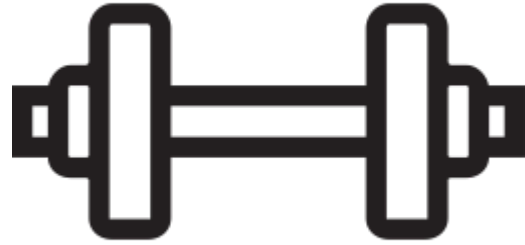
# 5. a human-first culture



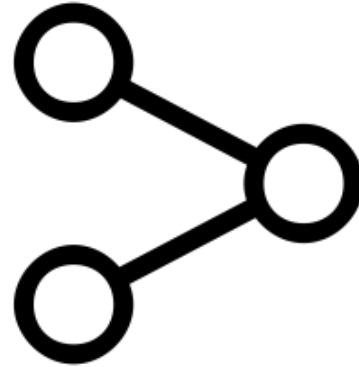




Mental



Physical



Social



Financial



A promotional image for the TV show 'The Office' featuring the main cast members. Steve Carell as Michael Scott is seated in the center, holding a large, red, heart-shaped box decorated with a red ribbon and a rose. He has a slight, awkward smile. Behind him stand four other cast members: Jenna Fischer as Pam Beesly, Jane Krakowski as Moss, Angela Kinsey as Dunder Mifflin's receptionist, and Kate Flannery as Kelly Dundee. To the left of Michael is Tim Allen as Dwight Schrute, with his arms crossed and a serious expression. To the right is Angela Kinsey as Angela Martin, leaning forward with a concerned look. The background is a typical office setting with cubicles and office equipment. A semi-transparent grey rectangle is overlaid across the middle of the image, containing the text 'build empathetic leaders' in white, lowercase, sans-serif font.

build empathetic leaders





93%

of employees say they're more likely to  
stay with an empathetic employer





**Career Development**

**Modern Recognition**

**Compensation & Benefits**



**Career  
Development**

**Modern  
Recognition**

**Compensation  
& Benefits**

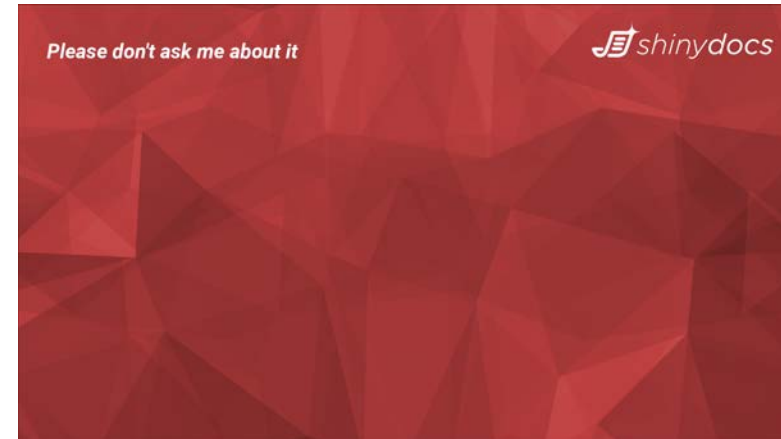
WIFI

BATTERY

TOILET PAPER









**TRUST**







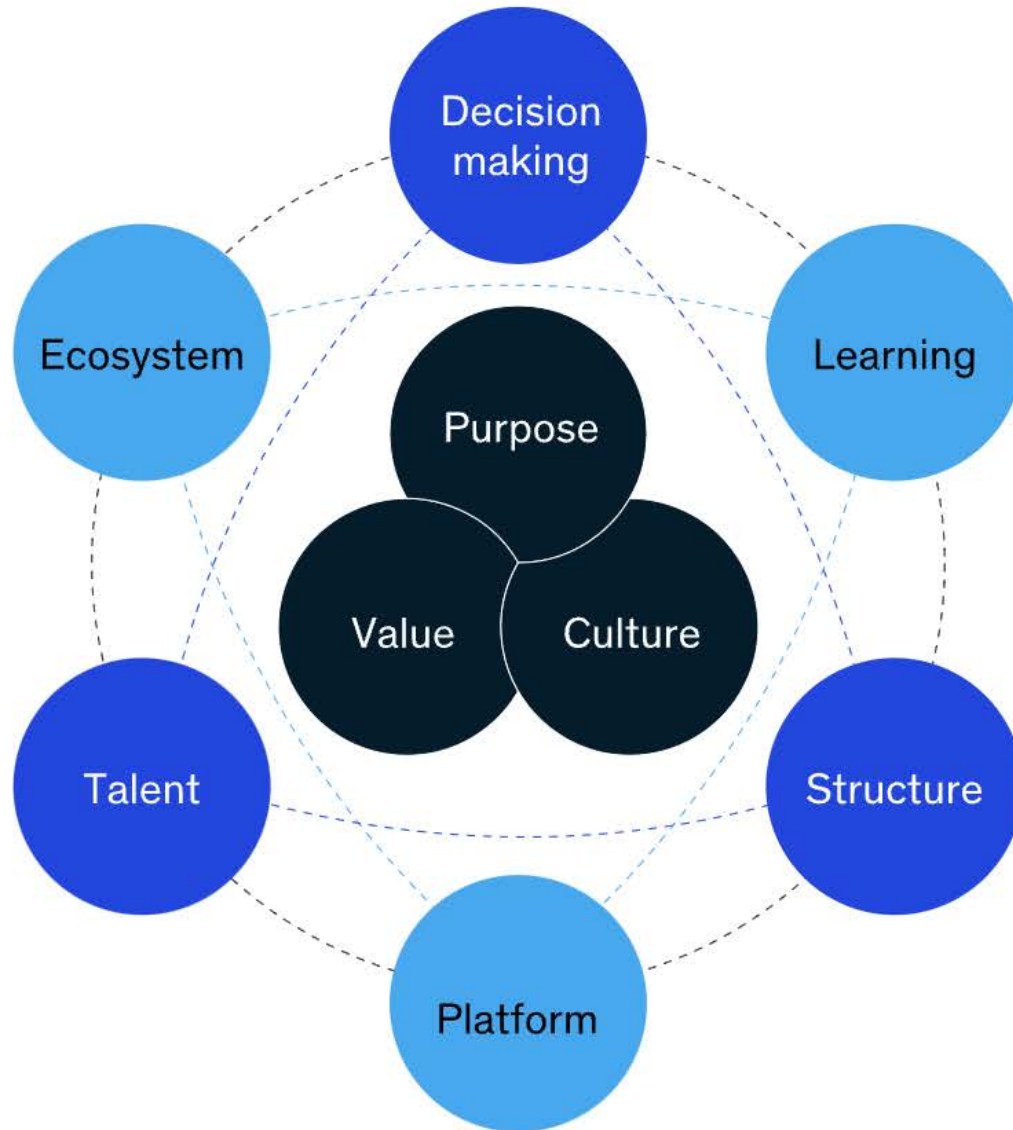
TRUST





**reinforce purpose  
and values**

# Nine imperatives can help HR leaders ready their organizations for the future.



- **Who we are**  
Being clear about organization's "why," "what," and "how": why it exists, what it does, and how it runs
- **How we operate**  
Flattening the organization with teams that make fast decisions and treat people as the scarcer capital
- **How we grow**  
Get ahead and stay there by outlearning others, reaping value from data, and utilizing the ecosystem to drive value creation

McKinsey  
& Company




OUR PASSION

## IMPROVE (WORK) LIVES.

WorkTango doesn't have a mission, because missions end. Instead, we have a life-long passion to "improve (work) lives."

[See Our Story](#)





## 6. leverage your secret weapons: managers



A modern office interior featuring a glass-walled meeting room with desks and chairs. To the left, a decorative wall with a repeating circular pattern separates the meeting area from a lounge area with two yellow chairs. Large windows on the far left provide a view of a city skyline. The floor is made of large, light-colored tiles.

**manus agere**

A man is sitting at a desk in an office, wearing a black suit and a large, inflated silver air chair. He is holding a telephone receiver to his ear. The office has a desk with a keyboard, a mouse, and a small framed picture. A window in the background shows a cityscape at night.

are managers tools?



Stop whatever  
you're doing and  
finish this thing I  
forgot to do.





my manager|



- my manager **is toxic**
- my manager
- my manager **hates me**
- my manager **doesn't like me**
- my manager **in french**
- my manager **ignores me**
- my manager **is harassing me**
- my manager **is incompetent**



my manager korean show  
Point of Omniscient Interfere — Television program

my manager **was rude to me**

[Report inappropriate predictions](#)





my manager|



- my manager **is toxic**
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my manager korean show  
Point of Omniscient Interfere — Television program

- my manager **was rude to me**

[Report inappropriate predictions](#)

A man with a beard and a gold chain is sitting in a large, silver, inflatable chair in an office. He is holding a black telephone receiver to his ear. The office desk in front of him has a keyboard, a mouse, a small black device, and some papers. In the background, there is a window showing a city at night, a blue trophy, a blue and yellow stool, a white mug, and a framed picture of a dog. A semi-transparent dark grey box with white text is overlaid on the lower half of the image.

enable with tools.  
don't create tools.







**BUSINESS  
STRATEGY**



**HR STRATEGY**



**EX STRATEGY**







**where do I start?**

	FROM	TO
Communication & feedback	Top-down	Up, down & across
Nature of work	Siloed	Aligned & networked
Leadership	Managers who manage	Managers who coach
Why we work	Pension	Purpose & people
Where we work	Office	Anywhere
When we work	9 to 5	Anytime
Performance conversations	Annually	Continuously
People process	HR-led	Manager- and employee-led
Key outcome	Satisfaction	Engagement





## Reflect on what's changing in your business

remote/hybrid workplace?

building more inclusive cultures?

employee wellness concerns?

changing employee expectations?

speed in transformation & change?

shifting employee demographics?

...specific to your business



## Ask, are we doing anything differently about it?

be more agile

digital now, not tomorrow

embrace DEI

a human first-culture

reskill & upskill

enable (and leverage) leaders



## Set the vision. Define what success looks like



**mindsets to leave  
you with**









WORLD

# Fashion house Chanel hires Indian-born Leena Nair as CEO

Nair, a fashion industry outsider who broke multiple barriers as an executive at Unilever, is the first Indian to head up a global luxury brand.



LEADERSHIP • LEADERSHIP

## Move over, CFOs—there's new competition for the CEO title: CHROs

Boards are tapping HR executives for the CEO role as demand for talent innovation soars.

BY AMBER BURTON

November 02, 2022 6:00 AM EDT



Leslie Motter, CEO of Make-A-Wish; Briana van Strijp, CEO of Anthemis; and Leena Nair, CEO of Chanel.

Motter: courtesy of Make-A-Wish; Van Strijp: courtesy of Anthemis; Nair: Shriya Patil—The India Today Group via Getty Images





# WHEN THE STARS ALIGN





THANKS!

thank you

rob catalano (he/him)  
co-founder & chief strategy officer, WorkTango