



HR Club

Monthly newsletter from "HR Club"

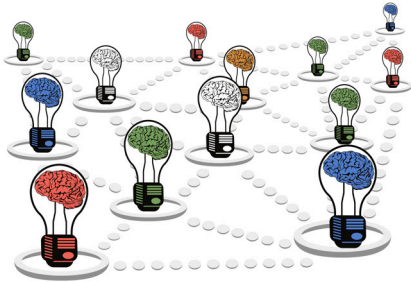
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HR Trends To Watch In 2014

The demands of today's businesses are constantly evolving, and with it, HR leaders have to move with the trends and act as the performance improvement driver to influence positive changes. We outline the key highlights HR professionals can look forward to in the year 2014.

Talent intelligence



With organizations gaining ground on their understanding of big data, the importance of HR-themed analytics will become more crucial in 2014. The uses of these analytics will range from developing people strategies to exploring 'what if' scenarios.

Involvement of the C-suite



Not only is HR expected to enter the C-suite, but a further emphasis on the workforce's presence there is also expected. The complexities and challenges created by the global economic landscape require leadership teams to continually re-evaluate their organization's strategies. Doing so enables organizations to determine how workforce assets can be fully leveraged.

Increasing Job Rotation within HR functions



For a more all-rounded exposure, HR generalists are moving into specialist roles and vice versa particularly at the junior to middle level of employment. Not only does this allow HR professionals to develop breadth and depth in their experience, this job rotation also helps to overcome shortage of talent in areas such as compensation and benefits (C&B). The constant shortage of C&B talent has caused a sharp increase in salaries of this function. Employers struggle to justify offering premium packages in many cases. Hiring HR generalists into such roles with clear plans to provide additional training will overcome such a challenge.

Outsourcing Transactional HR Activities



The outsourcing of HR activities is no longer reserved for big multinationals. We are witnessing the pace of outsourcing gain momentum among small and medium enterprises (SME) organizations and we foresee this to continue in 2014. SMEs are placing a greater importance on business HR which allows regional HR leaders to focus on critical challenges including talent retention and leadership development.

How mobile has changed HR

Mobile applications are expected to play a more crucial role in 2014. Mobile career sites and applications will be leveraged by organizations to reduce time and cost-to-hire in an attempt to combat the widening gap between skills availability and business requirements.



Borderless talent management



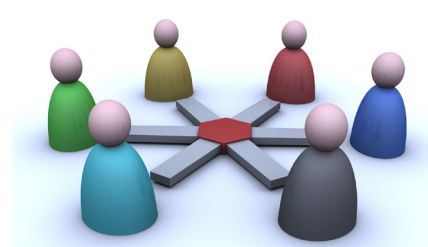
'Glocalisation' is a term that was thrown around in 2013, with its true colors set to be revealed in the new year. As organizations and workforces become borderless, the ability to manage globally and execute locally is becoming increasingly important. The ability to respect and reward cultural nuances and expectations must be coupled with a talent management solution that supports compliance and enterprise visibility for organizations to remain relevant in 2014.

Social is here to stay



Social media has become an important utility for recruitment. The usage of LinkedIn, Facebook, Twitter and other social media platforms for recruitment is set to intensify in 2014, with organizations seeking to keep track of both alumni and new talent pools. The use of social tools for L&D functions will also come to fruition in 2014.

The Entrance of Non-HR Professionals



2013 saw the move of employees moving from line management into a HR role within the same organization. This will gain further traction in 2014 as companies offer career progression to their high performers in the form of new skill sets. While such employees may not have formal HR training or experience, they bring with them operational knowledge and unique insights from the business. These employees are good candidates for HR business partners as they have direct exposure to the challenges faced on the ground. Such important knowledge equips them with the ability to suggest practical solutions to HR challenges faced by the business.

Invest for success



New solutions to technology investments that offer deeper functionality will be delivered via a software-as-a-service (SAAS) model. These tools will be used for functions such as candidate relationship management and career path planning.

References:

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