




ODGERS BERNDTSON

# PRIORITIES FOR HR LEADERS


With five distinct generations in the workforce, understanding generational preferences and allowing for personalized choice and purposeful work will become even more important in the post-pandemic era. As HR leaders, defining moments that matter for employees across generations can allow your organization to create a more personalized and engaging workplace for all.

Personalization isn't just about offering flexible benefits plans. Personalization means providing employees with the space to make decisions about where they work and how they work. Autonomy, empowerment, and flexibility are all extremely important for employee satisfaction and retention and are strong differentiators in today's rapidly changing globalized labour market.

As Canada's premier leadership advisory firm, we know that asking employees what they value and need to be successful at work is key to obtain their buy-in and engagement. Based on our conversations with clients and candidates, we believe organizations should continue to focus on creating diverse and inclusive environments, increasing flexible work arrangements, and investing in employee upskilling and reskilling. These are just a few of the actions organizations can take to enhance employee loyalty, improve workplace productivity, attract new talent, and ultimately, become more agile and prepared for the future.



There are many opportunities for HR leaders to help their organization stay ahead of the curve. Selecting the right strategies for your organization is important. Opportunities might include:

1. Helping organizations focus on building a Future of Work framework and aligning people strategy to business operations to ensure successful outcomes.
  2. Developing a strong culture of engagement to unleash the full potential of employees and gain a competitive edge.
  3. Understanding key elements of creating an impactful hybrid work strategy, connecting mindset, culture, and technology to support employee well-being.
  4. Raising awareness on how technological choices can improve the digital employee experience in a rapidly transforming digital world.
  5. Helping organizations predict what capabilities and skills their workforce will need to succeed in the upcoming years.
  6. Fostering culture and connections in a hybrid work environment while attracting and retaining top talent in a competitive job market.
  7. Authentically integrating diversity, equity, and inclusion into the workplace.
  8. Addressing mental health and well-being in the workplace.
  9. Leveraging data and analytics to inform HR decision-making.
  10. Managing the impacts of globalization and geopolitical risks on the workforce.
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It is no overstatement to say that the role of HR leaders has never been so important as it is now, given the prominence of emerging technologies, shifting cultural values, changing demographics, widening skills gaps, and multigenerational workplaces. Today, more than ever, HR professionals must reimagine—and plan—for the future of work. To help organizations flourish in an increasingly complex environment, it will be essential that they take a front and center role in developing and implementing effective and innovative strategies for employee engagement, inclusion, professional development, acquisition, retention, and so much more.

### **SPEAK WITH AN INDUSTRY EXPERT:**



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