

Preparing your HR Strategy for 2025

***Let us know in the chat
where you are joining from?***

We will start in a few minutes!



FUTURE OF HR

Preparing your HR Strategy for 2025

Erik Van Vulpen // Founder and Dean

Dr Dieter Veldsman // Chief HR Scientist



House-keeping

Please share your comments in the chat

We will try to answer all questions live

Presentation and recording will be made available

Introduction to AIHR



Dr. Dieter Veldsman
Chief HR Scientist



Erik Van Vulpen
Founder and Dean

*“Build an online learning community to continuously educate **100,000** HR Professionals”*

140+

Countries

1000+

HR Clients

45,000+

Members

800+

Learning Activities

500+

Video Lessons

70+

Online HR Courses

Session overview

- 01 | The Trends shaping HR Strategy in 2025
- 02 | How Top Performing Companies approach HR Strategy
- 03 | The HR Strategy Process Flow and Mapping
- 04 | Our HR Strategy Priorities for 2025
- 05 | Getting Started

How will your HR Department Drive Business Growth in 2025?

- a. By aligning HR goals with business objectives
- b. Through strategic talent management and development
- c. By leveraging data analytics for decision-making
- d. Focusing on culture and employee wellbeing
- e. Innovating HR processes through technology adoption





01

The Trends shaping HR Strategy in 2025

HR TRENDS 2025

1

From AI adoption
to AI adaption

2

AI in HR: Overhyped
or underestimated?

3

A tipping point for
the skills mismatch

4

Blue-collar and “new-
collar” jobs boom

5

The golden age of
the silver worker

6

The women’s
equity effect

7

Looming organizational
anxiety

8

HR execution
is king

9

The embedded
HR professional

10

The antifragile
worker

11

Employee engagement 2.0

AIHR | ACADEMY TO
INNOVATE HR

From AI Adoption to Adaption

75% of people are
already using AI at work

46% of them started using
it less than 6 months ago



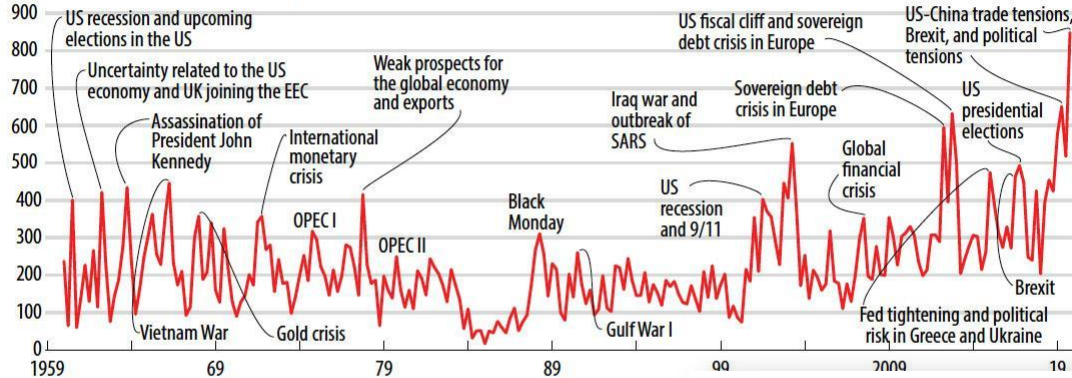
78% of users are BYOAI!

Looming Organizational Anxiety

Uncertain times

Global uncertainty has surged to a record high.

(WUI index: 1959 Q1 to 2019 Q4, GDP weighted average)



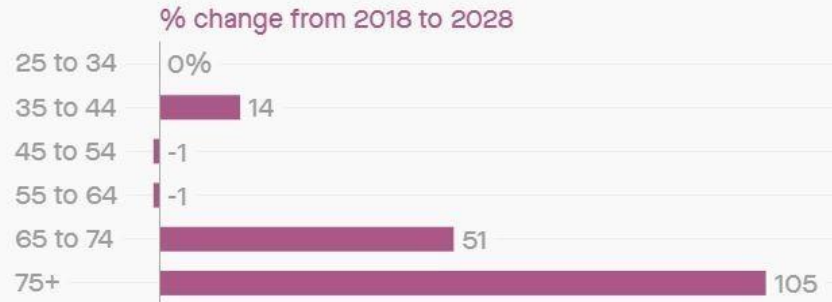
Sources: Ahir, H., N. Bloom and D. Furceri (2018), World Uncertainty Index (WUI), mimeo

Note: The WUI is computed by counting the frequency of the word "uncertain" (or the v reports. The WUI is then normalized by total number of words and rescaled by multipli uncertainty and vice versa. The aggregate and disaggregate data by country and region

How To Prevent The 'Great Stay' From Turning Into The 'Great Stagnation'

The Golden Age of the Silver Worker

Projected growth in US workforce by age group



ATLAS | Data: Bureau of Labor Statistics

Share

age to only 80

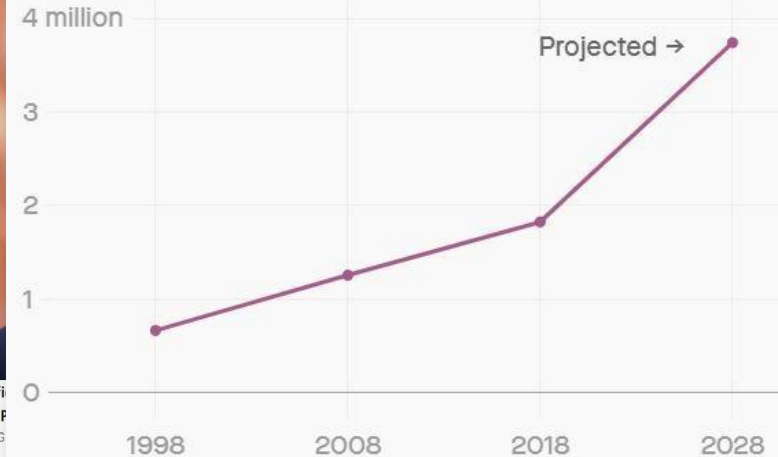
BY **PRARTHANA PRAKASH**

November 26, 2024 at 12:31 PM GMT+1



Chief Executive Offi
on May 23, 2024 in F
PHOTO BY CHESNOT/G

Number of US workers ages 75 or older



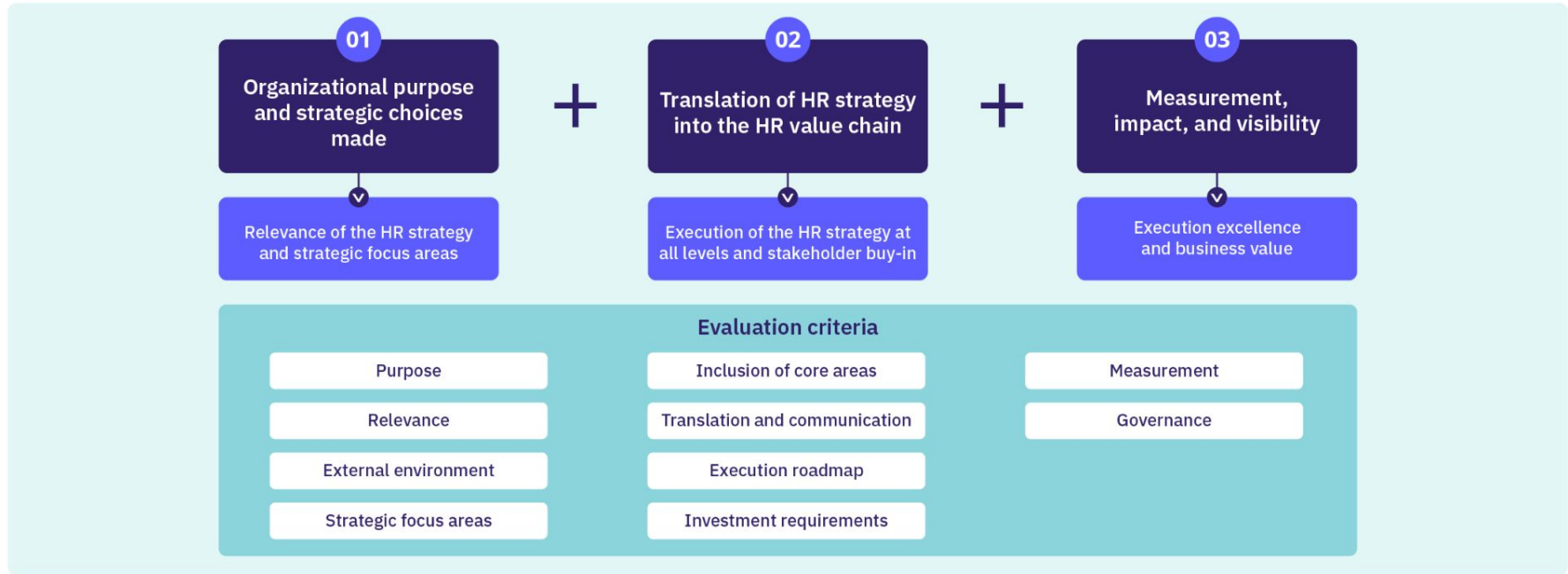
ATLAS | Data: Bureau of Labor Statistics



02

How Top Performing Companies Approach Strategy

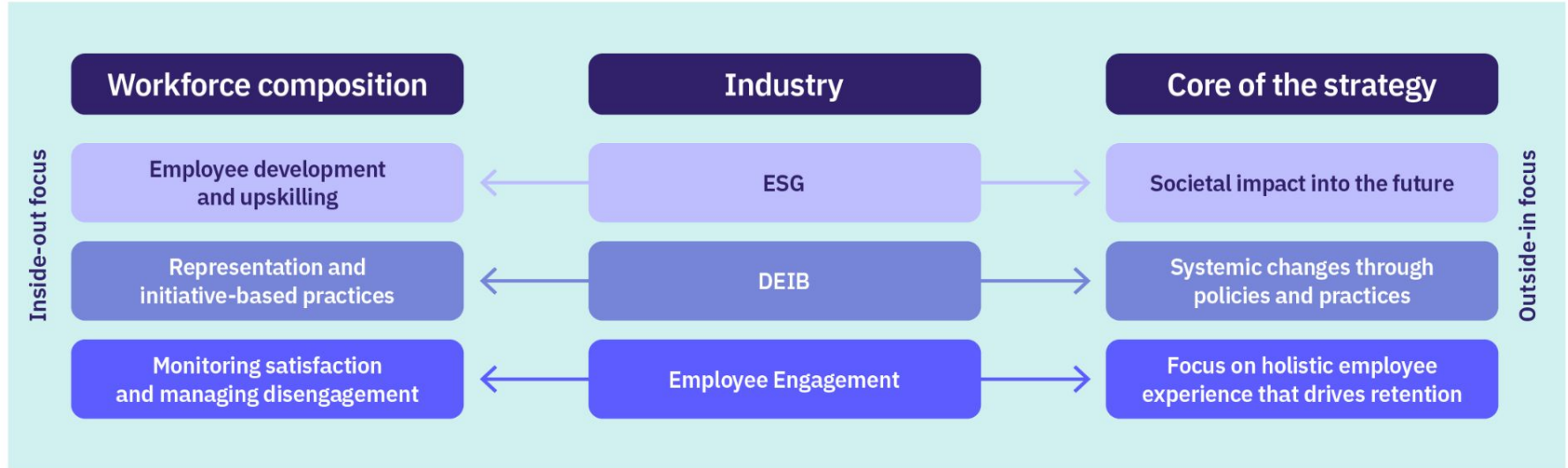
50 Top Performing Companies HR Strategies Insights



Academy to Innovate HR

50 Top Performing Companies HR Strategies Insights

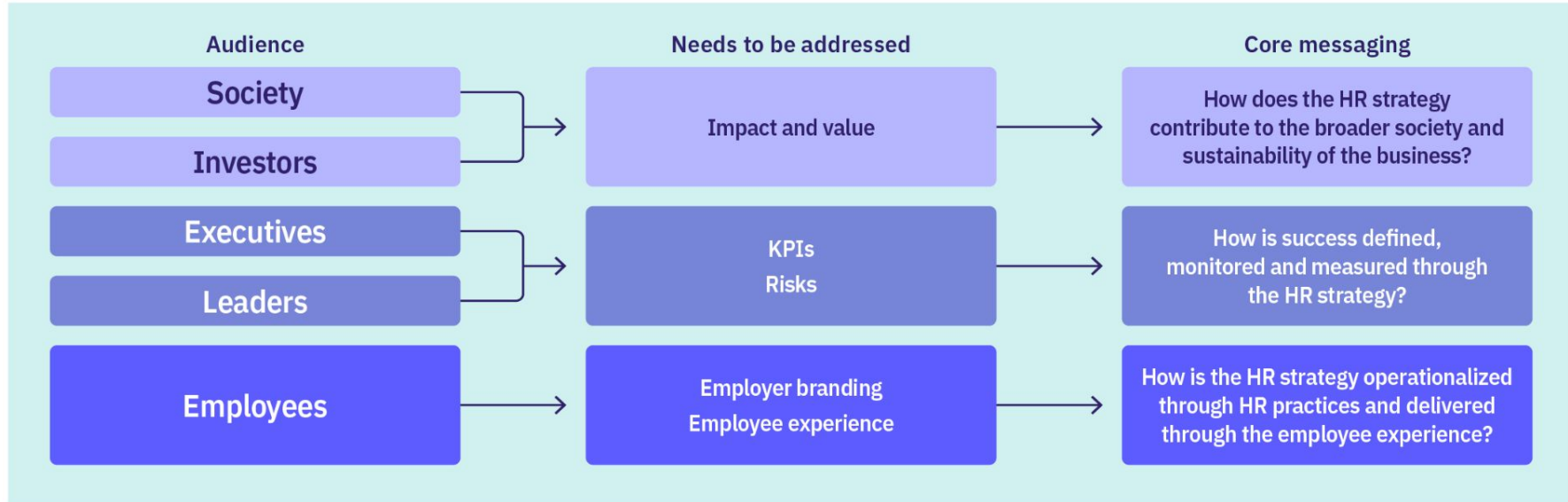
We found that successful companies make distinct decisions about operationalizing ESG, DEIB, and Employee Engagement, which are closely linked to their inside-out or outside-in focus.



Academy to Innovate HR

50 Top Performing Companies HR Strategies Insights

Successful companies translate and communicate their HR strategies to five distinct audiences.



Academy to Innovate HR

Which Practices are you Doing Well in your Company?

1. Our HR strategy is translated for different stakeholders
2. Our HR strategy links clearly to purpose
3. Our HR strategy has clear KPIs
4. Our HR strategy clearly articulates our strategic choices

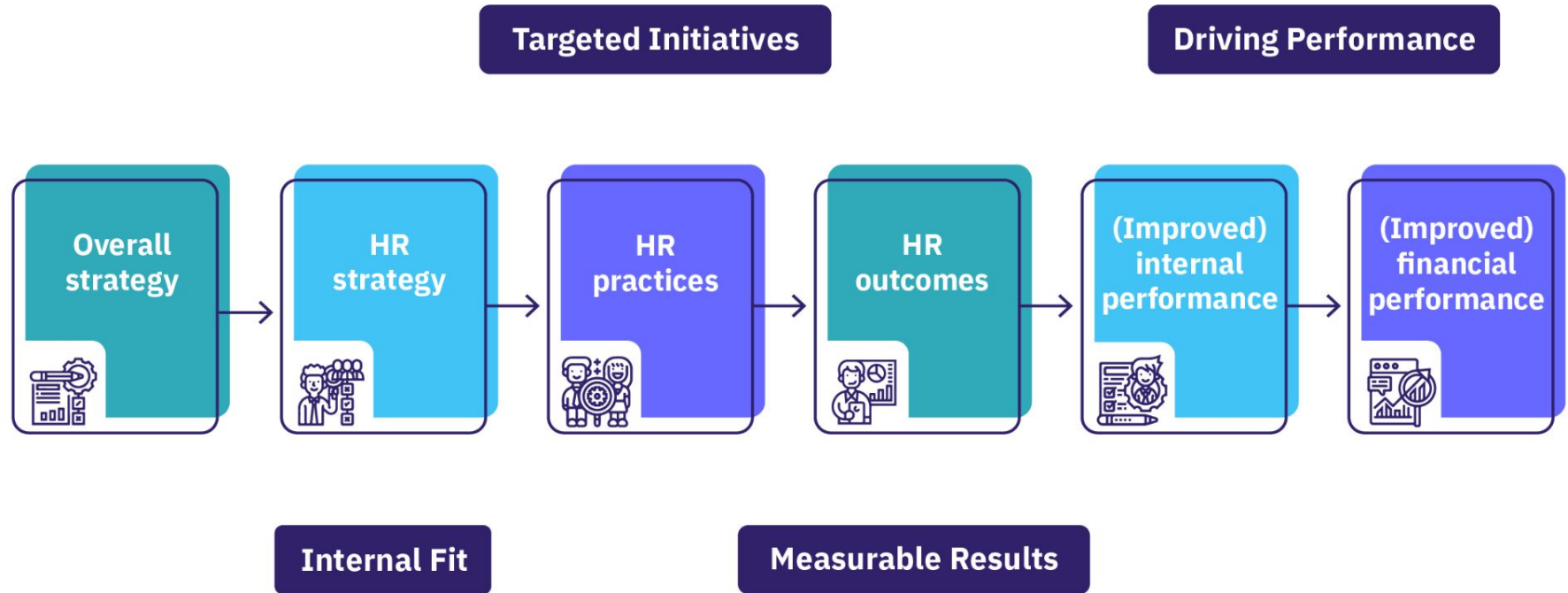




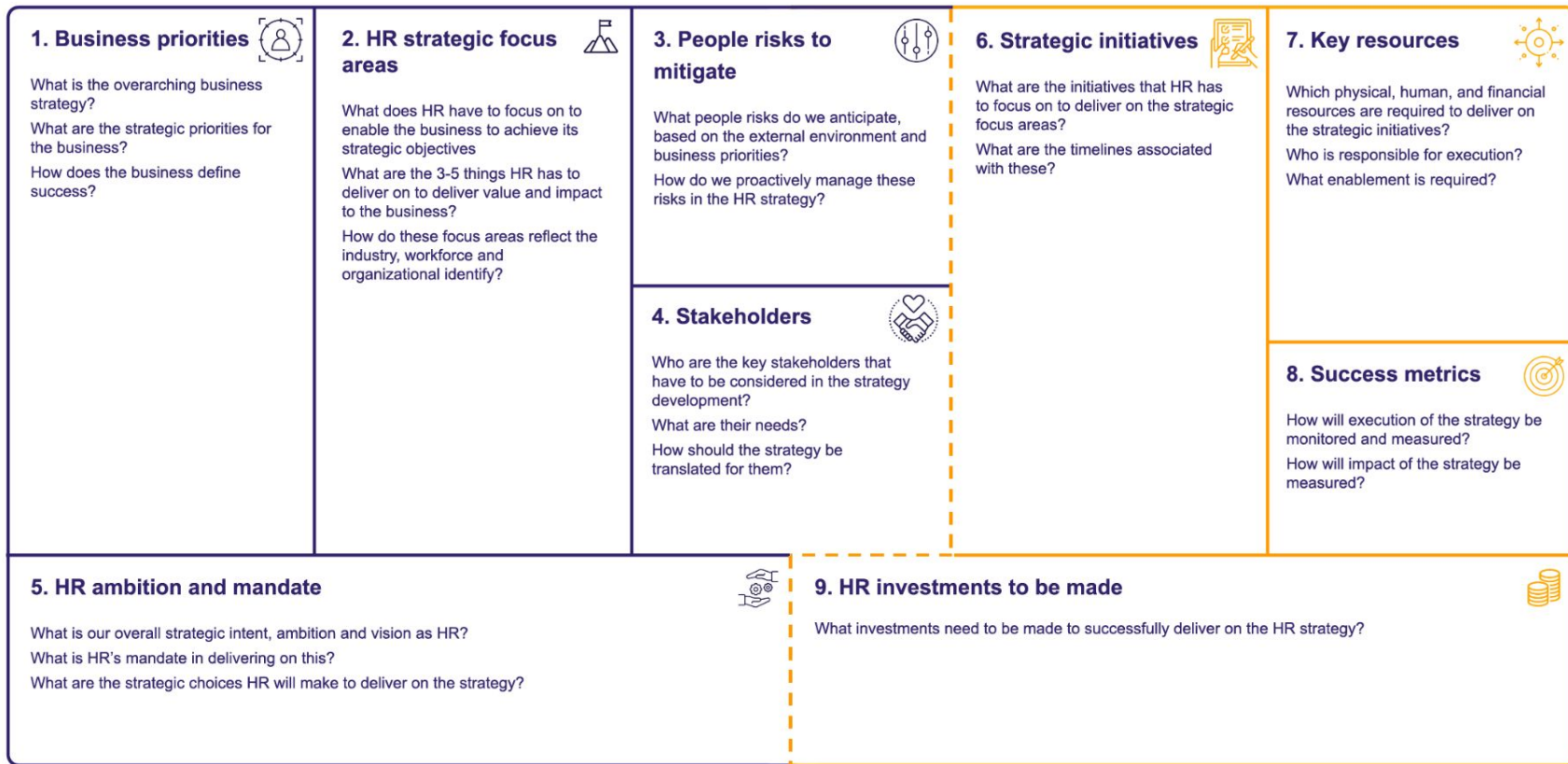
03

The HR Strategy Process Flow and Mapping

Approaching the Strategy Process



The HR Strategy Canvas



STRATEGY

EXECUTION

The HR Strategy Canvas Tool and Template

HR Strategic Plan Template Collection



HR Strategy Canvas

1. Business priorities	2. HR strategic focus areas	3. People risks to mitigate	6. Strategic initiatives
5. HR ambition and mandate		4. Stakeholders	

HR Strategy on a Page

Instructions

Complete the various sections of the strategy on a page, using the information you have gathered in the HR Strategy Canvas. Be critical about what you include.

Strategic ambition

In 2-3 sentences, what do we want to achieve and why is this important?

Strategic focus areas

To achieve our overarching strategy, what will we collectively focus on (3-5 things)?

- 1.
- 2.
- 3.
- 4.
- 5.

Key initiatives and success measures

What will we be delivering in line with our strategic focus areas?

How will we know that we have been successful?

Our values and beliefs

What do we fundamentally believe about our people, what experiences are we crafting and how do they contribute?

Tips and considerations

You now have a basis for communicating your HR strategy in a simple, concise and relevant way. By adapting the core messaging of the strategy to various audiences, their needs are addressed and it creates clarity around the HR strategy's value and impact.

To optimize the process, make sure to consider the following best practices:

1

Make the HR strategy visible

Think about existing mechanisms for communication that can be used to keep the HR strategy visible and top-of-mind. This can include using a tagline in HR communications, making it visible on the intranet or providing quarterly updates on progress. Reach out to the marketing team for ideas and support!

2

Distinguish the HR strategy from strategic planning

It is easy to lose sight of the overarching HR strategy and shift into implementation planning. Without the HR strategy context, strategic planning becomes overly focused on execution and risks losing impact and value. When talking about interventions, timelines and accountabilities, ensure that the strategic links are always made clear.

3

Iterate and adapt the HR strategy

In constantly changing environments, it is expected that your HR strategy might change and need to evolve in response to new needs. Use measurement and metrics to monitor the success of your strategy and iterate focus areas or key initiatives to ensure relevance. The strategic ambition of the HR strategy and the underpinning values and beliefs should remain a constant guiding framework that informs decisions and focus areas within the HR strategy.

Telling a compelling story

Regardless of your audience, telling a compelling story helps to simplify the message, ensure that the core message is conveyed and clearly outlines what is expected or can be expected as next steps. You can use this simple formula to craft a compelling story:

Context and purpose: Why does it matter to your audience? Why should they pay attention? How is it relevant to them?

Process: What inputs and/or data did you consider, which steps did you take or how did you get to the main point. This is a powerful way to build credibility.

Main message: What is the core message you want to land? What are the 3 big takeaways you want to leave them with?

Call to action: What is your ask from the audience and what happens next? What do you want them to do with the information that you shared?

Which area is the most challenging for your Org?

1. **Aligning Organizational and HR strategy**
2. **Translating HR Strategy into Targeted Initiatives**
3. **Focus on Strategic Targets versus day-to-day Activities**
4. **Measuring HR's impact on the organization**





04

Our HR Strategy Priorities for 2025

Strategic Priorities for 2025



Unlock AI potential
responsibly



Create an inclusive
workplace for all
generations



Access talent for today and
tomorrow



Enhance Organizational
Resilience



Deliver HR Excellence,
every day

Strategic Priorities for 2025



Unlock AI potential responsibly

HR Initiatives

Educate business on responsible AI use with supporting frameworks

Drive enablement programs to build AI capabilities

Create targeted use cases to optimize AI value

Establish an AI roadmap and steering committee

KPIs

**AI compliance and proficiency
AI Risk framework in place**

**% employees equipped
% of AI integration into role designs**

ROI on business cases

Roadmap socialized and steering committee established

Strategic Priorities for 2025



Create an inclusive workplaces for all generations

HR Initiatives

Revisit your EVP to be more inclusive of all generations

Drive cross-generational engagement programs

Remove barriers to inclusivity to optimize employee experience

KPIs

**Employee feedback on EVP offering
Utilization metrics
Industry benchmarks**

**Mentorship Program Utilization rate
Employee Engagement Score**

**Accessibility Improvements
Inclusion measures**

Strategic Priorities for 2025



Access talent for today and tomorrow

HR Initiatives

Build internal marketplaces to enhance mobility and bench strength

Focus on succession planning for critical talent

Optimize employer brand to attract targeted talent

KPIs

**Internal mobility rate
Internal marketplace participation
Bench coverage**

Coverage of critical talent over time

**Employer brand recognizability
eNPS**

Strategic Priorities for 2025



Enhance Organizational Resilience

HR Initiatives

Implement a listening strategy for continuous employee feedback

Develop a Resilience Training Program

Implement fit-for-purpose work arrangements

Strengthen Leadership and Management Training

KPIs

**NPS
Satisfaction
Engagement**

Employee Resilience Score

**Productivity metrics
Engagement metrics**

**Leadership Effectiveness Scores
Direct Report Retention Rates**

Strategic Priorities for 2025



Deliver HR Excellence, every day

HR Initiatives

Align HR Operating Model with Business

Automation of administrative work and renewed focus on tactical work

Focus on personalized experiences through AI across key areas of employee lifecycle

KPIs

**Business Feedback Index
HR Impact Metrics**

% of efficiencies gained

eNPS



05

Getting started



Connection

Ensure your value drivers are **connected** to business strategy & internally aligned



Clarity

Create **clarity** with your stakeholders on why these metrics matter



Compelling

Tell a **compelling** story that helps to put the measures into context



Cadence

Ensure a set **cadence** of review, measure and feedback to monitor progress

Ask your questions in the chat!

