



WEBINAR

**5 HR predictions
for 2025**

Hello, nice to meet you!



Eleni Teichmann
Senior People Scientist
Culture Amp

Culture Amp - Creating a better world of work



Engagement

How people feel



Performance

How people deliver



Development

How people grow

How the predictions came about

- Global benchmarks
- Employee engagement
- Performance management
- Development plans
- People analytics
- Retention Insights
- 1:1 frequencies



Prediction #1



In three years, what's the percentage of employees that receive a high performance rating twice in a row:

7%

3%

2%

5%

In three years, what's the percentage of employees that receive a high performance rating twice in a row:

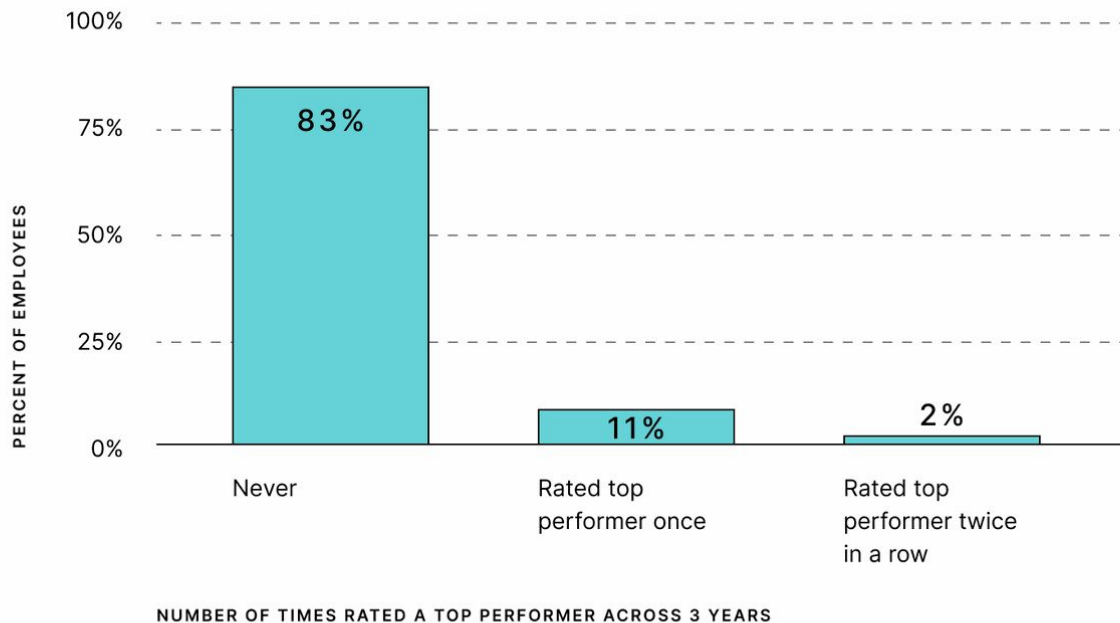
7%

3%

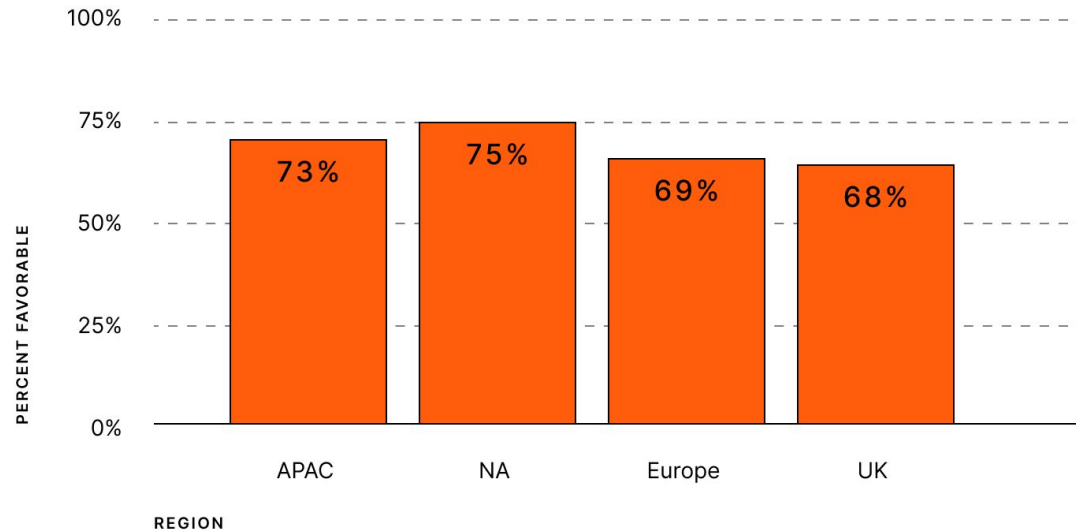
2%

5%

Sustaining high performance over a period of time is really difficult



In the UK and Europe, almost 1 in 3 employees think that the performance process is unfair

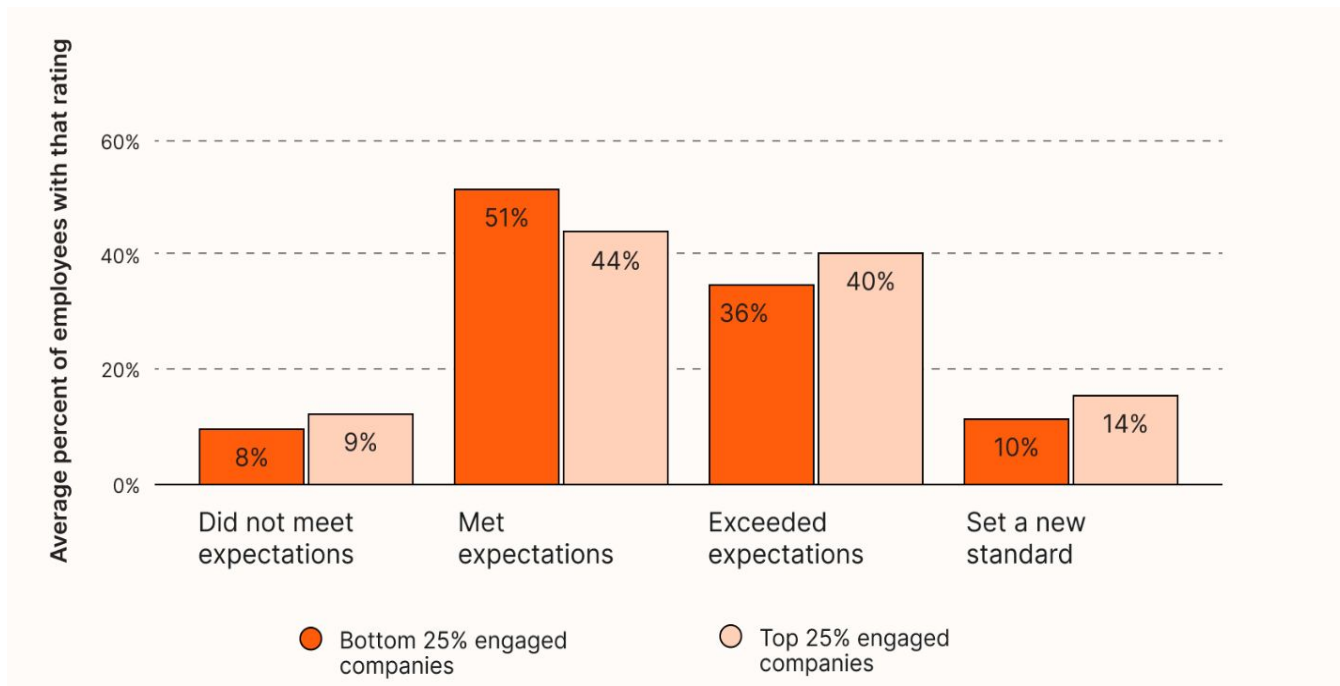


Prediction #1

Performance
measurement shifts
from "me" to "we"



Companies with high engagement levels also have more high performers



Key takeaway and next steps

Key takeaway:

- A new era of performance management will prioritize *sustainability* of individual and team performance, well-being, and longer-term success.

Next steps:

- High performers are more likely to have goals that align with company-wide goals
- Ensure your organization establishes company-wide goals that teams can rally around, or empower teams to create their own goals that ladder up to organizational success and promote high performance.

Prediction #2



There's an ever growing influence of social media on workplace trends

PERSONAL FINANCE


From 'quiet quitting' to 'coffee badging' — why employees are interested in work

PUBLISHED TUE, JUL 16 2024 9:52 AM EDT

Jessica Dickler
@JICKLER

KEY POINTS

- After mostly trending up for years, workplace engagement has flattened.
- The latest symptom of this detachment is "coffee badging."
- In part, workers are feeling tapped out and don't want to spend as much time at the office than they already do, research shows.




BBC

Home News Sport Business Innovation Culture Arts Travel Earth Video Live

The inevitable rise of #worktok

30 August 2023

Ellen Nguyen
Features correspondent



When work is life, and life is social media, it only makes sense that workplace discourse is thriving alongside make-up routines and viral dance videos. Viral challenges and dance routines, career advice and workplace venting. Just another day on TikTok.

Business Today

About Advertise Events Calendar Business Wall

Subscribe Contact 0843 289 4634


Great data = successful campaigns

Accurate data ■ 2 for 1 gone-away guarantee ■ Excellent ROI

01826 777400

www.corpdata.co.uk

YOU ARE AT: Home ■ HR & Recruitment ■ Employment Expert Warns of TikTok Career Trends' Negative Impact: Are Workplaces Falling Short?



Employment Expert Warns of TikTok Career Trends' Negative Impact: Are Workplaces Falling Short?

POSTED BY GREG ROBINSON ON JUNE 28, 2024

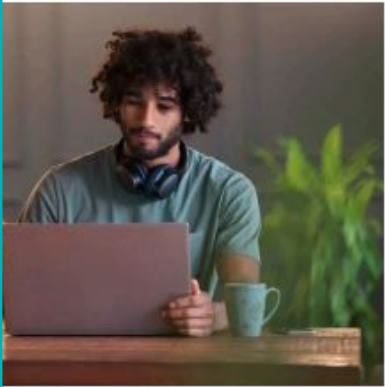
HR & RECRUITMENT

Over 250 million videos currently exist on TikTok discussing some of the biggest career trends of 2024, including quiet quitting, rage applying, and acting your wage.

How TikTok Trends Affect The Workplace: Lazy Girl Jobs, Quiet Quitting, Loud Laboring And More

Ashley Stahl Former Contributor

Nov 1, 2023, 09:30am EDT



mark on the world of work, redefining the way we ...

as cemented its place as a social media ... is no longer reserved for dance challenges ... e people discuss and dissect different

**How have the different aspects of engagement -
Pride, Recommendation, Motivation & Commitment -
changed in the last year?**

Employees are more positive across all aspects

Employees are less proud, but motivation is stable

Employees are less motivated, but are committed to staying

Employees are more negative across all aspects

**How have the different aspects of engagement -
Pride, Recommendation, Motivation & Commitment -
changed in the last year?**

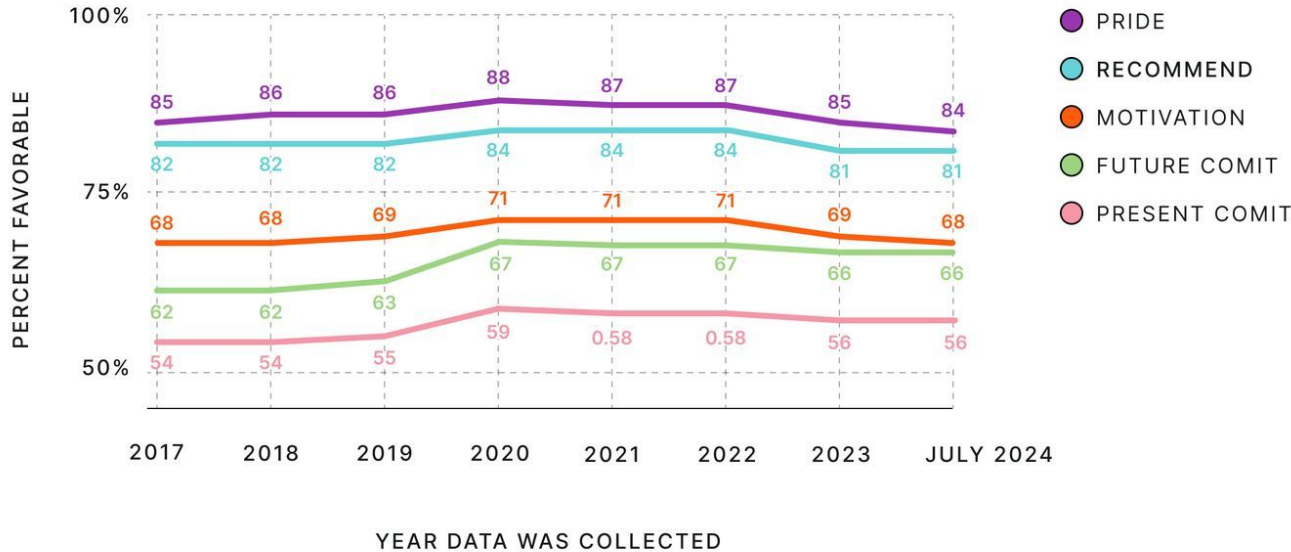
Employees are more positive across all aspects

Employees are less proud, but motivation is stable

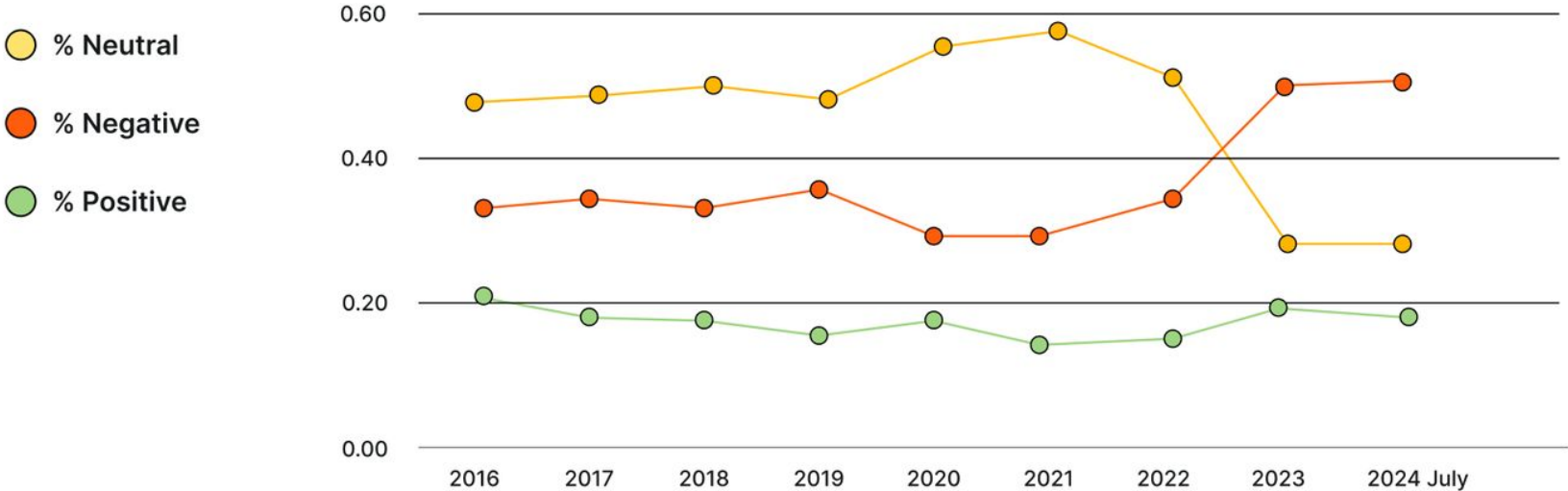
Employees are less motivated, but are committed to staying

Employees are more negative across all aspects

While commitment and willingness to recommend are steady, pride & motivation continue to decline



Negative sentiment has increased as neutrality declines



Prediction #2



The employee-employer standoff continues

Key takeaway and next steps

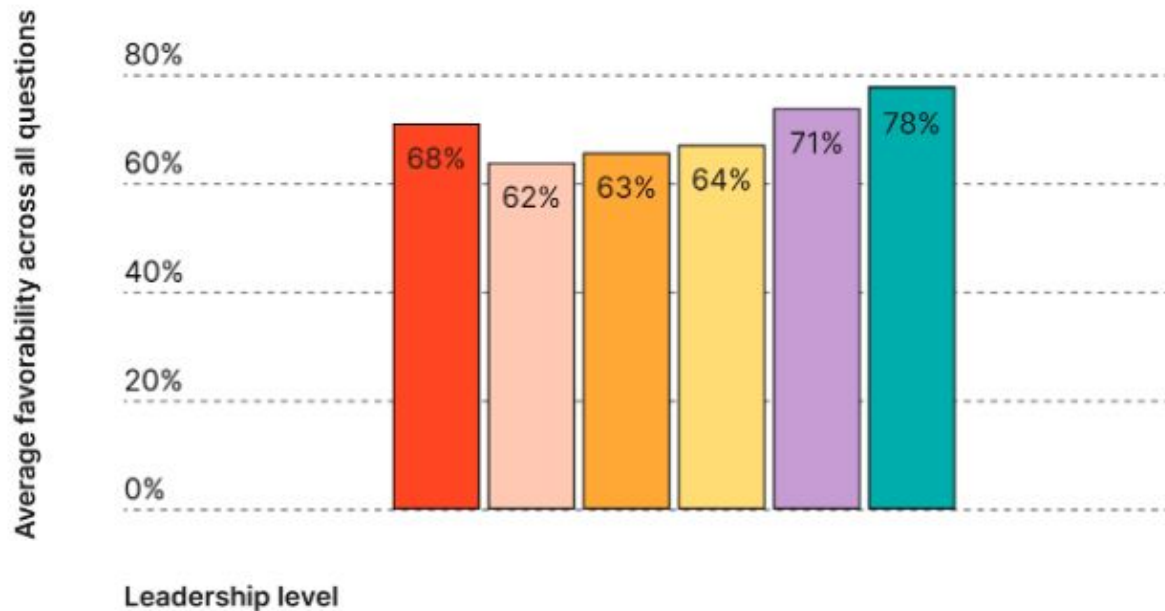
- Key takeaway:
 - Neither employees nor employers are in a strong position
 - There may be a reduction in full-time roles in favor of part time or contract work
 - A path to alignment is possible
- Next steps:
 - Listening tours that include employees across all generations/ages
 - Leaning in to the data available to organisations (including social media)
 - Rallying people behind a common purpose to stop the us vs. them mentality

Prediction #3

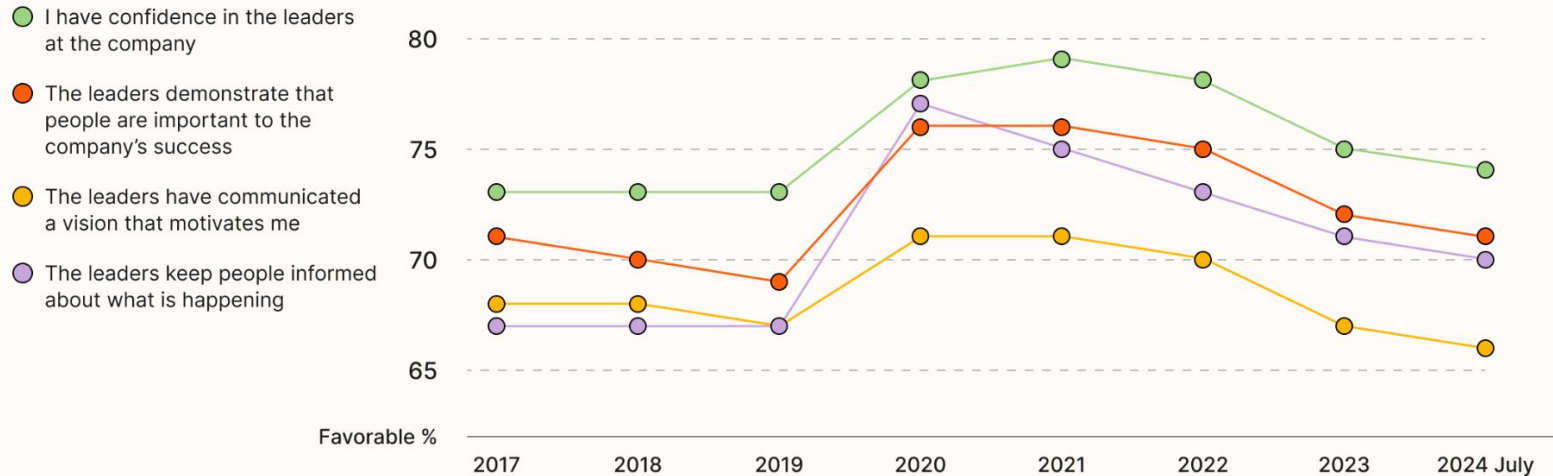


Leaders are having an *elevated* experience

● Entry level ● IC ● Manager ● Director ● VP ● C-Suite



Perceptions of leadership continues to steadily decline toward pre-pandemic levels



Leadership is central to employee engagement

DRIVERS OF ENGAGEMENT	UK	US	GLOBAL	AUSTRALIA	GERMANY
I have confidence in leaders					
The company is a great place for me to make a contribution to my development					
The leaders have communicated a vision that motivates me					
Leaders demonstrate people are important to the company's success					
Day-to-day decisions demonstrate that quality and improvement are top priorities					
The company effectively directs resources toward company goals					
The company really allows us to make a positive difference					

Prediction #3

Do-it-all leadership goes out of fashion



Key takeaways and next steps

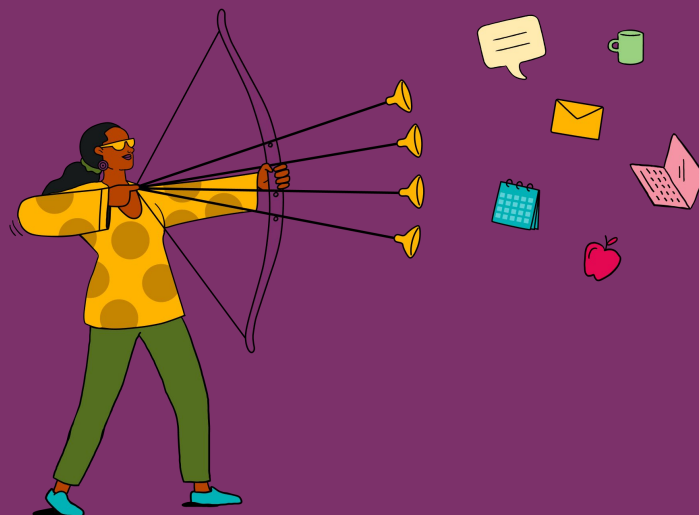
Key takeaways:

- Leaders who rely on employee experience data to guide their priority setting will resonate more with employees and see upticks in favorability
- Employee perception may fall further in the short term as they see leaders doing less, but the focused and intentional leaders' impact will be observed in the long-run as a net gain

Next steps:

- Providing leaders with the data they need to understand what's going on and prioritize

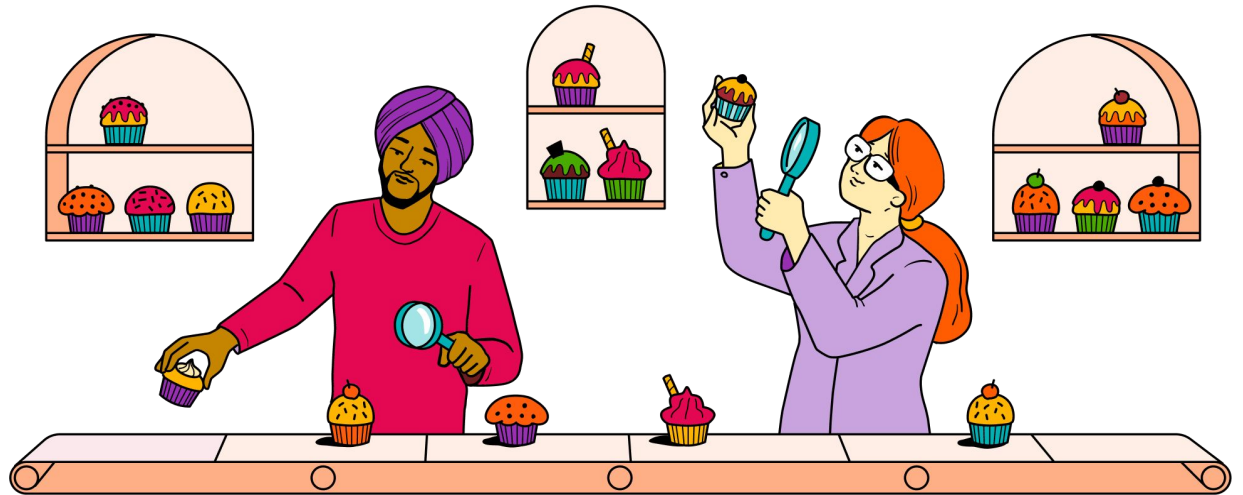
Prediction #4



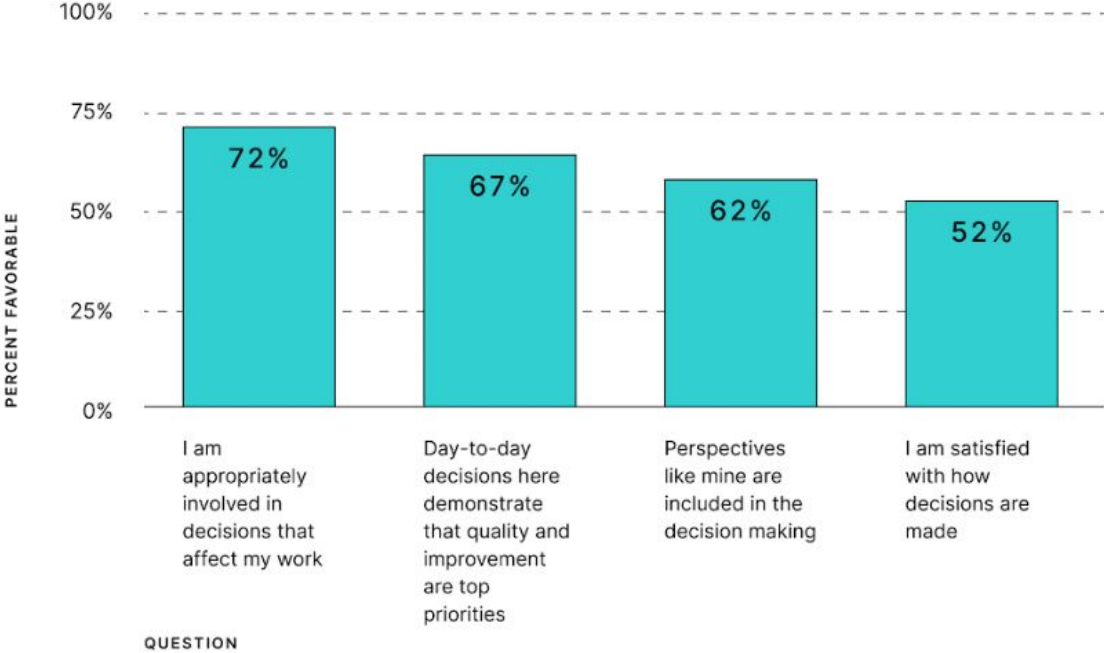
Share in the chat

What have been blockers
for effective decision making
in your organisation
and your leadership teams?

Globally, 40% of employees do not agree that their organization is effectively directing resources toward company goals



Nearly 1 in every 2 employees is either unsatisfied with or unsure of how decisions are made



Prediction #4

Decision intelligence takes center stage



Key takeaways and next steps

Key takeaways:

- There will be heated philosophical debate as companies integrate more technology for decision-making
- Being able to analyse more data might not solve for all problems employees currently see with decision making - it's also about rebuilding confidence in organisational processes and operations

Next steps:

- If you haven't already, audit your data - checking for quality and security
- If your employees are dissatisfied with decision making - diagnose why

Prediction #5

Internal processes get an AI makeover



Regarding AI use - would you say your company...:

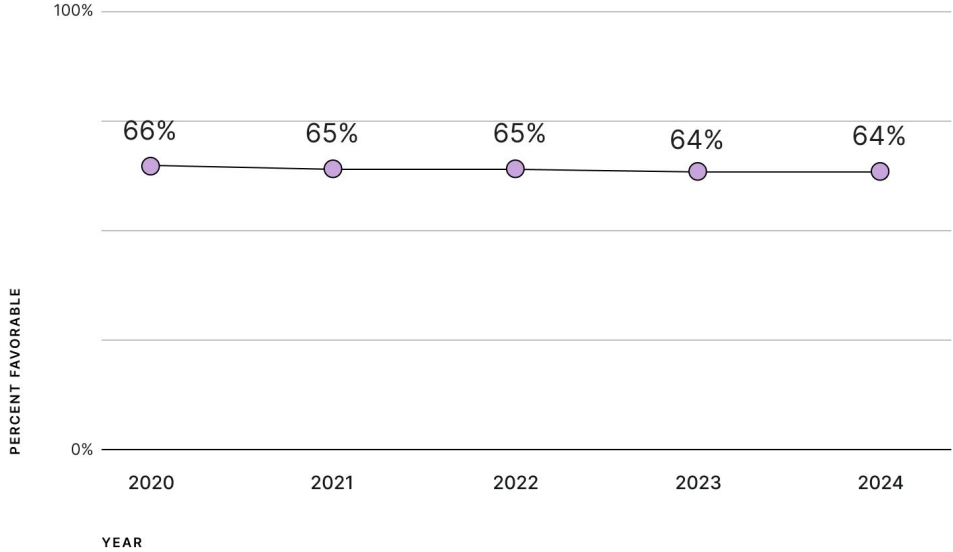
has a service or product with AI and is using AI internally for employee efficiency or otherwise

has a service or product with AI, but is not yet using AI internally

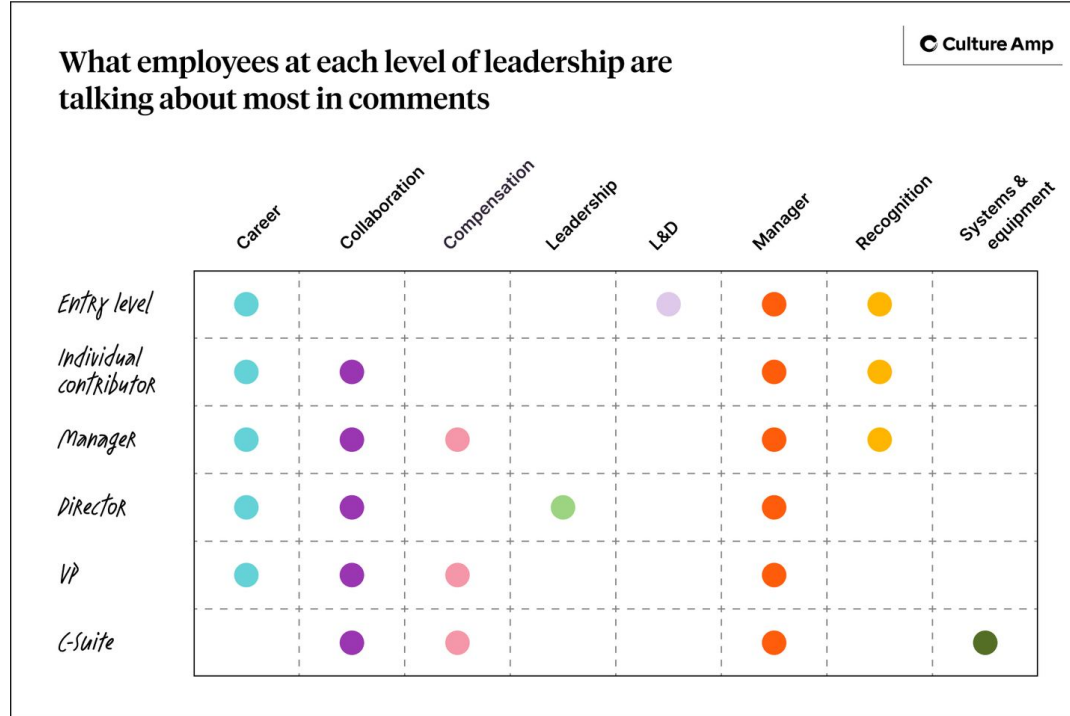
doesn't have a service or product with AI, but is using AI internally

does not have a service or product with AI, and is not yet using AI internally

System and processes haven't gotten better over the years



C-suite leaders are deeply and uniquely concerned about systems and processes



Key takeaways and next steps

Key takeaways:

- Bringing AI in-house to improve operations may come with growing pains, but companies who are late to the race will be inevitably left behind

Next steps:

- We have a new AI survey template that will be out in January, available to all Culture Amp customers. Companies who leverage this survey will be able to track the impact that implementing internal Gen AI tools is having on their employees.
- Next step: Getting an understanding of current AI use cases internally

Conclusion

- We're taking a hopeful approach to 2025 and predicting that some of the trends we see in 2024 will change for the better
- What all our predictions have in common is a willingness and aptitude for adaptability in the face of changing market demands
- Organizations that embrace experimentation, rethink priorities, and approach AI integration strategically – and with their people in mind – will be the ones to lead the charge
- We're expecting major pivots, experimentation in thinking and process, and adaptation in 2025



Culture First: On Tour - London

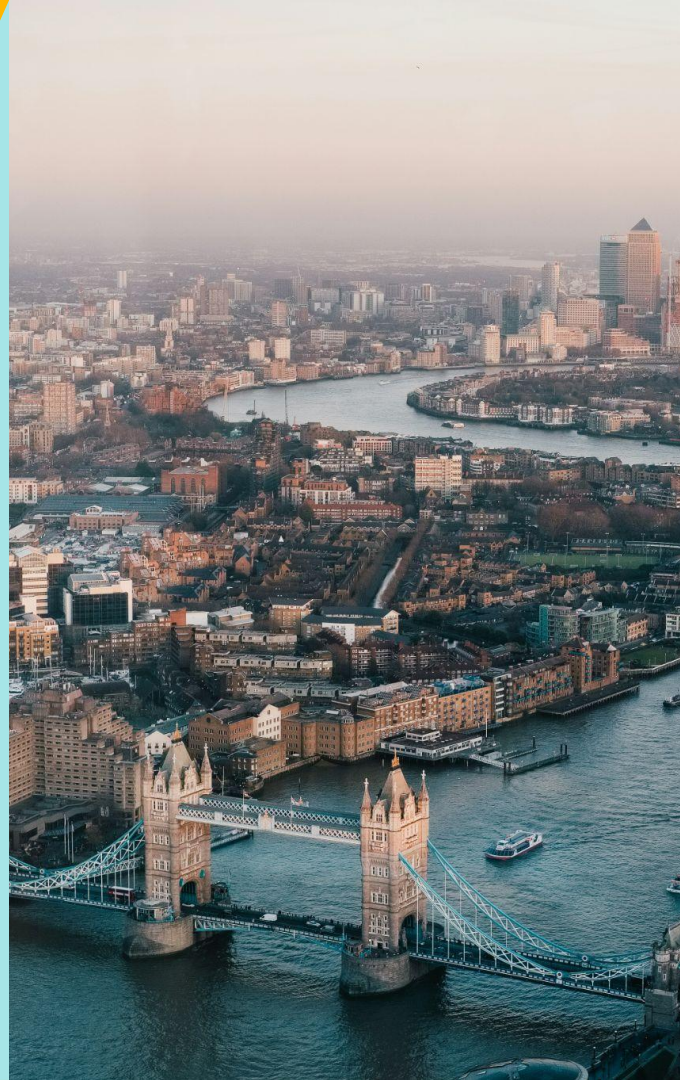
Join us for an in-person event that goes beyond traditional networking and brings together the best minds in HR.

Wednesday 26 February,
9:00am GMT

Everyman Cinema, Broadgate Circle



SCAN ME



Questions?

Thank you