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# Human Resources Buying Momentum

A Focus on Adapting to Changing  
Employee Expectations



# Human Resources Buying Momentum



Companies that sell into the Human Resources market can **accelerate revenue by connecting the value they offer** to the issues driving urgency for HR buyers. In this eBook, we focus on top concerns related to **changing employee expectations** and share strategies for personalizing around this focus.


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# A Focus on Adapting to Changing Employee Expectations

**According to Deloitte, companies that co-create with their workers are 1.8x more likely to have a highly engaged workforce, 2x more likely to be innovative, and 1.6x more likely than peers to anticipate and respond to change effectively.**

Dissonance remains between employer's post-pandemic expectations of "return to the office" and employee expectations of "flexible work models."



**Changing employee expectations provide an opportunity for forward-thinking organizations to "co-create the employer employee relationship" and put the "human" at the center.**



In Deloitte's 2023 survey, **80% of HR leaders** said they are prioritizing "human" relationships, purpose, DEI and trust, yet only 23% say their leaders are successfully adapting.

# Human Resources Pockets of Momentum



## A Focus on Adapting to Changing Employee Expectations

To be successful in Human Resources markets, companies need to understand what's creating urgency and driving buying momentum among stakeholders. Top concerns related to *changing employee expectations* are:

- 1 **Recruiting and retention**
- 2 **Employee experience**
- 3 **Flexible organizational models**
- 4 **HR digitization and people analytics**



# 1 Recruiting and Retention



In 2023, finding and retaining talent remains a top concern, with 75% of Human Resource leaders saying it's their top priority.

- **83% of global companies** are facing significant talent retention problems
- More companies are reducing academic requirements in hiring in favor of **skills-based hiring strategies** that reduce barriers to entry
- The top 5 most sought-after skills are **not technical skills but “human skills,”** including communication, leadership, and collaboration

## Key Takeaway:

Companies are re-thinking old standards and investing in new, creative approaches to attract talent, and broaden and diversify the talent pool.



## 2 Employee Experience



A 22% gap between employer and employee perceptions of well-being at work makes finding effective solutions a challenge.

- One in four employees report experiencing symptoms of burnout
- 9 out of 10 employees say they would trade a portion of their life's earnings for **greater meaning at work**
- When asked about what undermines well being at work, employees cite **unreasonable workload, low autonomy, and lack of social support**

### Key Takeaway:

Companies are prioritizing the well-being of employees and increasing budgets for programs by 10-20% this year, but need help finding impactful approaches that support employees and reduce stress.



### 3 Flexible Organizational Models



Boundaries that used to provide structure at work have been dismantled. New models require focus on human dynamics.

- 74% of U.S. companies have or plan **permanent hybrid work models**
- In a flexible work preferences survey, employees cited **flexibility in when work gets done** over flexibility in where work happens
- **A significant readiness gap exists**, with only 17% of companies saying they are ready to embrace worker agency required with flexible models

#### Key Takeaway:

McKinsey says sustainable impact on employee well being requires systemic solutions, including organizational-level interventions, but companies need help co-creating new models that work for everyone.





## 4 HR Digitization and People Analytics



Research shows that leading companies invest, measure and scale people analytics more than other companies.

- **70% of companies use people analytics** to improve their performance, but HR professionals are eager to expand to serve more needs
- **68% predict that their team size will grow** in the next 18–24 months
- **The 5 top areas where people analytics can help are:** DEI, Employee Experience, Retention, Workforce Planning and Talent Acquisition

### Key Takeaway:

HR leaders are optimistic about expanding HR technology, including investing in AI, to meet new priorities. 75% plan new investments and 60% believe these investments will improve employee experience.





# Personalizing Value to Human Resources Buyers

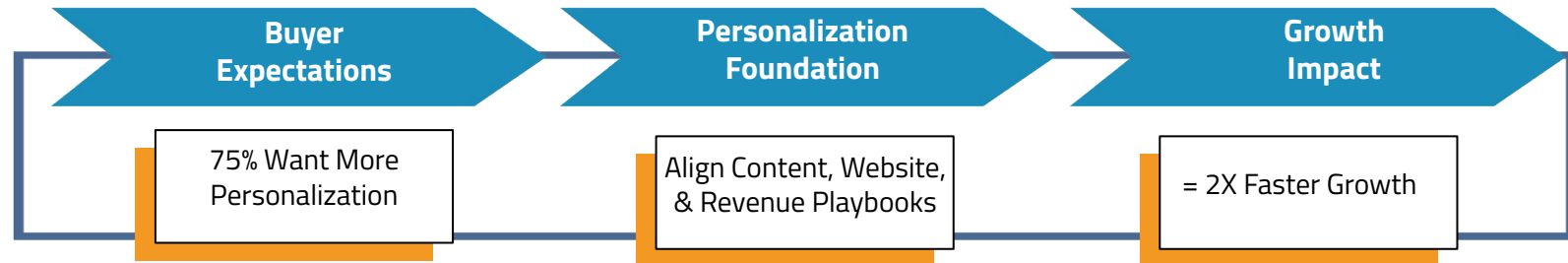


To have authentic conversations with Human Resources buyers, you must recognize and speak to individual priorities within the larger context of the business.



**This means personalizing to each HR leader and linking individual role-based value props to a value for the broader stakeholder group.**

## Opportunity and Challenge of Personalization at Scale



# Human Resources Key Buyer Personas

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There are a range of stakeholders involved in human resources investments. **For products or services focused on adapting to changing employee expectations**, personalize to the roles highlighted in bold below.



- **Chief HR Officer or Chief People Officer**
- **VP or Director of HR**
- **VP or Director of Recruiting/Talent Acquisition**
- **VP or Director of Onboarding**
- **VP or Director of HRIS**
- **VP or Director of Workforce Analytics**
- **VP or Director of Employee Relations/Experience**

# Discovery Themes and Questions

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When personalizing to Human Resources buyer roles, with a focus on changing employee expectations, these themes can get you started.



## Recruiting and retention

- What goals/KPIs have you set for recruiting and retention?
- Where are you seeing the most drop-off or friction in your talent pipeline? Where are the best opportunities to improve?
- How are you approaching passive candidate recruiting?
- Where do you see opportunities to leverage modern tools, data, AI and ML?

## Flexible organizational models

- How is your organization adapting to flexible organization models?
- How are you responding to the challenges of hybrid, remote, and in office models? How does this impact HR?
- How do you think flexible organizational models impact efficiency, innovation and employee/customer satisfaction?

## Employee Experience

- What are your goals around improving or changing the employee experience?
- How are you adjusting to meet new employee expectations?
- What challenges does this create for you and your team?
- Where would you like to leverage modern tools, data, AI and ML?

## HR digitization and people analytics

- What goals/KPIs have you set around digitization and analytics in HR?
- In what ways has the utilization of people analytics influenced workforce planning, talent acquisition, and performance management?
- What are the challenges you face in driving digital strategies and leveraging analytics at scale?

# Buyer personalization has helped these companies grow faster



Guild



“

I am pausing for a moment of immense gratitude. I had a good feeling when we first spoke, but my good feelings don't always pan out. In this case they've not only panned out, you've provided more of a boost to revenue growth plans than I could have ever envisioned.

”

**Sheila Sarem**  
CEO and Founder  
BASTA



# According to Gartner Research, companies with lifecycle personalization around buyer roles and goals grow 2x faster.

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Winalytics **accelerates growth** by personalizing value to corporate learning buyers across your sales, marketing and customer success teams.

## Contact us:

Email us at [info@winalytics.com](mailto:info@winalytics.com)

Book a call with Brent Keltner, President of Winalytics

Find more resources at [www.winalytics.com](http://www.winalytics.com)



## Endnotes: Research Sources

### Human Resources: A Focus on Adapting to Changing Employee Expectations

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Forbes: [Top Ten HR Trends For The 2023 Workplace](#)

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Executive Networks: [2022 Survey of Chief Human Resource Officers \(CHROs\)](#)

Pearson InSights: [Pearson Skills Outlook: Power Skills](#)

SelectHub: [HR Trends for 2023: Future of Human Resource Management](#)

Harvard Business Review: [How the Metaverse Could Change Work](#)

Deloitte: [People Analytics Solutions: Market Primer](#)

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McKinsey Health Institute: [Addressing Employee Burnout](#)

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