

AUDIENCE INTELLIGENCE REPORT

January 2023



The community is growing

Our super users in January included:



Head of HR & Administration



Chief People Officer



HR Manager



HR Manager



Chief HR Officer



HR Director



Chief HR Officer



Head of HR



VP Global HR and Talent Development



Senior HR Manager



HR Manager



VP People & Organization



What we're hearing from the audience

Our content team has spent over 1,000 hours each year conducting primary research across all our communities, this is what they discovered in January:

Enforced Collaboration in a Hybrid World

HR leaders are approaching enforced collaboration in a hybrid world by acknowledging the importance of having clear value and purpose for in-person meetings, and creating guidelines and principles with input from HR, internal comms, and stakeholders from across the business to ensure that these meetings are effective and inclusive. The idea of "moments that matter" has been introduced by some, where individuals would only be required to come together in person for important meetings or events. HR leaders recognise that different teams may have different needs for in-person collaboration and strive to strike a balance between too much structure and too little freedom. By understanding the needs of each team and creating tailored principles and guidelines, organisations can foster a culture of learning, growth, and collaboration.

Measuring Employee Engagement

HR leaders have been sharing how they are using certain tools to measure engagement by conducting engagement surveys twice a year and the benefits of utilising listening dashboards that are updated on an ongoing basis to track data from multiple listening channels to identify areas of concern. Their goal is to continuously improve by being aware of employee sentiment.

Top reads

Delve deeper into the content our audience are engaging with to solve challenges across creating value, leveraging data and conscious leadership.

1



[Dave Ulrich: How human capability creates value for all stakeholders](#)

2



[Navigating the future of work: Leveraging data and upskilling for success](#)

3



[Conscious leadership: A better approach to making decisions in difficult times](#)

What the audience are sharing with each other and our other partners

We recently led a roundtable on delivering engaging experiences amid economic uncertainty, here's what the audience shared...

The global economy is facing an uncertain outlook, and the high inflation levels worldwide are a testament to it. Companies and individuals are feeling the pinch due to sky-rocketing inflation rates, resulting in companies making tough decisions. Employees are concerned about their futures and need to see and feel a connection with their employer.

Strategies to Improve Employee Engagement and Experience

Part of the discussion centred around organisational effectiveness, culture, and change management. One participant shared with the group their company's employee experience framework "Moments that Matter". This framework is centred around 9 moments in the employee lifecycle, including work, growth, and belonging, and provides tools and resources for both employees and leaders to answer questions about expectations and career development. One attendee chose to share her experiences in engaging employees during the pandemic. Despite budget constraints, her organisation's engagement score increased due to in-house training and recognition programs. The takeaway from this is that focusing on the employees' day-to-day tasks and recognition of their talent and work can motivate and keep them engaged in the company.



Navigating Inflation, Wages, and Rewards

During the discussion, the topic of inflationary pressures and employee feedback was raised. It was noted that despite inflation being over 8%, many employees have not received corresponding raises. To address this, the participant whose company utilises the framework 'Moments that Matter' has developed an enterprise-wide listening strategy tied to their nine "moments that matter." This includes asking employees about their opinions and preferences through surveys, focus groups, interviews, and a new pilot initiative called "alumni listening," which focuses on employees who left the company but later returned.

The results of the alumni listening initiative showed that while fair wages are important, other factors that matter more to employees, such as flexibility. Some employees were willing to take a pay cut to return to the company because it offered flexible work arrangements, such as hybrid or remote options. This indicates that while the company may not necessarily be able to offer the highest salaries, the overall employee experience still makes it an attractive place to work.



THANK YOU

Hopefully you find the insights from January's report beneficial.

If you'd like more information and insights on the HRD Connect audience let us know

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