



HR Strategy Forum

24th - 26th March 2025

Interim Client Research Report



This interim report is based on survey findings of the delegates who have confirmed their attendance at the upcoming HR Strategy Forum on the 24th, 25th & 26th March 2025, who include chief people officers, HR directors and other senior HR leaders from multinational organisations.

To deepen our insights, we interviewed the highest decision-makers via video and telephone interviews to discuss the trends and issues being tackled in their organisations.

ATTENDING GROUP BREAKDOWN

35%

**Chiefs &
Directors**

42%

**Heads of
Departments**

23%

**Senior
Management**

MAIN FINDINGS OF THE REPORT



WORK FORCE MANAGEMENT PLANNING

Effective workforce management planning is crucial for HR leaders to ensure talent is aligned with current and future business needs. It optimises resource allocation, reduces skill gaps, and prepares the organisation for challenges like shortages or overstaffing



CULTURAL TRANSFORMATION

Cultural transformation is key for HR leaders to keep the organisation competitive and aligned with strategic goals. By fostering a culture of change and reinforcing values, it boosts employee engagement, drives innovation, and ensures a high-performing, adaptable workforce.



IMPROVING PROCESS EFFICIENCY AND AGILITY

To maintain a competitive edge, HR leaders must prioritise process efficiency and agility, refining operations to eliminate inefficiencies and enhance responsiveness. This approach allows organisations to swiftly adapt to market changes, optimise resource utilisation, and consistently deliver value, positioning them for sustained growth and success.

CLIENTS WE WORK WITH

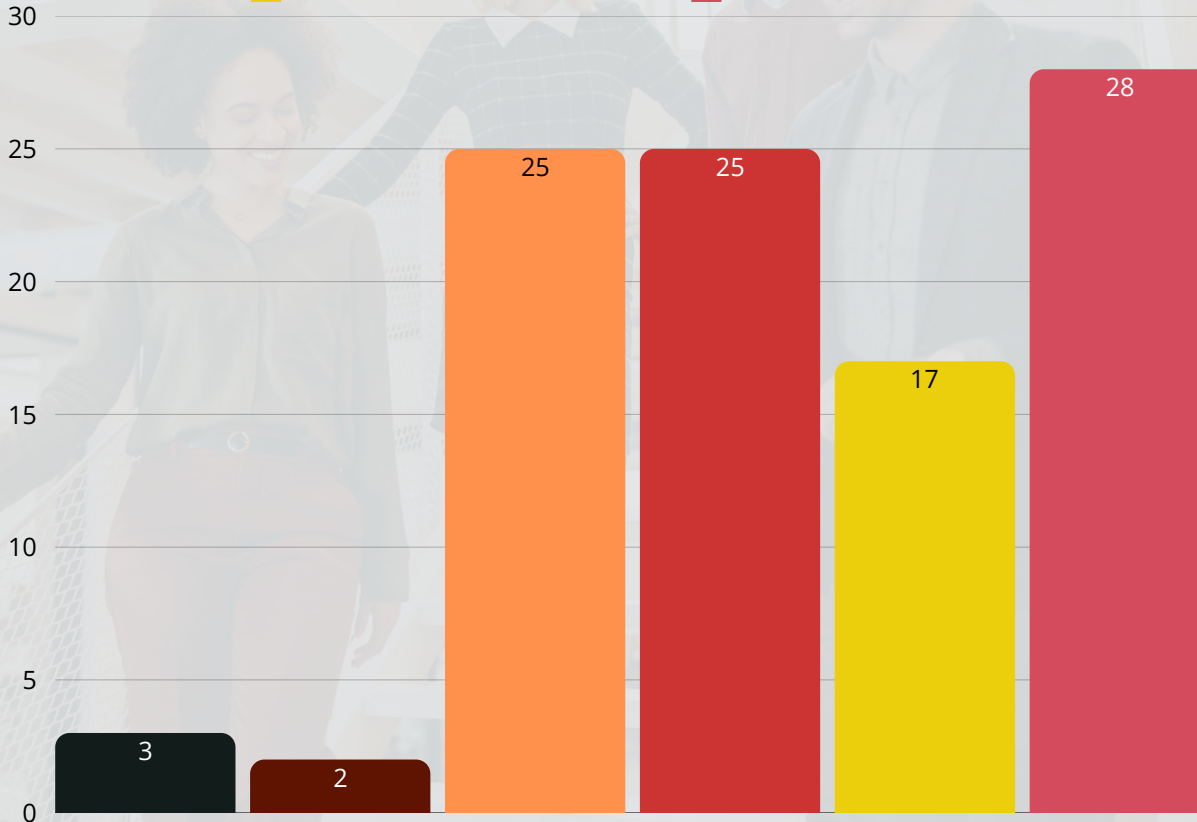


TOP STRATEGIC PRIORITY

■ Restructuring of Training and Development Programmes

■ Competency-Based Team Building ■ Organisational Restructure ■ Process Automation

■ Improving Employee Satisfaction ■ Cultural Transformation



Our client group have identified that cultural transformation is a top strategic priority because it drives organisational agility, aligns employees with strategic goals, and fosters innovation. A positive, inclusive culture attracts and retains top talent while enhancing employee engagement and performance. It also supports diversity, equity, and inclusion (DEI), strengthens the employer brand, and ensures smooth transitions during digital and strategic changes, ultimately contributing to long-term business success.

Another top strategic priority of the group is process automation, highlighted by 25% of the group which is key as it enhances organisational efficiency, reduces manual workload, and minimises errors. By automating repetitive tasks, HR teams can focus on strategic initiatives like talent management and employee engagement. Automation also improves data accuracy, streamlines compliance, and accelerates decision-making, enabling organisations to respond quickly to business needs and drive long-term success.

FEATURED CLIENTS

Here is a snap shot of the clients attending the HR Strategy Forum this March.

ORGANISATION

MS Amlin

AllPoints Fibre Networks

Oxford Biomedica

Science in Sport

MS Amlin

Adidas

Rapyd

Smith + Nephew

JLL

AstraZeneca

Smith + Nephew

SSE

Mitchels and Butlers

Sky

Deutsche Bank

JOB TITLE

Chief of Staff

Chief People Officer

Chief People Officer

Chief People Officer

Chief People Officer

Global Vice President for Leadership and Talent

Global HR Director

VP HR and Employee Solutions

Global Senior Director, HR Process

Director - Global Talent Acquisition

Director HR Operational Effectiveness

Director of Learning, Talent, and Inclusion

Director of People Services

Group Director, Diversity, Inclusion & Wellbeing

Global Head of Behavioural Insight

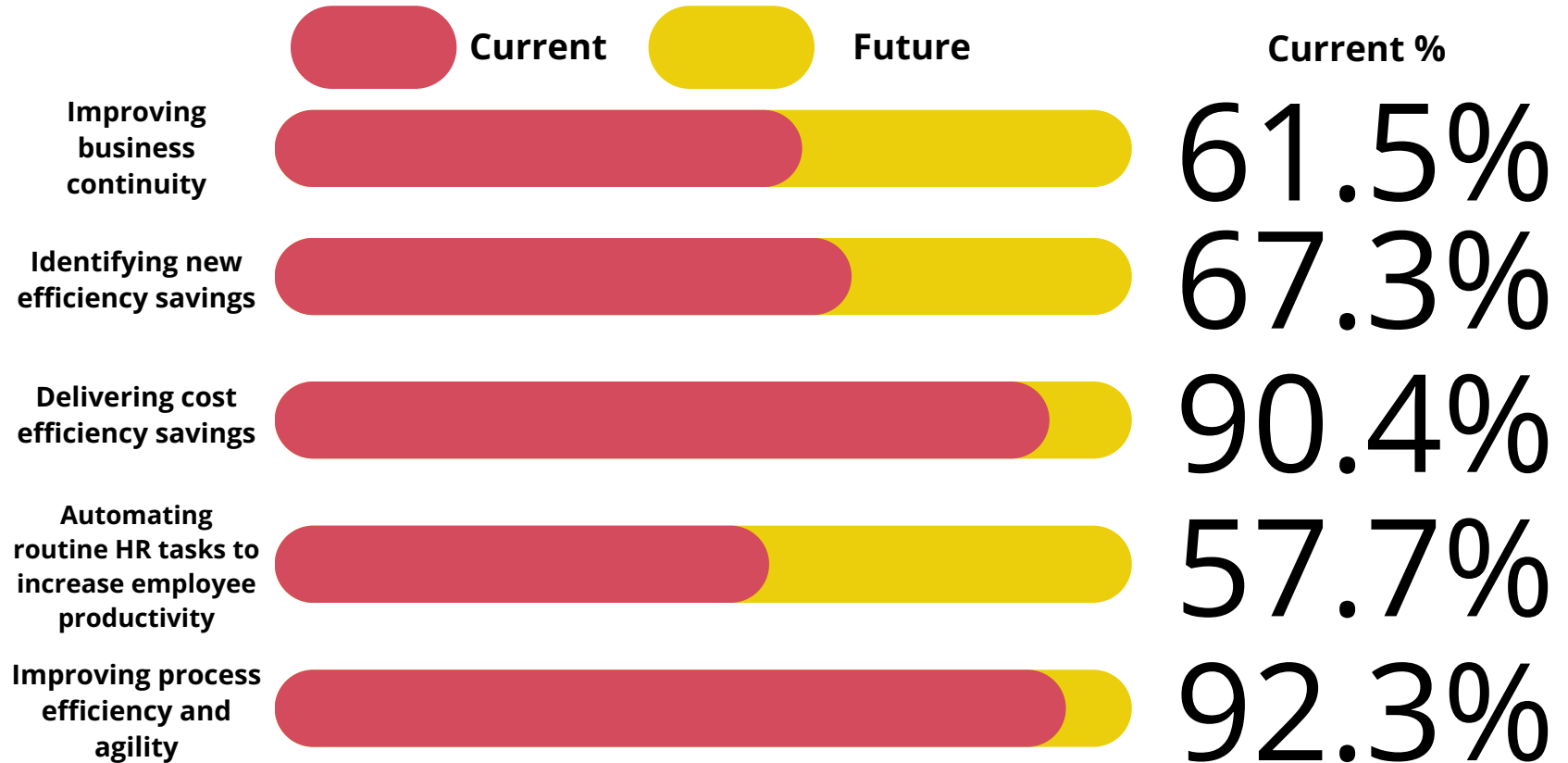
TOP INVESTMENT PRIORITY



Workforce management planning is the top investment priority for the group, as it ensures the organisation has the right talent to meet business objectives. It aligns workforce capabilities with strategic goals, adapts to market changes, and optimises resource allocation. By addressing skill gaps, improving productivity, and supporting diversity and inclusion, effective workforce planning drives organisational agility, enhances cost efficiency, and prepares the company for future challenges.

In addition, 23% of the client group highlighted talent management for growth as another key investment priority. This is crucial as it focuses on attracting, developing, and retaining top talent to fuel organisational success. By identifying high-potential employees, offering growth opportunities, and fostering a culture of continuous learning, HR leaders ensure the organisation is well-equipped to meet future challenges. Effective talent management boosts employee engagement, supports leadership development, and aligns talent strategy with business objectives, ultimately driving sustainable growth and competitive advantage.

CURRENT & FUTURE PRIORITIES



CURRENT & FUTURE PRIORITIES



Over 90% of delegates are currently prioritising improving process efficiency and agility, recognising its significant benefits in enabling faster decision-making, reducing operational costs, and enhancing the overall employee experience. By streamlining HR processes, organisations can shift focus to strategic initiatives, adapt to evolving business needs, and respond more effectively to challenges, driving improved organisational performance and growth.

In addition, improving business continuity is also a key focus. Ensuring the organisation can maintain operations during disruptions helps minimise downtime and productivity loss. Through proactive risk planning and building resilience, HR leaders can safeguard the workforce, protect critical functions, and ensure the business remains agile and sustainable in the face of unforeseen challenges.



All our Strategy Forums combine industry leading searchable analytics through Forum IQ - our delegate discovery platform. Key client investment data is blended with enhanced networking capability via our Forum Link app for everyone to intelligently connect through multi-channel exchanges during our live Strategy Forums.

Deep understanding and clever tech connecting smart people in smooth interactions. Goodbye static conferences, hello evolution.

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