

HR SPARKS A CHANGE REACTION



In a high-velocity business, the status quo is not good enough.

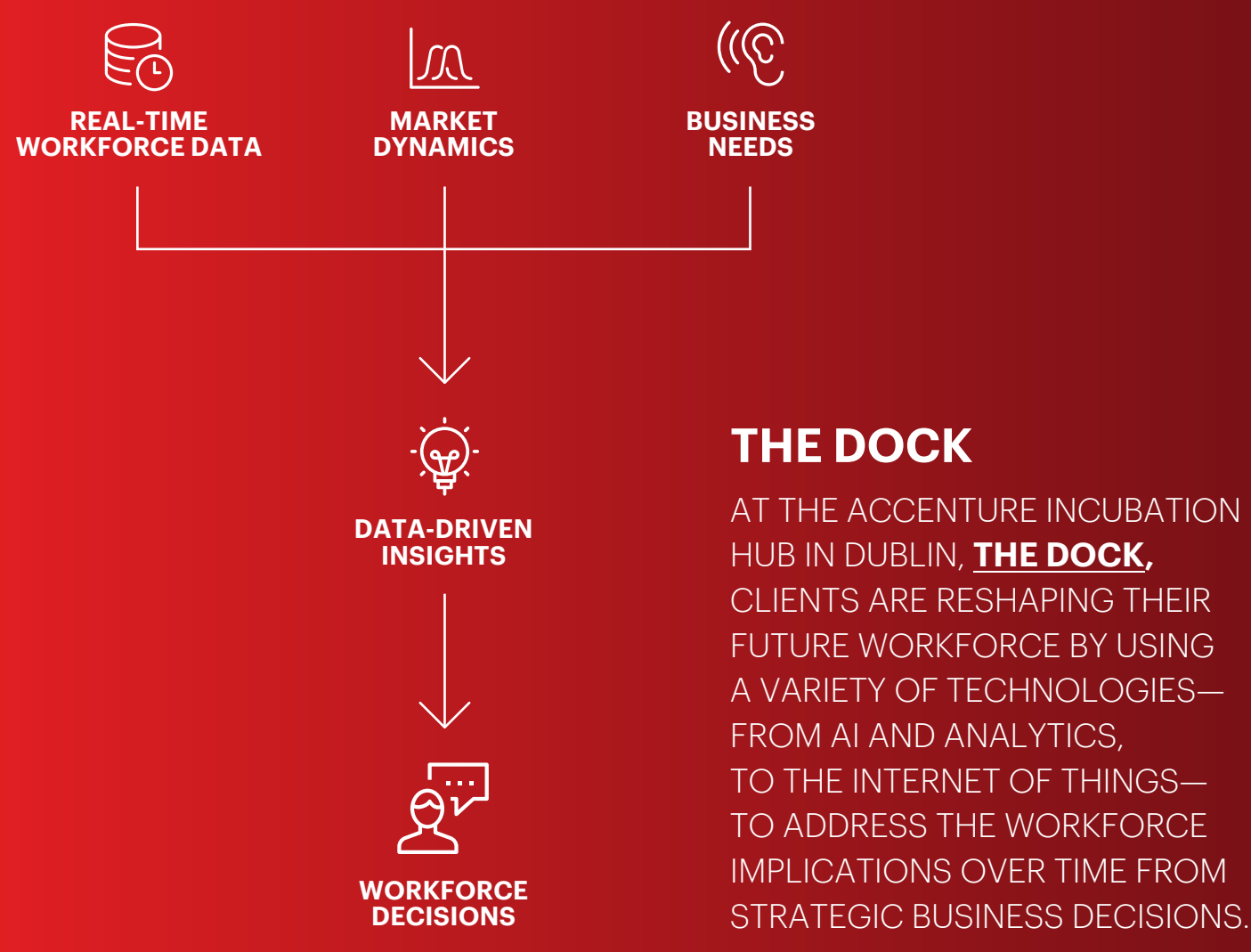
80%

OF EXECUTIVES AGREE
HR SHOULD SHIFT ITS MANDATE
TO BECOME A DRIVER OF
WORKFORCE PERFORMANCE



POWERING THE PEOPLE AGENDA

Through data-driven insights, CHROs now have the opportunity to directly tie workforce-related decisions to tangible business outcomes.



PUTTING EXPERIENCE TO WORK

CHROs are creating highly personalized employee experiences to keep all workers engaged and committed to doing their best.

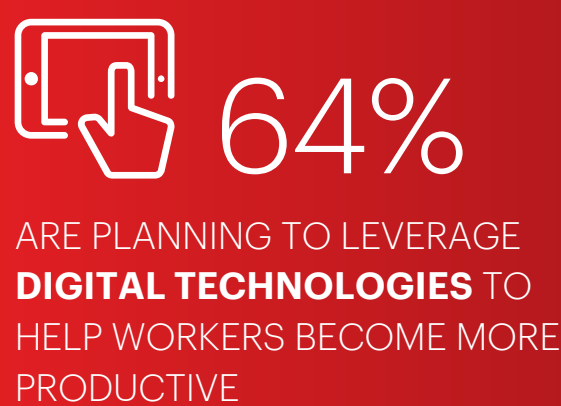


What can HR do to have the greatest impact on the employee experience?

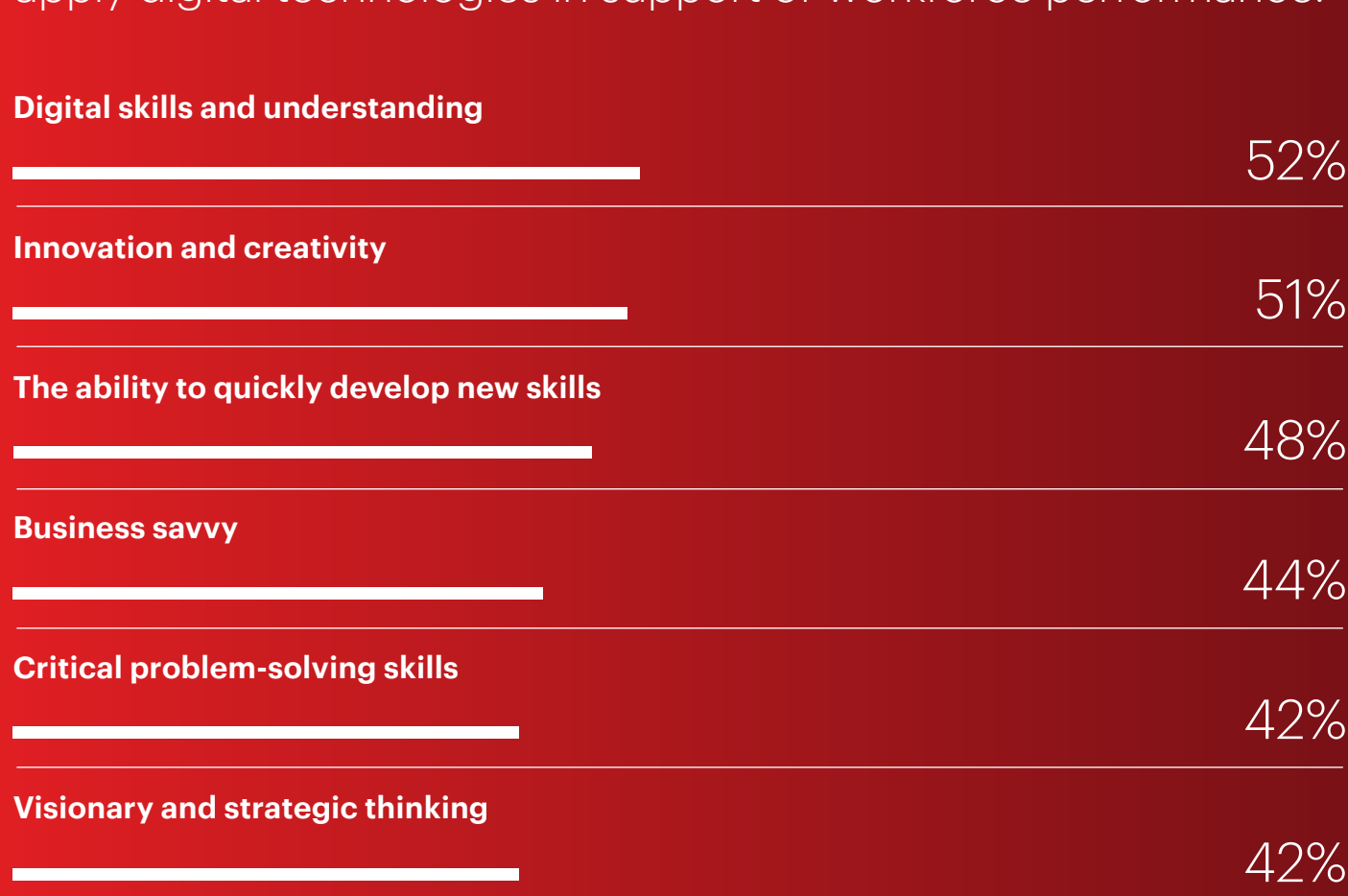


RENEWING HR ITSELF

CHROs are driving a culture of continuous learning and renewal that supports organization-wide agility and places HR at the center of change.



Top skills HR leaders say the HR organization needs to effectively apply digital technologies in support of workforce performance:



SEIZE THE MOMENT

Forward-thinking CHROs are sparking a change reaction that helps the business and its workers adapt and thrive in the face of digital transformation.

To position HR at the center of the business, they:

OBSESS ABOUT DATA

Successful CHROs develop the analytics skills of HR professionals and hone their ability to integrate workforce-related insights with business objectives to create recommendations for improving productivity and other business outcomes.

CHAMPION THE EMPLOYEE EXPERIENCE

Leading CHROs create highly personalized employee experiences for all parts of the workforce, including contractors and freelancers, to keep workers engaged, skilled and committed to doing their best.

LEAD BY EXAMPLE

Forward-thinking CHROs reinvigorate the HR organization with a new kind of management discipline to secure the strategic capabilities needed and develop a continuous learning culture. And it enables HR to provide an example of what an engaged and highly productive workforce can deliver.

To learn more, please visit:
www.accenture.com/HRChangeReaction

Source: The Accenture Strategy HR/Employee Experience study surveyed 950 C-level executives and their direct reports, equally split between HR and non-HR leaders from Australia, Brazil, France, Germany, Italy, Spain, the United Kingdom and the United States about the role of the employee experience in their organization's strategy and the role of HR in improving worker and business performance. Survey conducted in January–February, 2017.

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