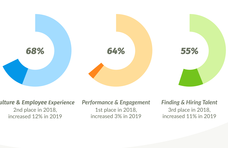
What Matters Most to HR Teams in 2020?

Each year, HR professionals from around the world converse at the BambooHR Virtual Summit to learn HR best practices and proven principles from the best in the industry. We surveyed attendees to find out what matters most to them and how they manage their top tasks.

Top 3 HR Concerns

For the second year in a row, HR professionals named the same top three concerns and initiatives:



Culture & Employee Experience
2nd place in 2018, increased 12% in 2019

Performance & Engagement
1st place in 2018, increased 3% in 2019

Finding & Hiring Talent
3rd place in 2018, increased 11% in 2019

Culture & Employee Experience

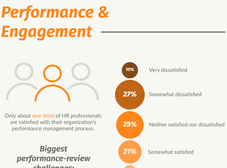
Improving culture & employee experience is exceptionally important to HR teams.

But more than half say their organizations are not very effective at measuring culture & employee experience.

62%
Said culture & employee experience was a high priority.

4%
Indicated their firms were very effective at measuring it—a significant gap and opportunity for organizations and HR professionals.

Performance & Engagement



Only about one-third of HR professionals are satisfied with their organization's performance management process.

Biggest performance-review challenges:

Modern employers want more frequent feedback. Compared to last year, the percentage of firms that conduct reviews on a monthly or quarterly basis increased by **3%** and **5%** respectively.

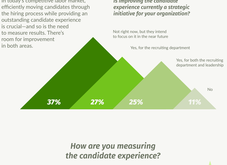
How frequently do organizations conduct performance reviews?

Annually **49%**
Semi-annually **20%**
Quarterly **15%**
Monthly **4%**
Less often than annually **5%**
Not at all **7%**

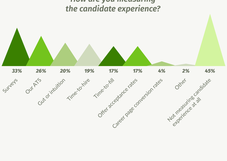
Hiring

In today's competitive labor market, efficiently moving candidates through the hiring process while providing an outstanding candidate experience is crucial—and so is the need to measure results. There's room for improvement in both areas.

Is improving the candidate experience currently a strategic initiative for your organization?

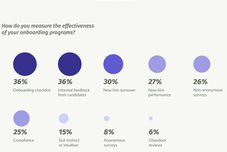


How are you measuring the candidate experience?



Onboarding

A great onboarding experience improves employee satisfaction and retention. HR professionals describe their onboarding process in one of three ways—and we don't recommend the third.



How do you measure the effectiveness of your onboarding programs?

30% *of respondents indicated they don't measure onboarding effectiveness at all.*

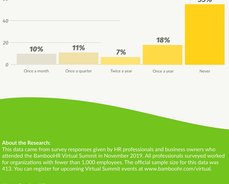
Measuring the Impact of HR

A majority of HR professionals never measure HR's impact on the rest of the organization. That's a missed opportunity. Measuring and tracking performance regularly is the best way to improve—and to be recognized as a strategic partner who makes a difference in their company.

Percentage of survey respondents who said they never measure the impact of their HR efforts

2018 **44%**
2019 **55%**

How often do you measure the impact of HR on your organization?



About the Research
This data came from survey responses given by HR professionals and business owners who attended the BambooHR Virtual Summit in November 2019. All professionals surveyed worked for organizations with fewer than 1,000 employees. The official sample size for this data was 413. You can register for upcoming Virtual Summit events at www.bamboohr.com/virtual.

About BambooHR:
BambooHR is all-in-one HR software made for small and medium businesses and the people who work in them. Our software makes it easy for HR professionals to collect, maintain, and analyze people data, improve the way they hire talent, onboard new employees, manage compensation, and develop company culture. It's designed to let organizations free to focus on what matters most—their people. To find out more, visit bamboohr.com or follow us on Twitter at @bamboohr.

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