

EVOLUTION AND FUTURE OF HUMAN RESOURCES IN A DIGITAL ERA

Human Resources (HR) has undergone substantial transformation in recent decades. Originating in the post-World War 1 corporate landscape, HR initially managed labour relations and talent supply.

In the 1950s, HR expanded its scope to encompass recruitment and employee training, aided by consultancies like Egon Zehnder, Spencer Stuart, and Korn Ferry.

Traditional HR methods, such as the 9-box grid and the Bell curve, gained popularity in the 1980s and remain prevalent today.

The 1990s and early 2000s witnessed HR transitioning from personnel-focused functions to a people-centric approach. The influential HR operating model by Dave Ulrich introduced concepts like HR business partners, Centers of Excellence (COE), and HR operations.



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With the advent of the digital revolution and the rise of tech giants like Google, Facebook, and Netflix, HR pivoted towards enhancing employee experience and value proposition.

Recent global shifts, including the COVID-19 pandemic and digital revolution, compelled HR to prioritise staff upskilling, well-being, inclusion, and engagement in an unpredictable world.

Traditionally, we have observed three types of HR professionals:

- **The Savvy:** These folks navigate organisational politics well and align with CEOs and higher-ups. They tend to stay longer in organizations, creating minimal disruptions.
- **The Transitional:** These individuals are typically on trajectories toward GM or CEO roles and are rotated in HR for career development. Their impact on HR varies based on their interests—some CEOs believe Line Leaders can lead HR due to their fresh perspective and business acumen.
- **The Disruptors:** They thrive on innovation, requiring solid endorsements to implement ideas effectively, especially when challenging established norms. They face resistance from leaders who are not open to change.

The future HR success profile calls for leaders who blend disruptive thinking with adept alignment with key stakeholders, continually injecting fresh perspectives to drive the organization's people and culture agenda. Key attributes such as a high level of flexibility with business acumen, curiosity, a balance of intuitive and analytical skills, and mental resilience are crucial for individuals pursuing a career in HR.

McKinsey predicts significant shifts in workforce roles by 2030. The HR function is being pulled in multiple directions as the workplace landscape undergoes a substantial transformation from redefining where work takes place to integrating diverse generations, fostering future capabilities, enhancing employer branding, and prioritising diversity, equity, inclusion, belonging, and mental health—all while maintaining a focus on the company's financial health.

Effectively managing these paradoxes has become increasingly critical for HR professionals.

From our perspective, key elements for successful HR management include:

- **Streamlined HR Structures:** Opt for leaner setups with skilled professionals well-versed in business dynamics.
- **Process Automation and Transparency:** Leverage digital advancements to automate workflows, fostering transparency within HR operations.
- **Alignment with Organisational Goals:** Ensure HR frameworks and processes evolve in sync with the changing objectives of the organisation.
- **Prioritising HR Well-being:** Focus on nurturing HR professionals' well-being to enhance their ability to support employee welfare effectively.
- **Future-Focused Capability Building:** Invest in HR-centric programs aimed at building future-ready skills, amplifying the HR function's impact across the organisation.

In conclusion, HR's evolution remains continuous, adapting to changing corporate landscapes and technological advancements and prioritising employee well-being—ensuring HR remains instrumental in shaping the future of work.

At Farihas, we help organisations and HR professionals adapt to the dynamic corporate landscape. We believe that supporting HR teams requires evolving approaches and customising our efforts for successful outcomes.

Explore more at **Farihas.com, your go-to destination for modern workplace solutions.**