



The Next Generation of HR Leaders Starts With You



HR is changing. Over the past decade, Human Resources has begun to lean more into the “human” side of the equation as companies have begun to understand the benefits of creating a people-centric culture. As a result, employee experience is no longer a nice to have. Companies that do not prioritize their employees and company culture aren’t just having a harder time finding new talent — they are losing employees, too.

The next generation of HR leaders is people-focused and driven by empathy. These leaders understand the real value that comes from putting people and culture first, and they appreciate the ways a people-first approach can drive real, tangible results. Because of that, the next generation of HR leaders is also data-driven and understands that metrics and analytics are an integral part of creating a thriving and empowering culture.

This e-book explores this new frontier of people-centric HR and provides tips for enabling this approach. We examine:

- What it means to be a people-centric leader
- Continuously optimizing the employee experience
- Calculating the ROI of a people-centric approach



What it means to be a **people-centric leader**

Putting people first starts with understanding. It's about seeing employees as more than just workers, but as humans with complex lives and emotions that extend well beyond the workplace. People-centric leaders know that employees drive results, not the other way around.

Taking this type of leadership approach can be a radical shift for some, but its success has been proven. Studies have found that promoting a positive company culture can have huge returns, in some cases increasing **revenue more than 682%**.

Care for your team

Good HR leaders understand their employees have their own lives and goals. Hiring and working with people whose goals are aligned with those of your company not only helps them feel more engaged but can help drive real value in your organization. That's why it's important to go broad with the resources and support you provide your employees. At STRIVE, we believe resources and support should be centered on three pillars:



Unity

Is there a sense of community in your organization?



Growth

Do your employees feel like they are growing their skills? Are you providing them with opportunities to advance in their careers?



Well-being

Are your employees supported across the pillars of well-being — physical, emotional, financial, career, and social?

Remember: people drive results

Be mindful of the culture you are creating! Company culture is far-reaching and sets the standard for practices across the board, in turn affecting the number of hours people work, the quality of their work, their passion for the job, and more. In a time when more than 50% of the U.S. workforce is considered to be a quiet quitter, good company culture is tantamount to keeping your employees engaged.

Employee expectations have forever changed. People are no longer just looking for a paycheck — they want to be passionate about their work and be fulfilled by their jobs. As an HR leader, you can set up your employees to thrive by providing them opportunities to feel connected to the company.



Create EX goals that matter

A one-size-fits-all approach doesn't work. It's not about just checking the benefits boxes; it's about understanding what motivates people and creating goals that matter. It is always more effective to help employees reach goals than using goals to get them places. Because of that, it's important to understand your people and what they want, so you can set goals that help your organization succeed.

So how do you create EX goals that align with your employees' personal motivations while maximizing company results? Consider the following:

Understand what motivates people.

What benefits and programs are employees taking advantage of? What workplace tools are they using? What's the value you can create and showcase?

Define EX goals that empower employees.

What areas of EX are going to make the biggest impact on employees?

Connect EX goals to initiatives and value creation opportunities.

How are EX goals aligned with the key outcomes that drive the organization? How can they create value for the workforce?





Leverage technology to **gain clarity**

Why do HR initiatives fall flat? In part, they fail because HR is not set up for success. People specialists encounter a lot of internal expectations but don't always have the tools and data needed to understand employees and drive smart decisions. To help your organization reach its full potential, keep these priorities in mind:

Ownership

Don't take HR leaders for a ride. Get them on board and invested in the process. Help them understand they can make a significant impact. Cascade ownership down. Get employees involved in the new process.

New skills, new tech

Invest in upskilling your HR professionals. Get them the technology they need, and make sure they feel confident using them. Refresh regularly.

Make your employees feel heard

Work to open up the conversation for the rest of the team. Show them you want to hear their opinions. You can create channels of communication using:

- Pulse surveys
- Community posts
- Recognition and rewards

Calculate the ROI of a people-centric approach

All of this is well and good, but how will it ultimately impact your business? Calculating the ROI of HR functions is often considered a losing game, if not an impossible one. But you can connect employee unity, growth, and well-being to key metrics that drive business success.

Use an ROI calculator

Curious to see the ROI of your current EX strategy? Our ROI calculator lets you do just that! We believe in using a mixture of quantitative and qualitative data to get the full picture of how employees are feeling and quantify the value your organization's EX strategy is currently driving.



Access the
STRIVE ROI calculator.

[Click Here](#)

Set your metrics

Metrics are critical. They not only chart your progress and show whether your initiatives are working but are a crucial to creating and executing any good EX strategy. Creating ways to measure your overall EX means having ways to track it, which in turn empowers you to drive your plans forward.

As important as hard data is, there's no one, set way to get it. Like all employee experiences, there is no one-size-fits-all approach to mining the data to measure it. The data and analytics you gather in support of being a people-centric organization will be as unique as the people you're looking to measure. As you're considering this, here are some helpful points to think about:

- **Consider what you will measure and how** you will measure it. This will help you put things in context.
- Take time to **inventory what's working and what isn't** – what needs to be improved.
- **Be willing to revise.** If it stops making sense, try new metrics
- **Make measurements transparent**, so everyone at the company is held accountable.

Remember: People analytics should not be kept in the dark (they are, after all, about people!). By making metrics visible, you connect employees to shared goals and make them feel connected to common success.



It's time to act: people-centric HR is here to stay

As we enter the new age of people-centric HR, you can set your organization up to lead boldly and empower your people to have the best experience possible. A people-centric HR philosophy believes:

- Care and wellbeing are not buzzwords.
- People drive results; results don't drive people.
- Giving employees the space to feel heard creates a more guided, more impactful experience – one that also positively impacts the bottom line.
- Successful people-centric strategies are tied to measurable metrics that seek to understand and drive results.

Empathetic and people-centric approaches are not stumbling blocks. They are part of a way of working that time and again has proven its worth in measurable outcomes and has now become the norm. As you keep the tenets of a people-centric strategy in mind, one other factor that's important to keep in mind is having the right partner to help you reach these goals. You don't need to go it alone or without experienced support.

Learn how **STRIVE** can help you create a people-centric organization that helps you take your people and goals to the next level.

Let's Get Started Today



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