

5 Keys to Moving Your Organization into HR 3.0

Organizations focused on creating a transparent, personalized employee experience through cognitive technologies are moving into a new era of human resources – HR 3.0.

	Industrial HR 1.0	Internet HR 2.0	Industrial HR 3.0
Key focus	Compliance Administration design Programs and jobs	Process excellence Standardization Self-service Shared services	Employee experience Cognitive Personalized Transparent
Design driven by	Best practice benchmarking	Process experts	Design thinking with users
Decisions driven by	Intuition	Analytics with historical HR data	Actionable insights with predictive AI and rich external/internal data



Currently, only 10% of human resources executives are operating in the industry-leading HR 3.0 model.

5 Pillars of HR 3.0

HR helps drive a company's overall enterprise transformation, and the employee experience is central in HR 3.0. Businesses successfully moving to the next generation of HR share five common characteristics that underpin HR.

1 Deeply personalized experience-centric design

Throughout the employee lifecycle – from recruiting to retention – employees are more engaged with the company when their individual needs and goals are addressed by their own voice and actions.

Example: Create an employee experience platform that provides a simplified, one-stop shop for HR interactions.



2 Skills are at the core of the enterprise

A skills-based approach ensures that organizations have the right skills at the right time – from recruiting and developing leaders – to allow employees to build innovative business outcomes. The business achieves organizational agility when employees focus in their area of expertise.

Example: Tie compensation to market value for skills, including incentives for skill attainment and deep skill specialization to demonstrate the value of development efforts.



3 Data-driven decision making powered by AI

Real-time unstructured data from inside and outside the organization, coupled with advanced analytics and AI, gives HR the ability to make evidence-based decisions.

Example: Use AI to plan for the resilient and flexible workforce your organization needs to overcome future challenges.



4 Agile practices for speed and responsiveness

HR designs and manages agile teams through operations, rewards, performance management, and workplace productivity tools. By functioning as an agile consulting organization, HR quickly and efficiently responds to the workforce and business needs.

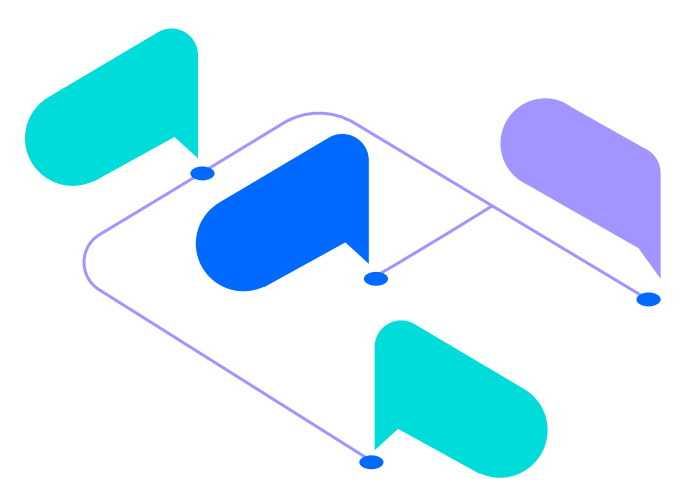
Example: Create agile cross-company pop-up teams that focus on new product launches. HR proactively creates the positions, performance requirements and provides employees with needed tools to excel.



5 Consistent transparency to preserve trust and reduce reputational risk

In today's business environment, trust is paramount for companies to survive. Radical transparency promotes open dialogue throughout all career stages and processes.

Example: Create an online forum as a safe space for employees to voice opinions and share ideas.



Moving to HR 3.0

Moving to HR 3.0 presents significant opportunities for your organization:

- Deploy exponential technologies at scale
- Increase business value by quickly processing data collected
- More resilient and diverse workforce
- Ease of building new business platforms

By taking steps now to start the transformation to HR 3.0, businesses can build the processes, systems and workforces needed to move your organization into the future.

To learn more about what your organization can do today to begin the transformation, [download the IBM HR 3.0 IBV Study](#).

