



ORACLE HCM CLOUD STAY AHEAD OF FUTURE HR TRENDS

Today, 87% of organizations believe that company culture and employee engagement are top challenges, with 50% citing the problem as “very important.” So why are businesses struggling to drive employee engagement and manage talent?

As mobile technologies continue to evolve, so do your employees. Smartphones are now the most popular way to browse the internet, and have empowered us to stay constantly connected. And social networking tools, such as Facebook and LinkedIn, are enabling people—perhaps your workforce—to easily access and monitor new job opportunities. Modern HR departments, like yours, need to create a culture that keeps top talent happy and engaged—so much so that they become your best source of employee referrals.

Furthermore, 75% of companies believe that using people analytics is important, but only 8% consider their company to be strong in this area. This finding shows most organizations are struggling to gain insight into their talent: understanding in what areas they need to hire, where to find employees with the right skills to take on new business opportunities, and how to nurture high potentials to become tomorrow’s leaders.

To improve employee engagement and better manage talent, HR must provide consumer-friendly, easy-to-use, self-service resources. Resources that enable managers to access accurate HR data to gain valuable

workforce insights—and also give employees 24/7 access to training, recruiting, benefits and more.

However, these resources are attainable only when your core HR functions are unified through one cloud solution. After all, this unification is what enables business insight and employee self-service by streamlining processes and delivering a single source of data.

So how can you get ahead and stay ahead of future HR trends—ensuring you’re creating a winning culture, driving process efficiencies, and aligning your workforce to better meet your business goals?

On average, there is a **30%** gap between the importance of specific talent challenges, and how prepared HR is to overcome these challenges.



10 GLOBAL HUMAN CAPITAL TRENDS

Deloitte University Press' Human Capital Trends 2015 report discusses and highlights 10 trends that are reshaping the way organizations approach talent management:

1. Culture & Engagement
2. Leadership
3. Learning & Development
4. Reinventing HR
5. Workforce Capability
6. Performance Management
7. HR & People Analytics
8. Simplifying Work
9. Machines as a Talent
10. People Data Everywhere

After analyzing data and interviewing more than 3,300 business and HR leaders from 106 different countries, Deloitte University Press discovered six key findings that show what organizations must do to succeed in the new world of work:

1. CULTURE AND ENGAGEMENT

Ensure every HR program addresses culture and engagement so you can provide a positive, meaningful work environment that gives employees a sense of purpose and commitment.

2. LEADERSHIP, LEARNING AND DEVELOPMENT

Build strong leadership programs and succession plans at all levels, especially for millennials who expect rapid paths to greater responsibility. Leverage digital learning tools to prepare the next generation of leaders.

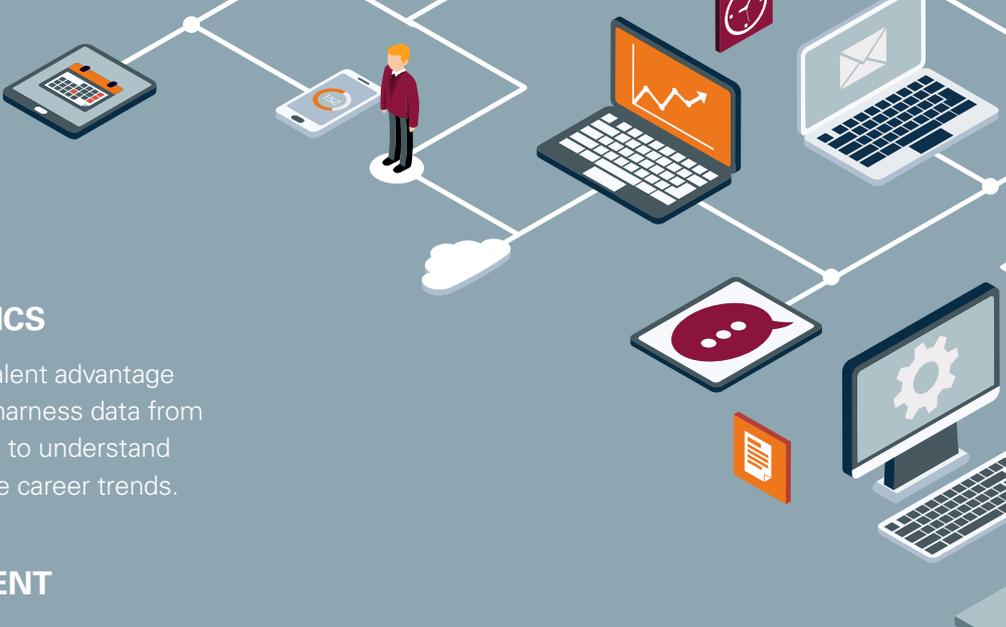
3. REINVENTING AND RESKILLING HR

Master your talent and HR programs. Only 5% of HR leaders surveyed rate theirs as "excellent," with nearly two-thirds rating them as "barely adequate" or "falling behind." The 5% out in front are outperforming their peers in every category by 40 to 60% through investing in areas like leveraging analytics, empowering a global workforce and incorporating external best practices. Reskill in these areas to rapidly improve your programs.

4. MAXIMIZING TECHNOLOGY INVESTMENTS

To maximize the benefits of new HR tools, invest in redesigning business processes and learning and retraining programs. These people and process investments will lead to greater gains in areas like leadership, learning and development, and engagement and culture.





5. HR AND PEOPLE ANALYTICS

Transform your data into a strategic talent advantage by building analytics capabilities that harness data from social networks and external job sites to understand retention, engagement, and employee career trends.

6. SIMPLIFYING WORK AND PERFORMANCE MANAGEMENT

Streamline HR practices like traditional performance management reviews by adopting newer, agile models for managing, evaluating and rewarding people. New performance management models are key to fostering a winning culture.

Reading this report will prepare you to reinvent and align your HR capabilities to your organization's objectives—helping to enhance employee engagement and drive business performance for a stronger employment brand.

You can explore these trends further by accessing the [full report](#). Or alternatively, watch our [webcast](#), 'Retooling HR to Keep Up With The Pace Of Change In Business'.

CASE STUDY: WINNING THE TALENT WAR AND SIMPLIFYING HR

Oracle identified the need to align its HR capabilities with its business goals. Its HR organization needed to provide a single source of truth for HR data, as well as enable virtual collaboration across geographies and functions. Plus, HR needed to reinvent employees' career paths with personalized solutions and deliver worldwide talent information in real time to leaders and managers. With Oracle HCM cloud, it has transformed its HR to achieve these goals.

Nearly 6 in 10 companies are planning to increase HR spending in the next 12-18 months in order to lead in the new world of work. As thought leaders, Oracle helps HR organizations connect their business brand with their employment brand by prioritizing initiatives around these trends to rapidly attain their objectives.

“Oracle Human Capital Management Cloud rose to the top because of Oracle’s vision, because it offered an integrated solution, and because of Oracle’s commitment to our success. Now we have technology that will grow with us and has enabled us to capture, nurture, and really propel the human workforce in the organization to a new level.”

- Segar Annamalai, CIO, American Career College and West Coast University

To learn more about how Oracle HCM Cloud can establish your employment brand for the future, visit oracle.com/hcm