

DANSK HR

Hey HR, are you ready for the future?



.....HRForecast

The subject of the study.
WHAT exactly has been analyzed.

—

*The subject of the study.
WHAT exactly has been
analyzed.*

- /1 We analyzed more **than 130,000 HR jobs** from 18 different countries
- /2 The analyzed jobs come from **various HR areas**, e.g. Recruiting, Payroll, HR Business Partner, Human Resources Officer, Human Resources Developer
- /3 The **bizarre jobs** were included into the analysis, such as HR Rockstar, HR Guru, Overlord or Demigod, HR Marketing Ninja, Innovation Wizard, HR Brand Evangelist

Procedure.
How was it done?

—

Procedure. How was it done?

- /1** We always know **who and where** in the world is looking for **which people**, and we can connect it with skills. To achieve this, we analyze over 1.5 million job vacancies per week.
- /2** Each job in this database contains **the whole content of the job advertisement**, such as job title, company cluster, job description, location, release date, and so on.
- /3** Each job is assigned then to a **sphere it belongs to** (e.g. a recruiter would be assigned to the HR category)
- /4** Then we search for **HR jobs within this database** – based on the job titles as well as the job categories
- /5** Using our wide skill catalog, we **extract skills for each of these jobs** then. It gives us an overview of which skills are being sought in certain positions, at certain locations, by certain companies, etc.
- /6** Based on our long-term experience with vacancies crawling, we have competence to **make year-over-year comparison** and see which skills are being sought from one year to the next. This allows us to sort out the outdated trends and track the current ones.



Background of the study.
WHY we wanted to find IT out.

—

Background of the study. WHY we wanted to find it out.

- /1 Promotion of positive future-oriented transformation.** Since the HR sector is still often regarded as very administrative and not very innovative, we wanted to find out whether "something is already happening" from the point of view of the labor market, and whether many advanced IT skills are being sought indeed. "Future-oriented" means that it is distinguished by digitalization and automation.
- /2 Worldwide up-to-date and requested.** We combined the analysis with a country comparison so that you could then see what the leading countries are doing differently from those that are lagging behind.
- /3 Investment in the future.** It is planned to conduct this study every year to monitor changes over time and thus to provide new, data-based input to countries, associations, and companies.
- /4 Our advice for HR.** HR should seize the opportunity to be strategically proactive and to act better, faster and more transparently with Big Data in order to deliver clear added value to the business.

Use labor market insights to make HR ready for the future.



Insights

on work and organizational models of tomorrow



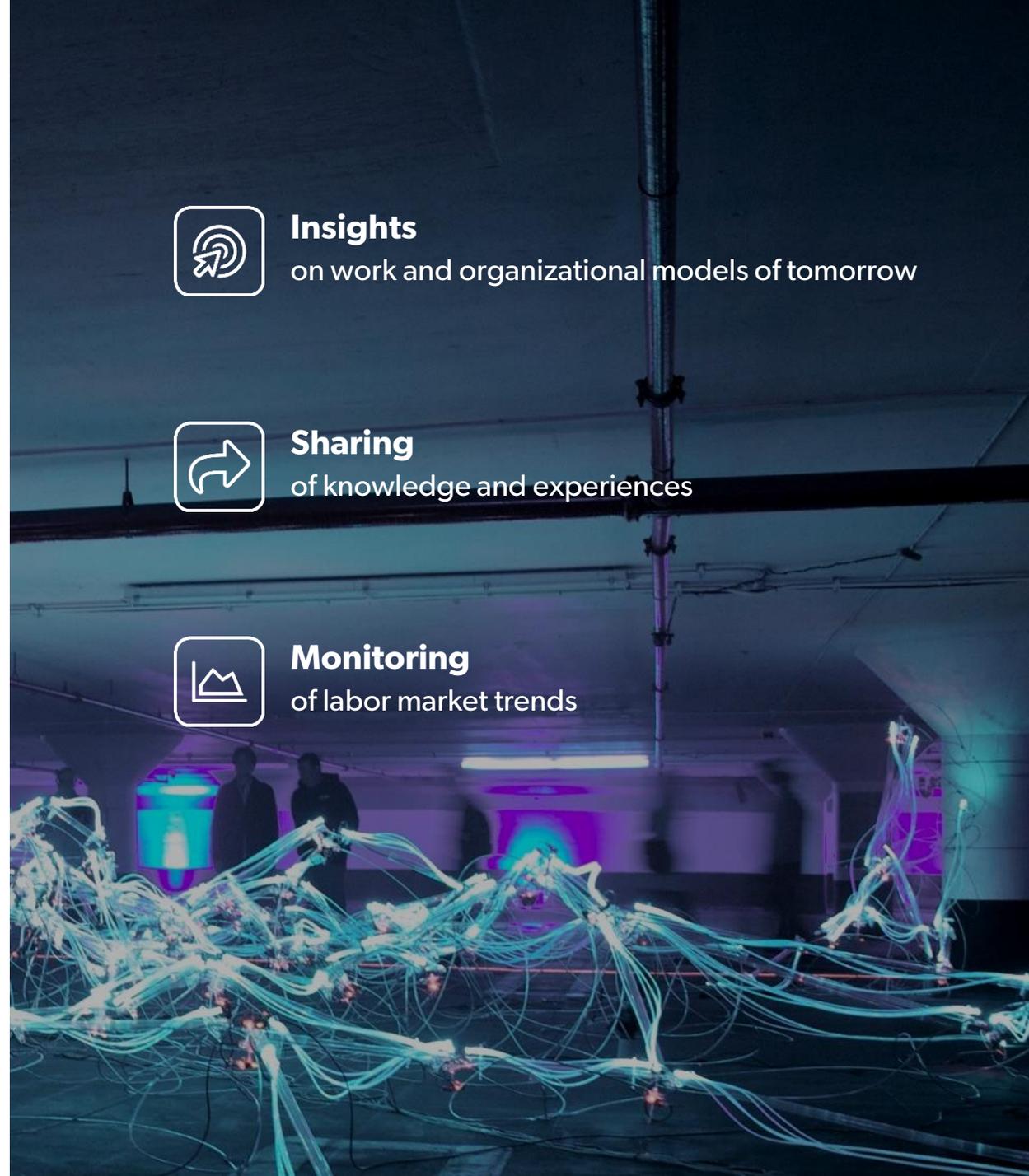
Sharing

of knowledge and experiences



Monitoring

of labor market trends



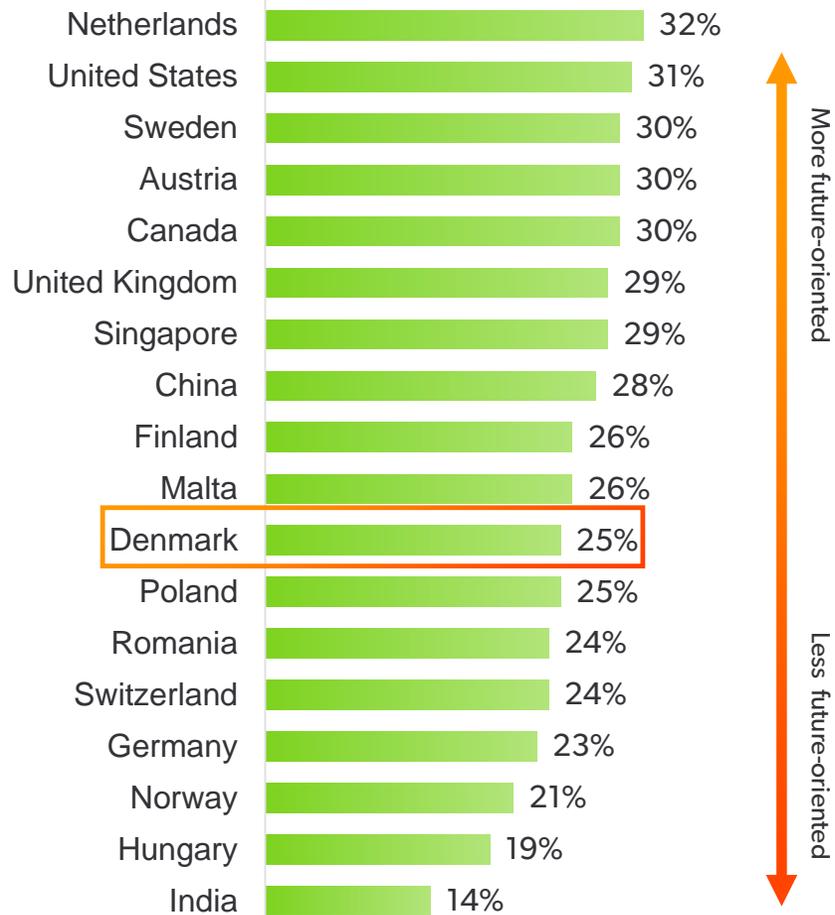


Results Denmark
Future of HR.

Data has a better idea

HRForecast has analyzed more than 140k job postings in 18 focus countries to assess the future orientation of branches

Future readiness



Future of HR

Denmark is falling behind in terms of future-oriented skills.

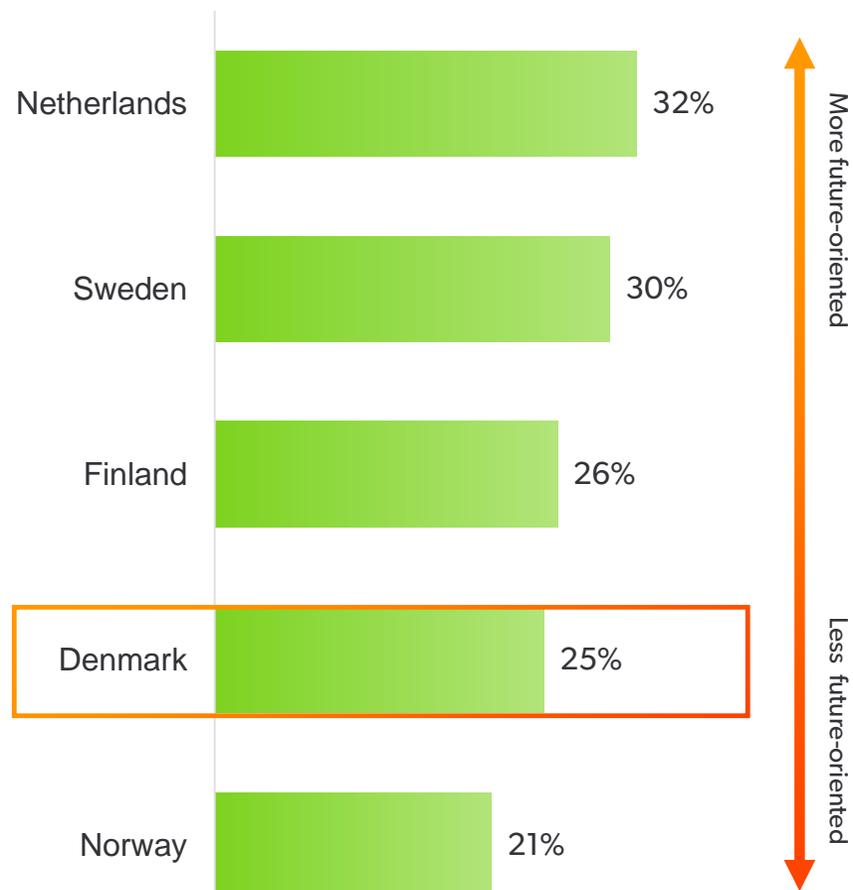


Denmark is falling behind

- Companies in the Netherlands and United States search for significantly more skills with increasing importance in the future their job postings (32%) compared to other focus countries.
- Danish companies should **keep up to date with emerging trends in HR** and search for skills that will increasingly be needed in the future.

HRForecast has analyzed more than 140k job postings in 18 focus countries to assess the future orientation of branches

Future readiness



Future of HR

The Nordic countries.



The Netherlands are leading

- The personnel departments in the Netherlands and Sweden have mostly recognized future trends and have begun to implement these findings in qualification requirements that are translated into job advertisements.



Denmark and Finland

- Surprisingly, but Finland and Denmark, possessing their 26% and 25%, lack behind. Many HR sectors are still focusing on the transactional tasks like payroll, recruitment, and so forth. It seems difficult for smaller HR organizations to move beyond the transactional focus.



Norway

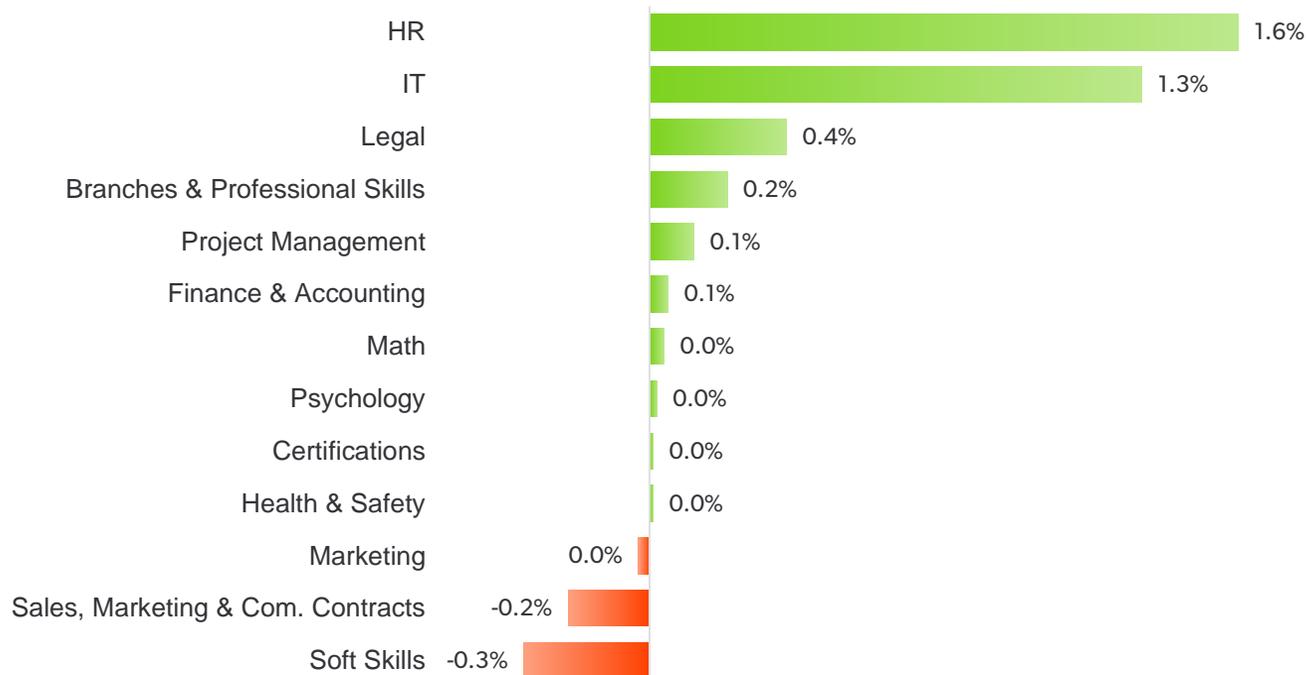
- The Norwegian HR departments lean to the least future-oriented countries. It can be assumed that this HR still mainly perform administrative tasks that respond to the need for more traditional and rather obsolete skills.

IT skills in HR continue to gain importance.



Digitalization is impacting HR skills fast and extensively

Global skill demand growth 2017-2019



Skill Demand Growth (in %-points vs. 2017)

- In the future, **IT-skills will continue to gain importance**
- Companies slowly start to **include Machine Learning, Big Data and Analytics/BI** skills in HR positions
- This is reflected in the shift **from repeating administrative** work to **more complex tasks**
- With emergence of new skillsets, the **role and organization of HR** within the business **will change**

Social & digital skills convergence in the area of human resources.



Digital skills

- Machine learning
- Algorithm driven development
- Smart employees platforms
- Robotics and process automation
 - (e.g. chat bot, recruiting and payroll)
- ...



Soft skills

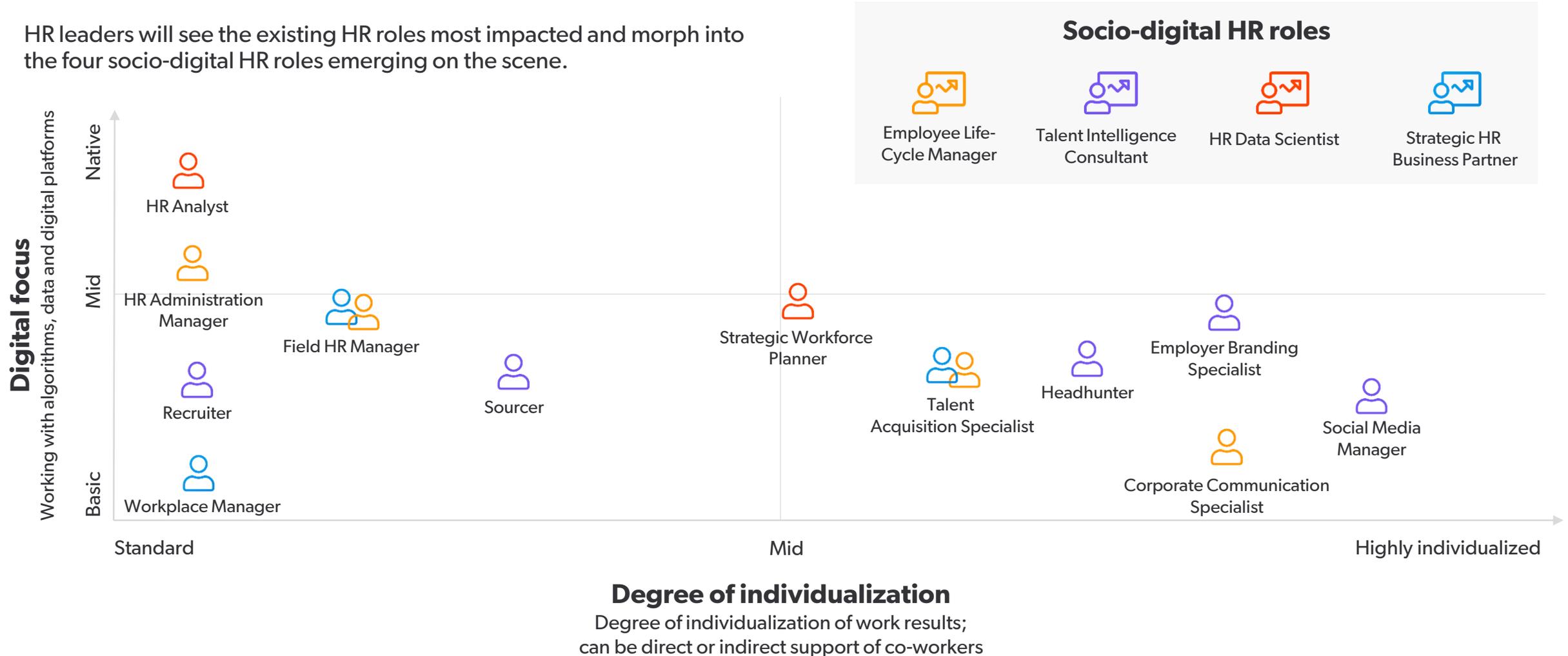
- Social listening
- Leadership empathy & sensitivity
- HR with a heart
- Building relations
- Trusted advisor
- ...

= The future of HR

- Decreasing need for administrative tasks performed by humans and increasing focus on the human side of HR
- Increased productivity through a stronger focus on employee well-being and motivation
- Strong focus on strategic decisions
- Provision of data-driven employee services, available 24/7 via bots
- ...

Evolving into the new HR.

HR leaders will see the existing HR roles most impacted and morph into the four socio-digital HR roles emerging on the scene.



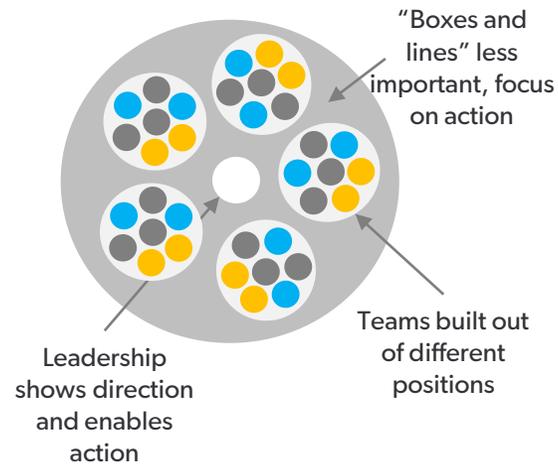
Future operating models of HR.

Business partner model



USAA / Prudential / Starbucks

Agile: Employee centric organization



ING Bank / Zappos / Spotify

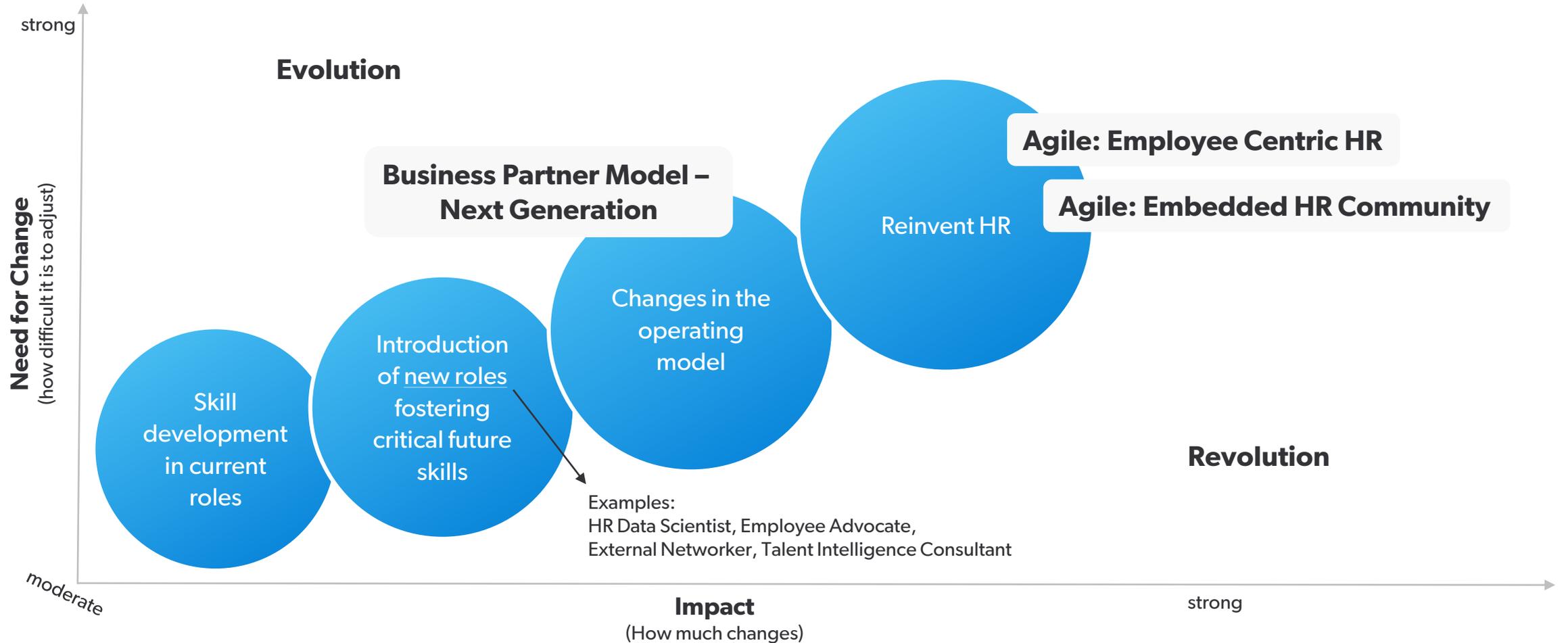
Agile: Embedded HR Community



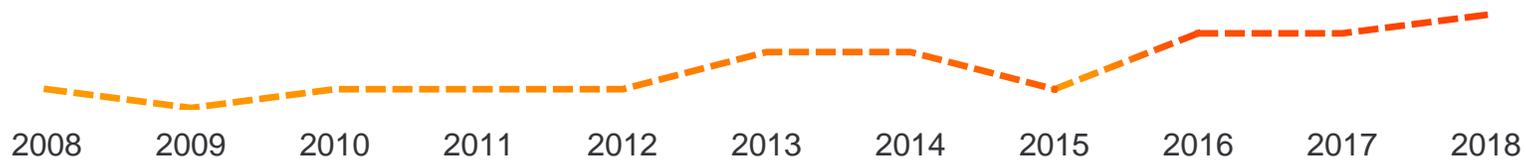
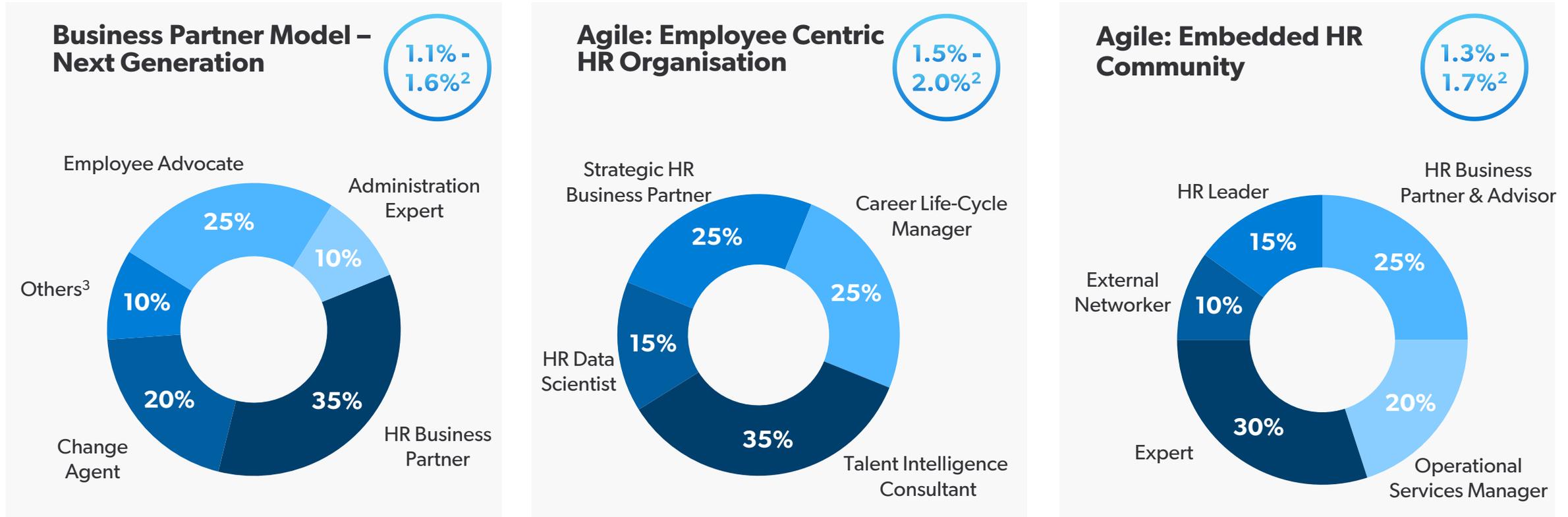
Nissan / Syngenta / SAS

Future operating models of HR.

The role of HR can change from an evolution with gradual developments to disruptive new ways of operating the role of HR



HC requirements and role distribution¹.



Development of HR staff ratio (# for every 100 workers)⁴

Legend: ¹ big circles: % of total HR department | ² average share of HR positions of total employees | ³ includes legal, works council, support functions etc. |

⁴ source: Bloomberg 2018 HR Benchmarks Report





About HRForecast.

Use Big Data insights to make better talent & business decisions

Who we are.

- Your first contact for **all the topics around your workforce**
- Focus on solutions in the area of **Artificial Intelligence, Big Data** and **People Analytics**
- Among the **top people analytics providers globally¹**, leading in Europe
- **10+ years of experience** in Big Data technologies for data-driven workforce management
- **Award winning approach** for data-driven HR management
- **108+ multinational customers** from multiple industries
- Offices in Munich, Bremen (Germany) and Kiev (Ukraine)

¹ Source: Bersin Global People Analytics Service Provider Survey 2019

HRForecast

Clients



Volkswagen



[Learn more](#)

Awards



Use Big Data insights to make better talent & business decisions

What qualifies us?



¹ Source: Bersin Global People Analytics Service Provider Survey 2019

 **HRForecast**



Data

Our huge database and the ability to analyze the job advertisements at the skill level differentiate us from other studies based solely on researches or surveys.



Forecast

This data allows you to track how HR jobs are changing and where there may be potential for improvement.

● European
○ Business
○ Awards®

NATIONAL
WINNER

2019

Partnerships & Cooperation.

¹ Source: Bersin Global People Analytics Service Provider Survey 2019

/1 Continental AG



Lurse AG



Deloitte



DGFP



BPM



/2 You can also meet us at the congresses - [Finland](#), [Malta](#), [Romania](#), etc

/3 We are the winners of the [European Business Awards 2019](#) in the category HR Tools & Consulting!

● European
○ Business
○ Awards®

**NATIONAL
WINNER**

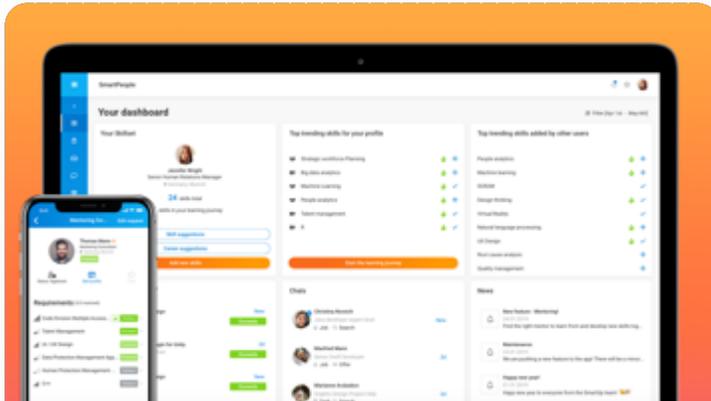
2019

Smart Tools. Data Intelligence. Consulting.

HRForecast.

Our vision: #smartWork for a better world.

We will show you how to get the most out of your data so that you can efficiently manage and develop your workforce. We help you better understand and transform your workforce.

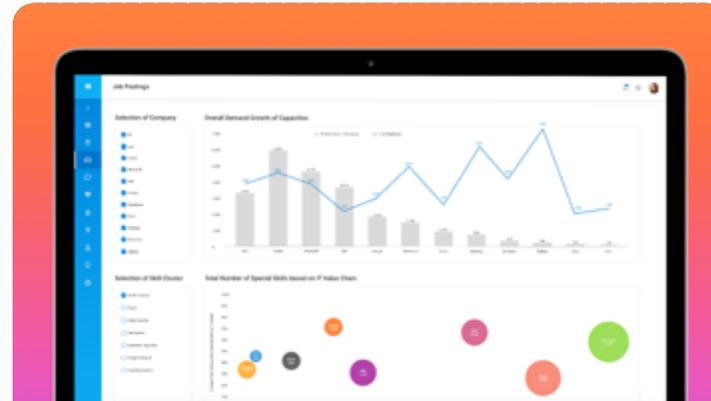


Smart tools

Software-as-a-Service (SaaS)

Recruit, develop, retain. We provide digital innovation on demand.

[Learn more](#)



Market intelligence

Data-as-a-Service (DaaS)

1.5+ billion data. We provide global people, market and location insights.

[Learn more](#)



Analytics & consulting

We support you in your transformation and analytics journey.

[Learn more](#)

„With HRForecast we became a pioneer of applying big data in the organization.“



Dr. Ariane Reinhart
Member of the Executive Board
Human Relations and Director of
Labor Relations @ Continental AG



More future in less time

Our solutions to drive your individual challenges.

What are
your
questions?



Upskill your workforce

- Strategically plan your future workforce
- Benchmark against competitors and cross-industry best-practices
- Future job profiles



Be leading in recruiting

- Know where the best talents are available worldwide
- Know how to attract the best talents



Create a knowledge organization

- Increase the speed of innovation
- Staff projects, tasks and vacancies with the best people
- Propose individualized trainings for employees

Next steps.

- /1 Further development of the content for ,Future of HR' with the help of our partners, and, **hopefully, you!**
- /2 Extension of the content through next sections (Future of Marketing, Sales, R&D already in progress)
- /3 Deep-dive into the topic and joint discussions in events, congresses across the world
- /4 Continuous updates of the insights and sharing of best-practices throughout our 'Future Community'

Let's shape the future together!

Follow us
on linkedin



Christian Vetter
CEO & Founder

christian.vetter@hrforecast.de
+49 176 470 200 78
www.hrforecast.de

[Click to get in touch!](#)