

# Fujitsu HR Unveils Key Workplace Trends And Predictions For 2024

**Changes to the world of work haven't slowed in the wake of the pandemic, with digital transformation remaining at the top of business leaders' agendas.**

Heading into 2024, Fujitsu UK&I reveals the trends it expects to shape the coming year and its predictions for the near-future of work.

## 1. As the flexible work debates rage on, businesses will respond with data-driven, agile policies

"While some elements of pre-pandemic working patterns have returned, when and where people work will continue to fuel debate next year. This is compounded by one of the widest generational spreads the workforce has ever seen, with each generation having different experiences, preferences and priorities. Not only are Gen Z coming to the fore, but cost-of-living pressures will in turn make people retire later to let their nest eggs fill up. With this, organisations will need to take a data-led approach to grapple with these changes and structure roles and processes accordingly. Having flexible and agile policies that cater for the employees' different demands will be crucial in enabling people from all walks of life to do their best work. In 2024, persisting with one-size-fits-all approaches and policies (like so many have in the past) will only result in compromises that suit no-one".

- Sarah Wadsworth, HR Director

## 2. The need for better pay transparency becomes crystal clear

"Upcoming European Union regulations, namely the Pay Transparency Directive and Corporate Social Responsibility Directive 2024 (CSRD), will put wage disparities in the spotlight for businesses across the continent. We can expect organisations to respond by conducting more voluntary pay audits and putting measures in place like publishing salaries in job adverts in an effort to identify where pay gaps are and level the playing field for diverse candidates. Companies that can draw on a range of voices from different backgrounds will stand the best chance at succeeding in the coming years - not least because businesses are increasingly scrutinising partners and vendors - and taking a proactive approach

to equity and inclusion is the best way to achieve the diversity they need".

- Kelly Metcalf, Head of People Experience

Attitudes towards the HR function have changed rapidly over the years

## 3. Business leaders will increasingly see HR as a strategic hub

"Attitudes towards the HR function have changed rapidly over the years, and I expect that to continue as more and more of the C-suite begin to see the strategic value it can bring. Teams that take a data-led approach will be best positioned to change outdated perceptions that HR is an administrative unit and prove the immense value they can bring. Areas like employee satisfaction, retention and demands can all be measured and analysed to inform future people policies and ensure they are effective in their aims. As younger, digitally-native employees progress through the ranks we can expect their unique perspectives to influence the HR function's role and the use of technology will be a big part of that".

- Kelly Metcalf, Head of People Experience

## 4. Businesses to regulate AI with newfound urgency

"The significant impact artificial intelligence (AI) can have on peoples' workflows has not escaped the attention of employees, many of whom have already begun using it to boost their own efficiency and productivity. While there may not be regional or national regulations yet, companies cannot wait for them to arrive before setting out their own rules for how AI can be used. Many still

don't fully understand the risks associated with the new technology, like the potential for platforms to be inherently biased for instance, and the onus will be on HR and other leaders to communicate the risks and lay out guidelines for how AI can be leveraged by individuals and the wider business. For HR functions, there is great potential for AI to support more personalised rewards packages, assist in the onboarding process and upskill staff - if its use is controlled and considered, that is".

- Amanda Chinnery, Head of Digital HR, Europe Services

## 5. Skills gaps will be addressed through upskilling and training - not outside hires

"UK job vacancies, which plummeted during the pandemic and then soared during 'the great resignation', have fallen back to a more normal level. Combined with cost of living pressures, this has resulted in a significant drop in employee turnover. In response, HR must look at existing employees to address skills gaps, re- and upskilling current employees rather than relying on external hires. Creating frameworks and opportunities to support this internal development of people's career growth will be a key feature among HR units in the year ahead".

- Amanda Chinnery, Head of Digital HR, Europe Services

## 6. Organisations will unlock the potential of Gen Z

"Gen Z are often unfairly portrayed as entitled and lacking many of the traditional skills considered ideal for employees. However, Gen Z are digital natives and their skills will prove invaluable, with 79% of British teenagers already using generative AI, according to Ofcom's 'Online Nation' report. They have great potential to coach and support their Baby Boomer and Gen X colleagues to mitigate the effect of digital skills gaps going forward. By the same token, older generations have much to offer Gen Z colleagues, by teaching them more traditional workplace skills like collaboration and resiliency. HR will have an important role to play in facilitating this inter-generational learning and ensuring all can benefit from the collective expertise of the workforce".

- Amanda Chinnery, Head of Digital HR, Europe Services

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