Technology is *Not* the ONLY Solution:

Bust the Myths about Workforce Technology that Keep HR
Transactional, Disempowered,
and Longing for Radical Transformation

Tina Robinson
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DO WHAT IS GREAT.
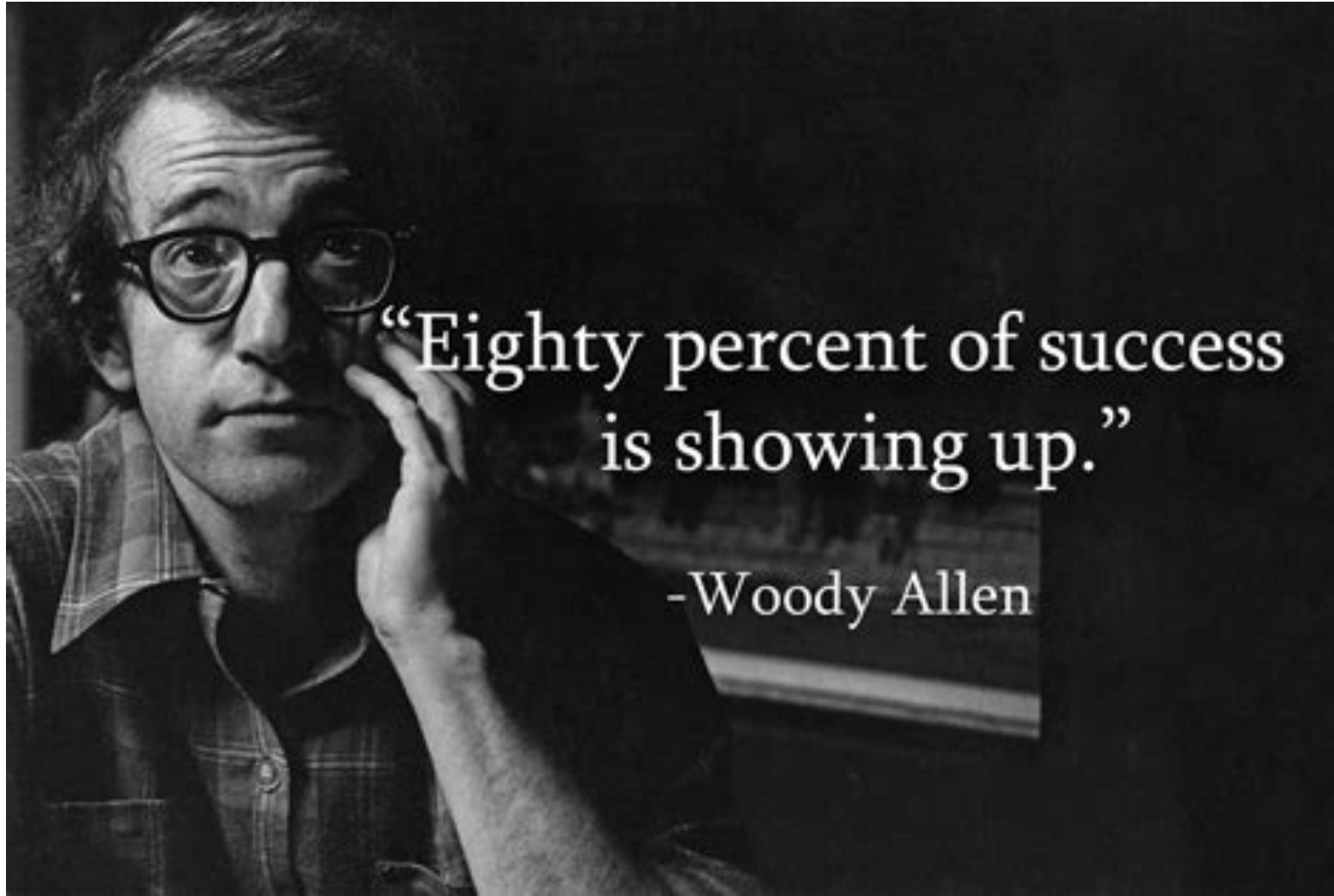
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Our Time Today

Why are You Here?

- Do you want more investment and support for your HR technology initiatives?

- Do you want to get out of the HR weeds and help drive business strategy?

- Do you want both?

You're in the right place!

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Thank You!

"Eighty percent of success is showing up."

-Woody Allen

A Bit about Me

- ✓ Humans-at-work career focus
- ✓ MBA from University of Michigan
- ✓ Early career in management consulting, then HR and OD leadership
- ✓ Implemented the acronyms (ATS, LMS)
- ✓ Led global value consulting operations for SAP SuccessFactors
- ✓ CEO of WorkJoy, consulting, coaching, and HR advisory practice – focused on unleashing radical engagement
- ✓ HR = champions of "human relevance"

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Are You Ready?

CEOs Continue to Worry about Talent…

Fighting for talent.

77% of CEOs see the availability of key skills as the biggest threat to their business.

PwC 2017 – 20th CEO Survey

…and Wonder if HR is Up to the Task…

Is HR up to the challenge?

60% of CEOs are rethinking their HR function.

PwC 2017 – 20th CEO Survey

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…as HR Technology has Become the Norm

40% ↑
Of surveyed companies have core HR applications in the cloud

73% ↑
Of surveyed companies have at least one HR process in the cloud

PwC's Human Resources Technology Survey - 2017 (307 organizations from 30+ industries headquartered across 40 countries)

And…HR Strives to be Strategic…

85% vs. 46%

Of surveyed HR leaders believe strategic HR is important

Of surveyed non-HR leaders say HR is involved in strategic business planning

BambrooHR survey of 1,000+ US-based business leaders across functions

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…and Proactive

72%

Of surveyed HR leaders report revising and adapting HR strategy reactively vs. proactively

BambrooHR survey of 1,000+ US-based business leaders across functions

HR's Time is NOW

"Falling in love
with the *problem* rather
than the *solution*
makes it possible to avoid
shiny-object syndrome,
unconnected programs,
and random HR
innovation."

Love the Problem: Bust the Myths

Photo by Roman Kraft on Unsplash

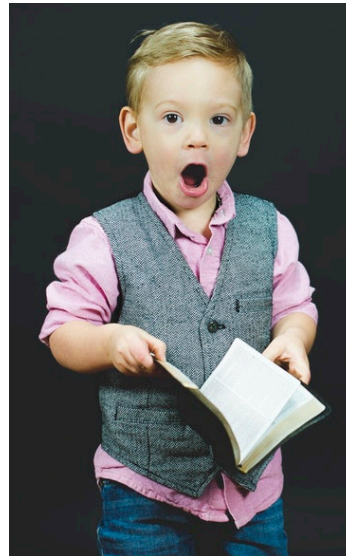# Myth #3: Technology = No Touch

Photo by rawpixel on Unsplash

Truth: Technology = Enabler of Strategic Touch

Photo by rawpixel on Unsplash

The Touch Behind Your Processes

Actions: Enable Strategic Touch (Right Time, Place, People) through Technology

- Map your employee lifecycle processes
- Identify the current and desired human touch points
- Ask your leaders, ask your employees
  - What's working, what's not, what would they like to see
  - Balance with HR best practices
- Use technology to automate the no-touch processes and streamline the low-touch
- Measure results – satisfaction, efficiency, shifts in HR time
- Remember – you can't touch every process, so where can you get ***strategic bang for the touch?***

Photo by Fabrizio Verrecchia on Unsplash

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Myth #2: Technology = End Unto Itself

Photo by rawpixel on Unsplash

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Truth: Technology = Strategic BUSINESS Initiative

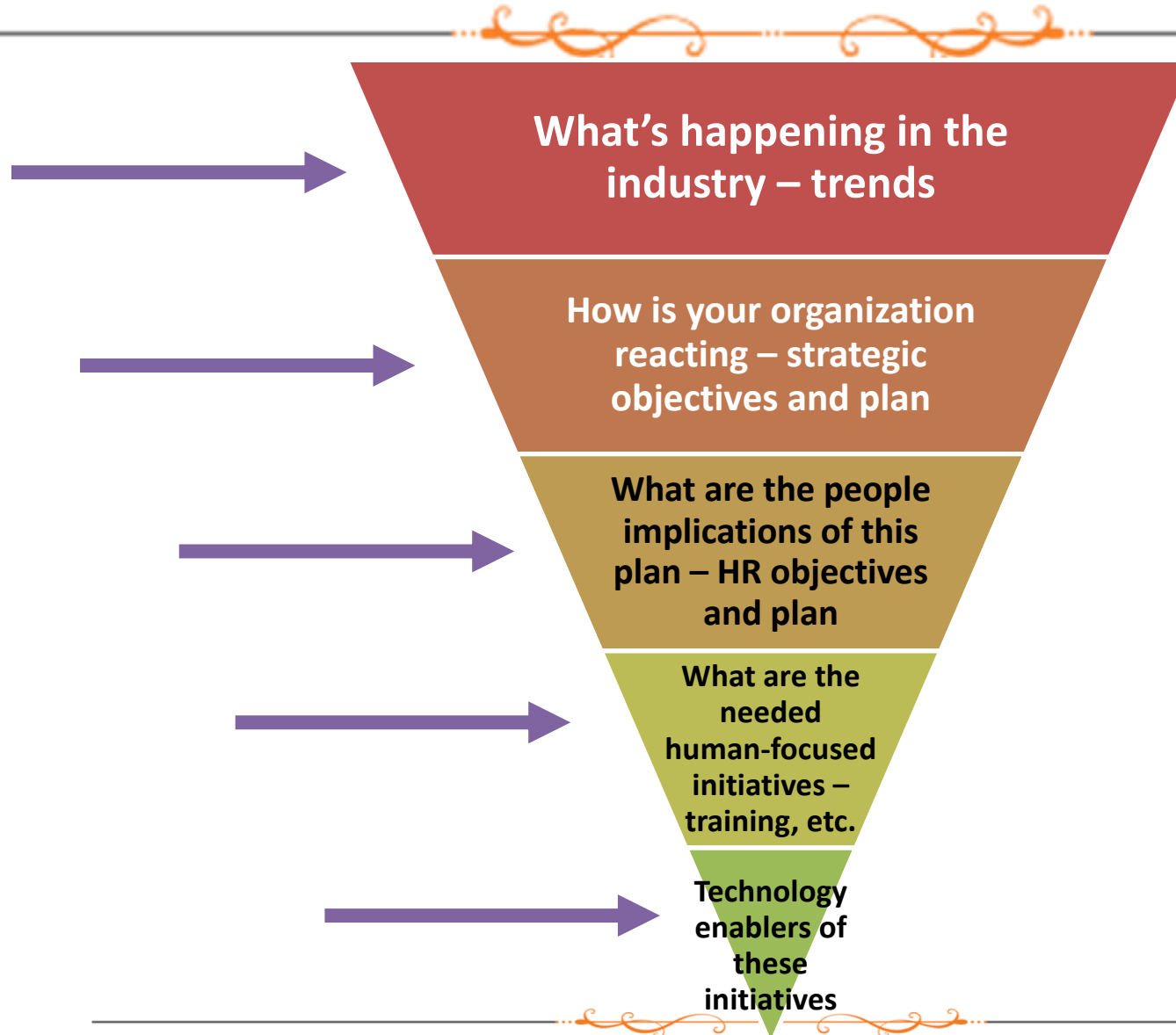Photo by Felix Mittermeier on Unsplash

Actions: Measure Outcomes Against a Strategic Business Case

- Create a quantified business case for HR aligned with strategic objectives

- Choose 3-5 metrics to measure how technology is "moving the needle" in key areas and establish baselines

- Implement technology to drive chosen outcomes

- Measure regularly, communicate and celebrate results

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The Business Case Triangle

What's happening in the industry – trends

How is your organization reacting – strategic objectives and plan

What are the people implications of this plan – HR objectives and plan

What are the needed human-focused initiatives – training, etc.

Technology enablers of these initiatives

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Myth #1: Technology = Instant Adoption


Photo by Jase Ess on Unsplash

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Truth: Technology = Change (and Demands a Plan)

Photo by Fabien Bazanegue on Unsplash

Actions: Launch with a Vision, Change Strategy, and Focus on Why vs. What

- Be specific with your dream and focus on the why (fall in love with the problem)

- Identify what will change, how, when, and for whom

- Pay attention to the practices and workflows not just the user interface

- Create your resilience-building plan

- Regularly communicate the why and measure and celebrate results
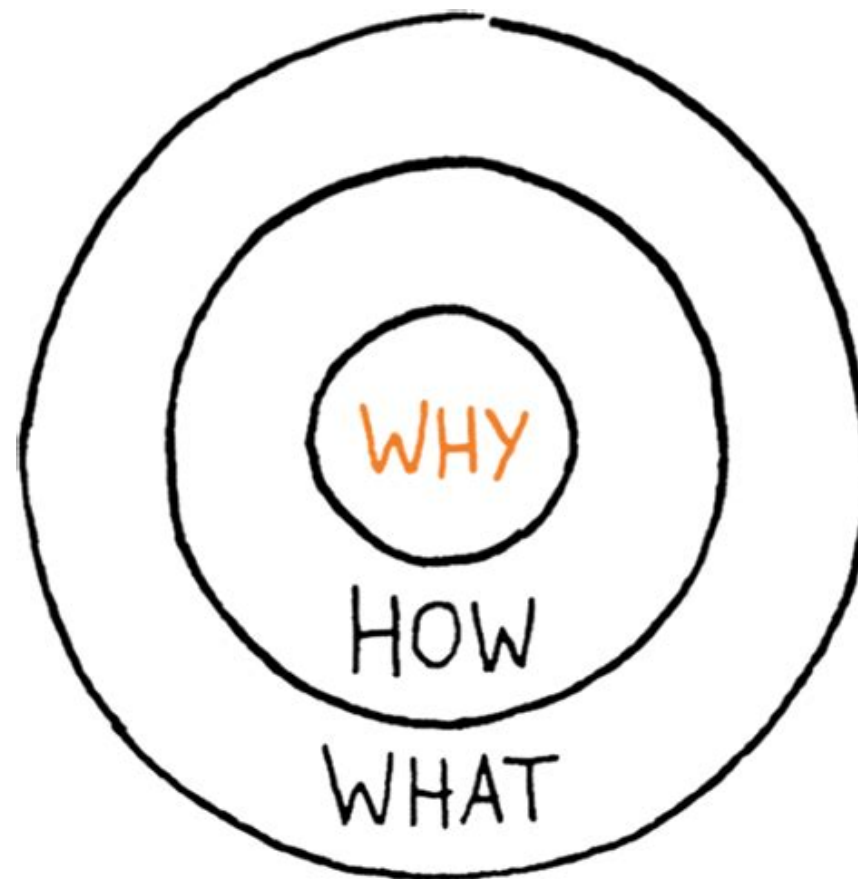
Simon Senek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*, 2011

Love the Problem: Bust the Myths

- Myth #3: Technology = No Touch

- *Truth: Technology = Enabler of Strategic Touch*

- Myth #2: Technology = End Unto Itself

- *Truth: Technology = Strategic BUSINESS Initiative*

- Myth #1: Technology = Instant Adoption

- *Truth: Technology = Change (and Demands a Plan)*

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What's Next: My Gift to You

- Strategy session
  - Technology vision
  - Business case creation
  - Supporting radical engagement
- You showed up – because you are here this session is *my gift to you*
- Email: tina@workjoycoaching.com
- Text: 310-415-3743

Photo by Riccardo Annandale on Unsplash

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Thank you!
Enjoy the HR Virtual Summit 2018!

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