

2024 Megatrends in HR: The Year of TRUST

The past few years have been exceptionally challenging for both employers and employees. The 2024 UKG Megatrends in HR highlight the critical role of trust in moving forward and provides a roadmap for organisations prepared to take action.



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Redefining the Employee/Employer Relationship

The workplace has undergone a significant shift, marking a redefined relationship between employers and employees. Gen Z are entering the workforce with a different perspective on work prioritising mental health and wellbeing. The pandemic has accelerated this shift, creating a multigenerational workforce and challenging companies to deliver more meaning to the workplace.

Managers and employees must build a greater level of trust to better understand individual preferences.

How can HR deliver more meaning to a multi-generational workforce?

- Encourage regular check-ins – support managers to understand how to conduct regular check-ins, helping foster a greater interest in employees and to cultivate more trust.
- Leverage technology to build personalised experiences – for example capturing regular inputs from people on their daily work activity, health and wellbeing.
- Use built-in generative AI to shift focus from processes to outcomes – provide proactive guidance to employees and managers, to nudge the right actions and access to the information they need.



Businesses must “mine” their organisations to find critical skills in unexpected places. This is cost-effective, engages your workforce in a meaningful way and builds a stronger culture of trust. Employees can also leverage Employee Resource Groups (ERGs) to demonstrate their skills and use gig assignments to uncover hidden interests and talents.

What can HR do to mine talent and build a culture of belonging?

- Internal promotability – HR should prioritise the people they already have – analyse current skills, upskill/re-train to fill gaps, and leverage tools like skills-based scheduling.
- Internal social communication – build a culture of belonging by giving employees a voice to share their passions, skills and hidden talent.
- Set up a knowledge base – to inform employees what skills are required for certain positions, and what opportunities exist elsewhere in the organisation.
- Leverage scheduling and shift swapping – uncover location-based preferences to identify talent across sites. Allow employees to shadow other teams, learn new skills and invest in their future.
- Shift towards a people operations framework – where HR and managers leverage the same technology, to meet common goals. HR can better understand operational objectives to mine relevant people within a workforce and create a more flexible work environment.



3

The ESG “Reality Check”

Companies are under pressure not only from their customers and employees to focus on Environmental, Social and Governance (ESG) initiatives, but also the upcoming EU Corporate Sustainability Reporting Directive (CSRD) putting it into legislation. But this isn’t a bad thing! Analysts show that companies with stronger ESG policies outperform their peers¹.

The CSRD will have a huge impact on HR, requiring large companies and listed SMEs to report on social indicators like gender pay equity, DEI&B, working time, and adequate wages².

How can HR amplify ESG initiatives and reporting for CSRD?

- Be transparent about where your efforts are succeeding and falling short – and critically, what the organisation is going to do moving forward.
- Hold firm in pursuing ESG initiatives - they are beneficial to companies, and positive initiatives can enhance an organisation’s reputation, brand, and attract a larger customer base.
- Accurate and timely access to data – whether to report progress on ESG initiatives or satisfy new and emerging regulations.
- Core workforce management solutions – using tools like scheduling, internal social communication, or capturing data around employee happiness and wellbeing. HR needs to take a multifaceted approach to understand workplace trends, address needs, and continue to build trust.

1. <https://www.ft.com/content/f8b902b9-ca9a-42db-a3cd-97fe2cc13863>

2. <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32022L2464>

3 Megatrends and Workplace Predictions Defining HR in 2024



Learn about the practical steps you can take to build trust and engagement among your employees, and the best practices for developing and retaining talent in a competitive labour market.

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