

# Exploring The HR Trends of 2024



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Slido.com #RGLive24

# The HR Priority Report

Reshaping focus, rethinking leadership  
and revamping technology in 2024



This report is presented by



**1,001**

HR leaders across the UK



**2,026**

Employees across the UK



Mix of desk-based, remote,  
hybrid and frontline workers and  
across different generations

# Trends

01

Our **wellbeing priorities** aren't necessarily aligned with employees'

02

The need to **drive employee productivity** through supporting wellbeing

03

**Supportive managers** are in high demand, but short supply

04

The **expectations and reality** surrounding HR tech are at odds

*Exploring trends through the lens of:*



**Reshaping Focus**



**Rethinking Leadership**



**Revamping Technology**

# Reshaping Focus



# Top 3 priorities for HR leaders



**Improving  
workplace  
wellbeing**

(33%)



**Maintaining  
& improving  
morale**

(25%)



**Talent  
attraction**

(25%)

**Source:** The HR Priority Report 2024, Reward Gateway

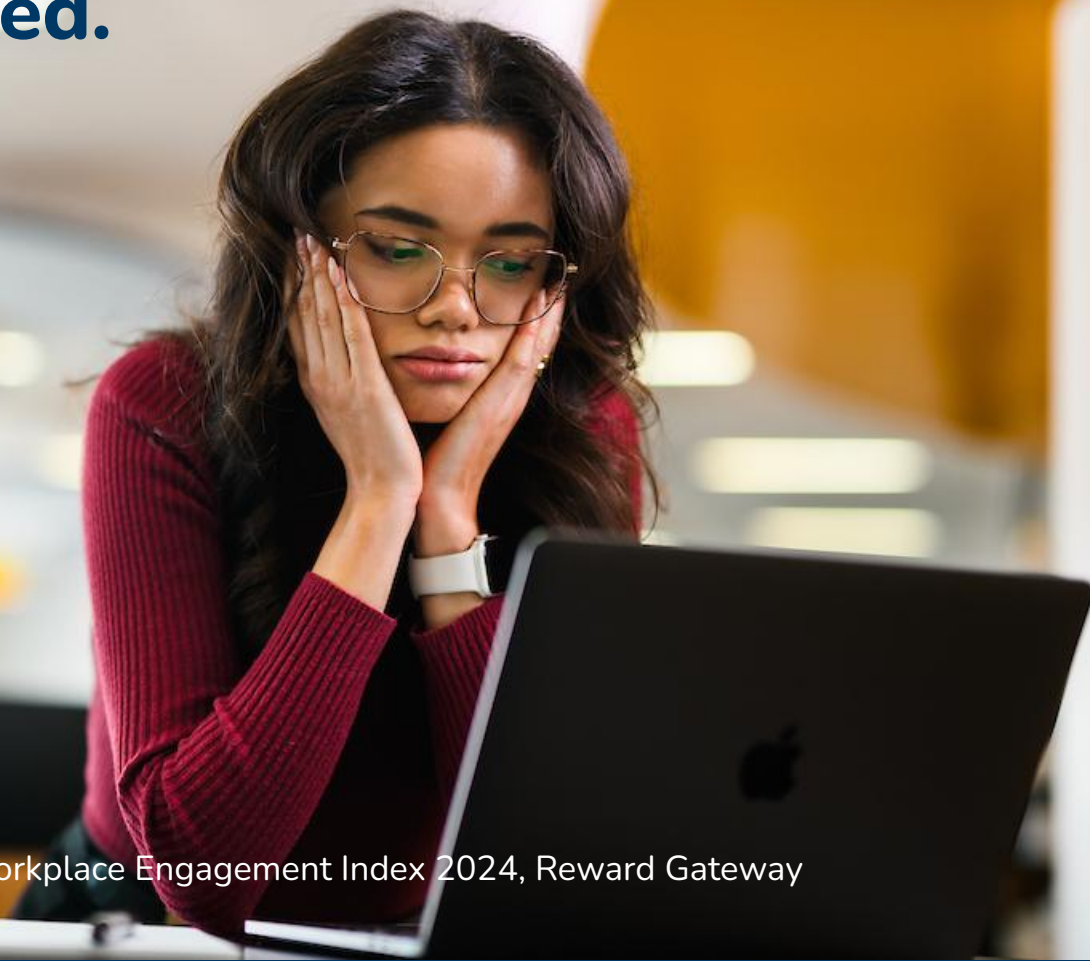
# 1 in 2

HR leaders state that their business has seen an **increase in employee turnover** in the past year

**Source:** The HR Priority Report 2024, Reward Gateway

**Brits are stressed.**

**71%**  
feel stressed in  
the workplace



Source: The Workplace Engagement Index 2024, Reward Gateway

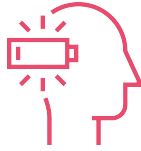
# Top 5 workplace factors leading to stress

1



**Excessive  
workload**

2



**Insufficient  
resources**

(including budget  
and manpower) to  
perform the task

3



**Lack of  
recognition**

4



**Lack of control  
over work,  
decisions or  
schedule**

5



**Lack of trust in  
leadership**

# Cost of living impacts

Only **5% of HR managers** believe employees' financial wellbeing has significantly declined in the last two years

**In reality, the answer is almost three times higher (13% of employees)**

## Financial Wellbeing

HR Priorities **55%**

Employee Priorities **60%**

## Mental Wellbeing

HR Priorities **60%**

Employee Priorities **53%**

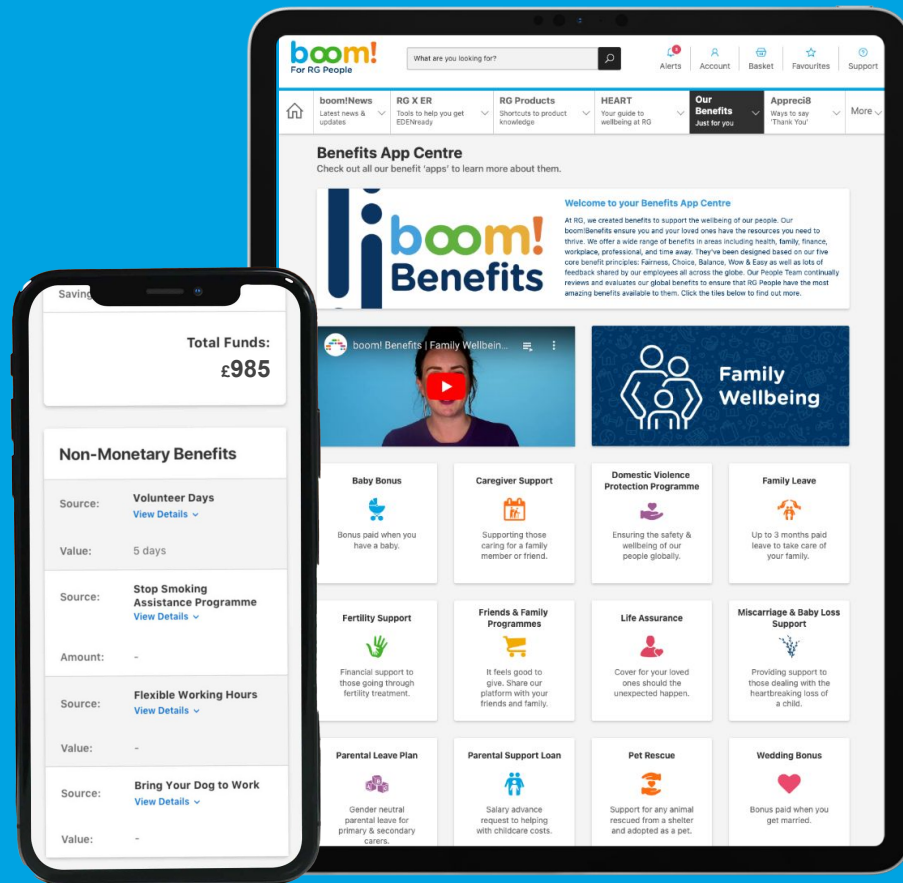
# Financial Wellbeing

65%

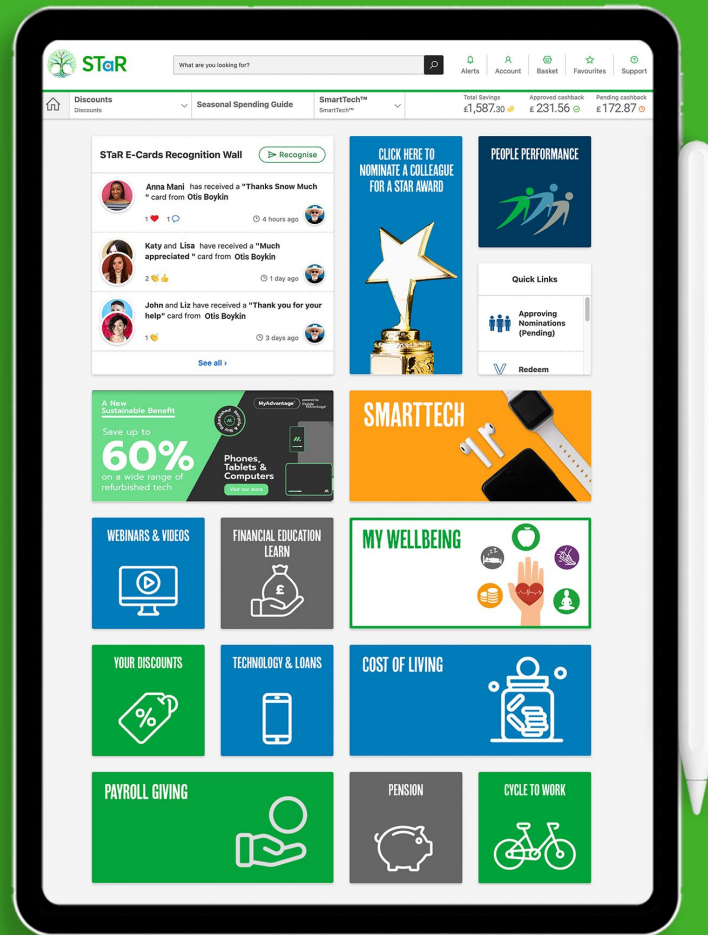
of UK employees believe employers should do more to offset inflationary pressures and the rising cost of living.



# What does your Total Rewards offering look like?



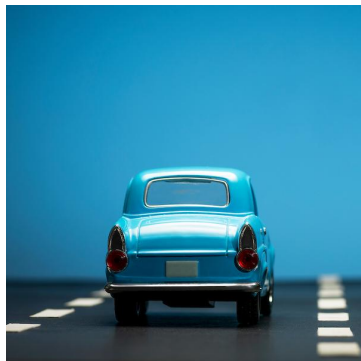
Repackage your  
financial support  
resources to  
reinforce your  
employer brand



# RG H.E.A.R.T.



## What are the stories your people are sharing about how your organisation supports wellbeing?



### Volunteer Days



Volunteer 3 days a year with a charity of your choice.



### Book Benefit



Unlimited books, podcasts, & magazines for your development.

### Pet Rescue

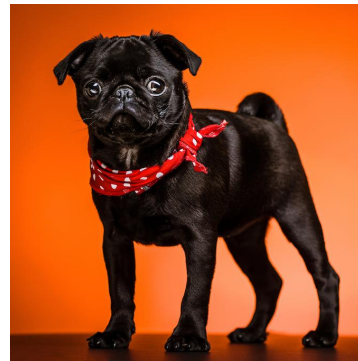


Support for any animal rescued from a shelter and adopted as a pet.

### Safely Home



Ensuring safety and wellbeing by providing free taxi rides.



# High productivity drivers for employees



**40%**

A strong and  
supportive  
manager/leader



**38%**

Receiving  
recognition  
and rewards

# The power of recognition rings true for us all

## For Employees

Fulfilling job responsibilities

A strong and supportive manager/leader

Receiving recognition and rewards

Competitive compensation

Seeing the contribution of their work

## For HR Leaders

Fulfilling job responsibilities

Receiving recognition and rewards

Learning and training

A strong and supportive manager/leader

Team Building and celebrations

# Benefits to reinforce your values

The power of  
recognition

38%

of employees say  
receiving recognition  
and rewards makes  
them feel more  
productive at work

61%

say that their work  
wellbeing would  
improve if they were  
simply thanked more  
for their hard work

# Why is employee recognition so important for retention?

27%

of employees who were considering leaving their job said it was **due to a lack of recognition**

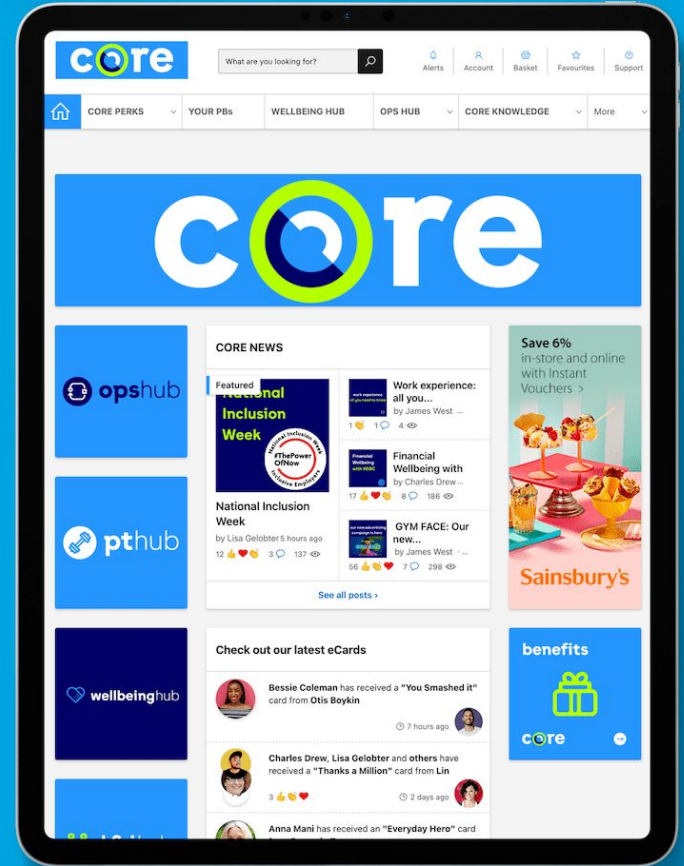
**Source:** The HR Priority Report 2024, Reward Gateway

How does your  
organisation celebrate  
moments that matter  
at **every stage** of the  
employee journey?



Happy RG  
Anniversary

How can recognition  
be used to boost the  
visibility of the  
unseen, unsung  
contributors in your  
organisation?



# Rethinking Leadership



Supportive  
managers are in  
high demand



Supportive  
managers are in  
high demand  
**but in short supply**



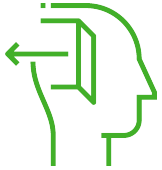
# 37% of

employees feel appreciated  
by their line manager

**Source:** The HR Priority Report 2024, Reward Gateway



# The ripple effects



**38%**

of employees say they  
no longer go above  
and beyond their  
specific responsibilities  
and/or schedule



**32%**

say it makes them  
feel unsupported by  
their employer



**25%**

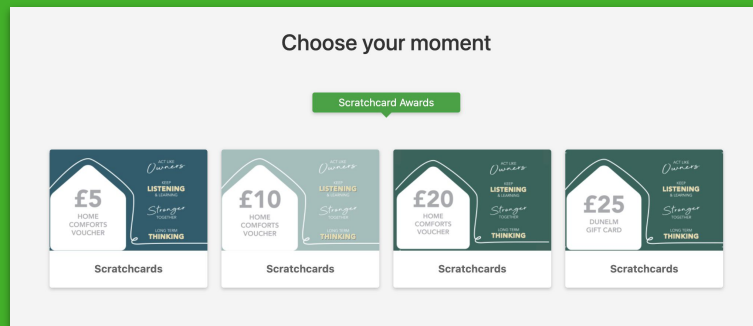
say they have lost  
trust in their  
employer



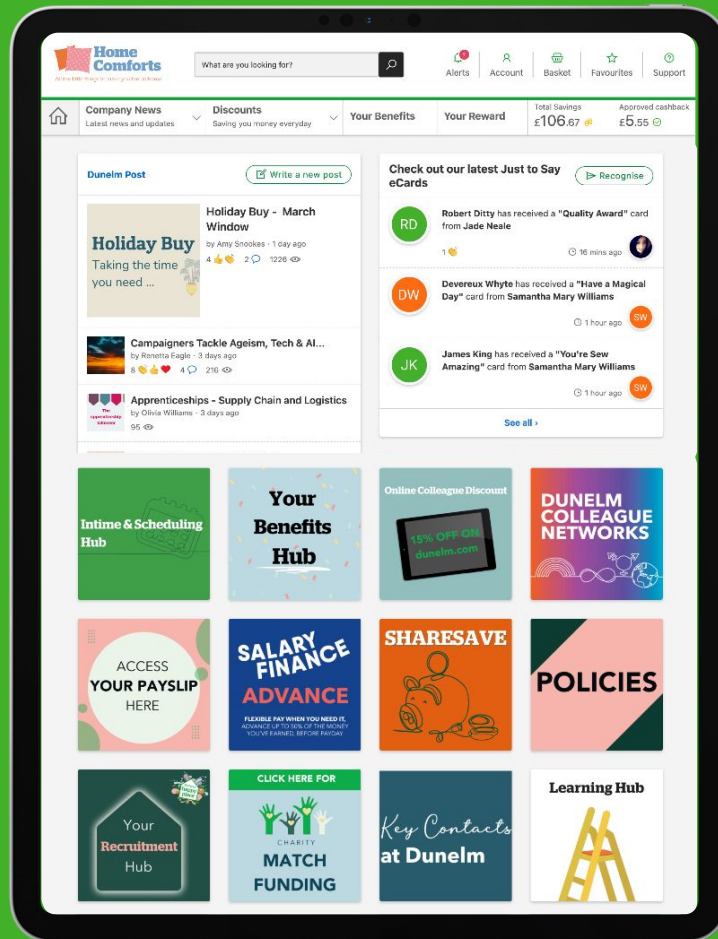
**20%**

feel unclear and  
uncertain about their  
company's goals

**Source:** The HR Priority Report 2024, Reward Gateway



Supporting  
managers with  
powerful tools



# Revamping Technology



High expectations  
for tech - but we  
aren't there yet



# The three largest barriers facing HR in the adoption of tech



**Budget**

(41%)



**Current tech doesn't  
provide consistent  
experience across all  
employees**

(25%)



**There are too many  
platforms and it's  
hard for HR to  
manage them all**

(23%)

**Source:** The HR Priority Report 2024, Reward Gateway

# Reality of tech



**15-35**

different pieces of  
HR technology used  
by the average  
enterprise  
organisation (SHRM)



**20%**

have all the data  
they need to prove  
the ROI of their  
initiatives



**52%**

believe they are  
supported by their  
employer in leveraging  
AI, analytics and  
technology



**16%**

Of employees feel  
unsupported by their  
organisation in leveraging  
AI for their roles and  
responsibilities

# How can we harness technology to drive HR success?

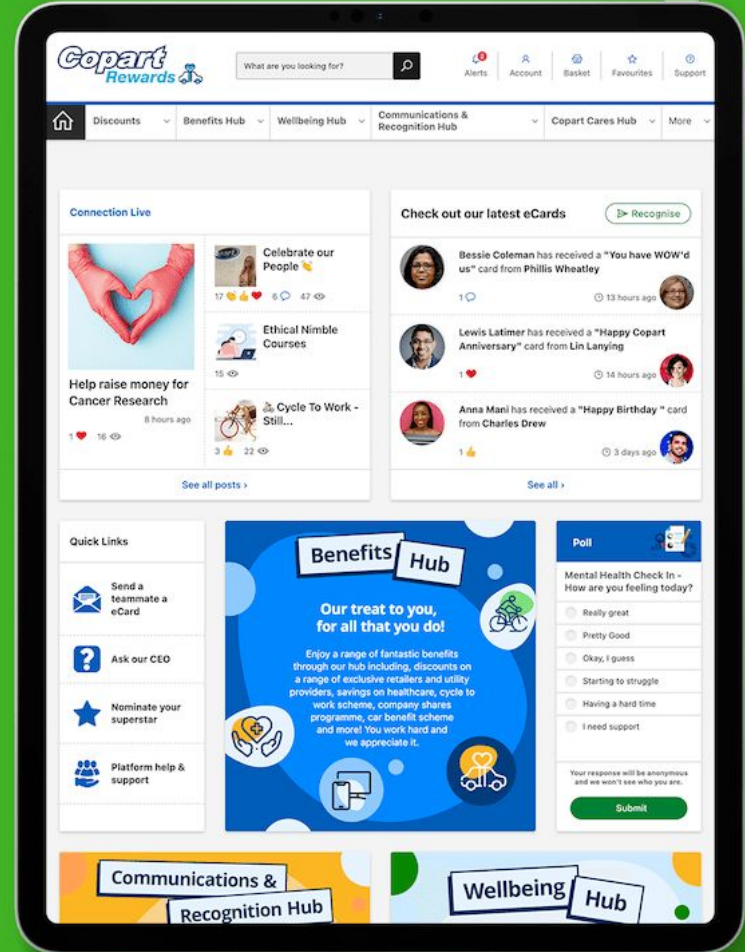
- **Consolidation** - Simplify processes with a one-stop-shop for your employee engagement initiatives
- **Analytics** - Reporting tools and interactive dashboard to prove the ROI of your programme
- **Learning & Development** - Provide learning materials, organise workshops, encourage knowledge sharing and foster a safe culture for the adoption of technology

# CLIENT SPOTLIGHT:



## Challenges:

- Multiple systems made it difficult to accurately report on impact of initiatives
- Considerable time was spent on data consolidation
- Impact of R&R was being obscured



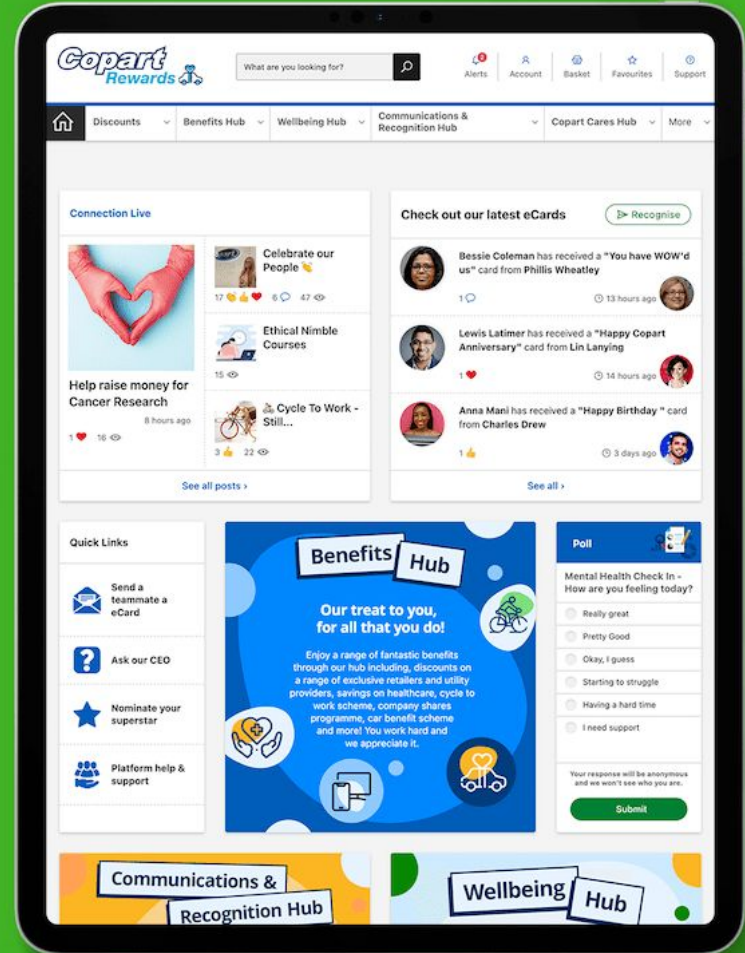
# CLIENT SPOTLIGHT:

By working with Reward Gateway, they created Copart Rewards, a centralised platform

## Results:

- 96% of the workforce engaging with the platform
- Copart's retention rate increased by 14%

And, the fact is was a cost-neutral solution made it easier to greenlight!



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