



# Top Trends for People Managers 2024

At the start of the year, there are many trends that are predicted for the people profession and business leaders to be aware of. These predictions are presented to highlight the areas of similarity that exist, to help people managers across all companies, and sectors in their planning for 2024.

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**Skills & Talent Shortages**  
*Skills-based organisations*  
*'Paper-ceiling crumples'*  
*Career Pathways*  
*Internal mobility*  
**EX (Employee Experience)**





**New World of Work**  
*Work-Life boundaries*  
*Multi-hub workplaces*  
*Hybrid models*  
*Pay for Performance*  
*(What, When, How & off-cycle delivery)*  
**Embedded DEI & B(elonging)\***  
**Inter-generational working Culture**

## Employer/Employee Relationship Reset

*Mistrust*  
*Pay – Value*  
*Employee Activism & Unionism*  
*Unsustainable performance levels*  
*Flexibility requirements*  
*Feedback informs Decision-making*  
*Human-centred leadership*  
*Sense of Belonging\**

**Impact of AI**  
*Job Re-design (short-term)*  
*Job losses (long-term)*  
*Automation of tasks*  
*Process re-design*  
*Optimise Job roles*

From the 'Peak of Inflated expectations' to the 'Trough of Disillusionment' (Gartner) (next 2-5years)

 <p><b>Employer/Employee Relationship Reset</b></p> <p>Human-centred Leadership Mentoring &amp; Coaching skills Conflict Management</p>	 <p><b>Skills &amp; Talent Shortages</b></p> <p>Recruit, Retain, Reskill, Redesign Real Benefits Career Step-out &amp; Shifts</p>
<p>BTA</p> <p>Interacting with AI Process re-design Automating Management tasks</p>  <p><b>Impact of AI</b></p>	<p>Hybrid models Flexibility Costs of Working</p>  <p><b>New World of Work</b></p>

Sources:

Personnel Today	Unveiled: HR Predictions for 2024 that might surprise you
RELX	The new people trends – Top 5 themes for 2024
HR Data Hub	HR trends UK organisations need to follow in 2024
LinkedIn	The Top HR Trends of 2024: What Executives Need to Know
Gartner	Top priorities for HR Leaders 2024
Forbes	The Top 5 HR trends for 2024
HBR	9 trends that will shape work in 2024 and beyond
McKinsey	5 emerging trends for HR, and How is the CHRO role changing?
Gallup	6 workplace trends leaders should watch in 2024
Josh Bersin	HR predictions for 2014

**Attend: Trends Planning & Networking Workshop**  
 Email [Andrew@penker.co.uk](mailto:Andrew@penker.co.uk) to receive an exclusive invitation to a Free virtual planning workshop (90mins).  
 Network and collaborate with other people managers and discuss how to consider and respond to these trends.



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