



# Human Capital Trends through the Lens of Public Relations

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# What have I brought to you today?

- Facts
- Forecasts
- Questions



**Internal communication workshops on Friday**

9:30-11:00 a.m.

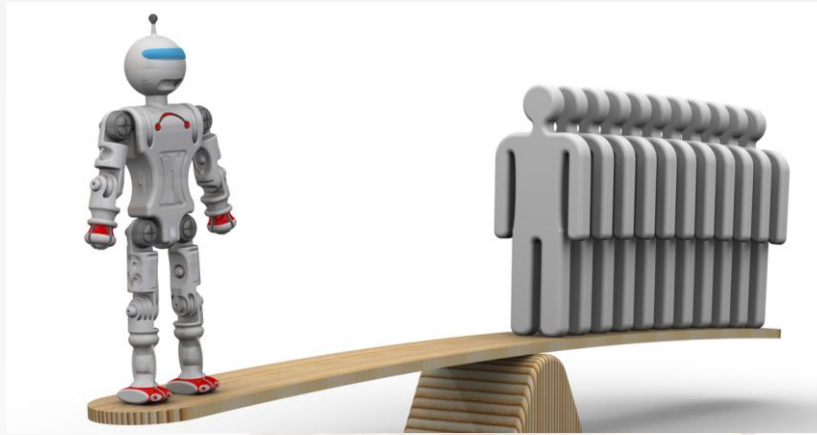
11:15 a.m.-12:45 p.m.

14:00-15:30 p.m.

# Presentation Overview

- Latest Global Human Capital Trends
- The “Strategic Support for the Recruitment of Competitive Public Service Personnel Provisioning” Research
- The Employee of the Future
- PR Recommendations and Tools



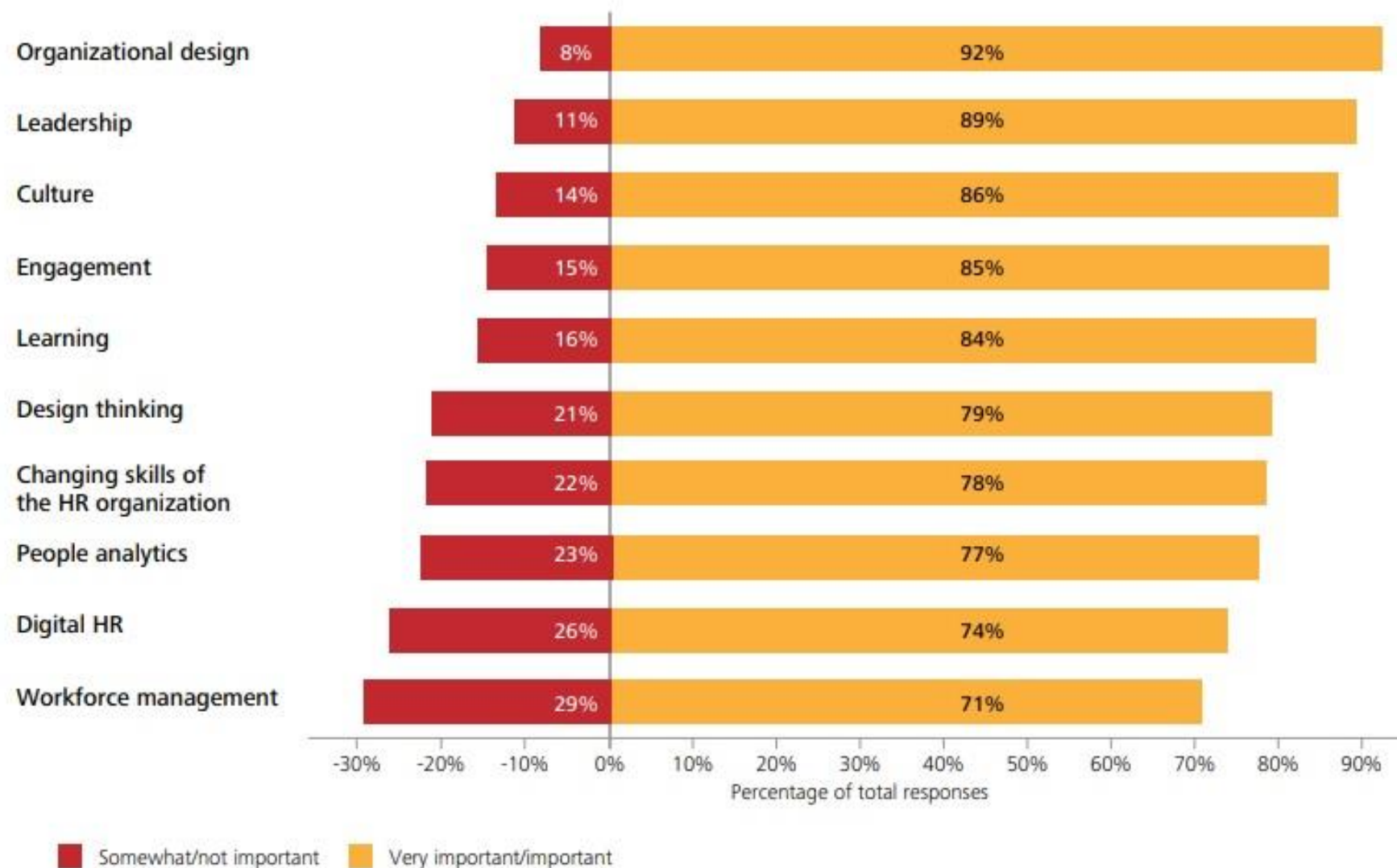


## **What will the future be like?**

How will the organization be changed in which we are working together?

**Nobody knows that!**

**Figure 2. The 10 trends ranked in order of importance**



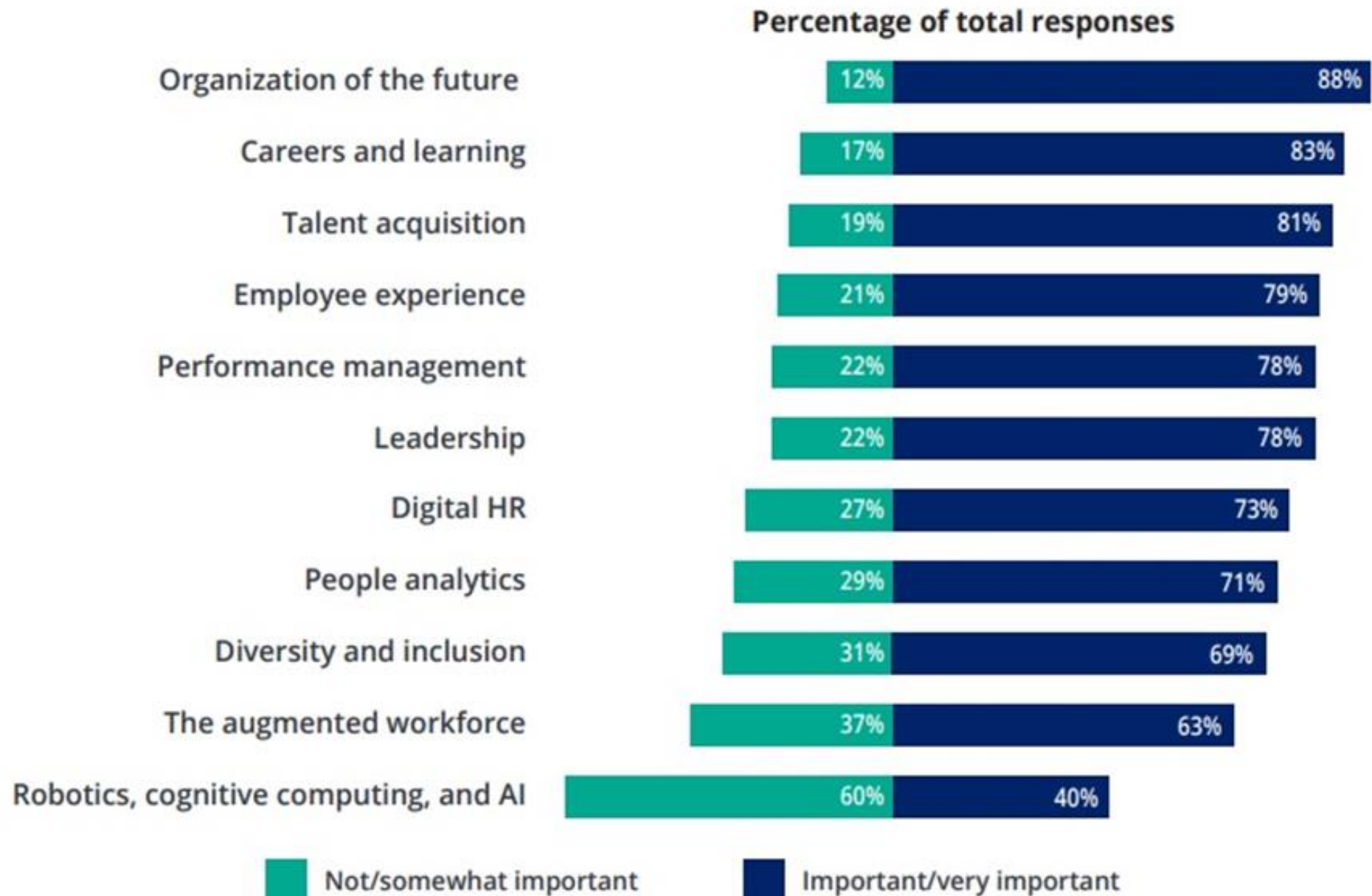


# 2016

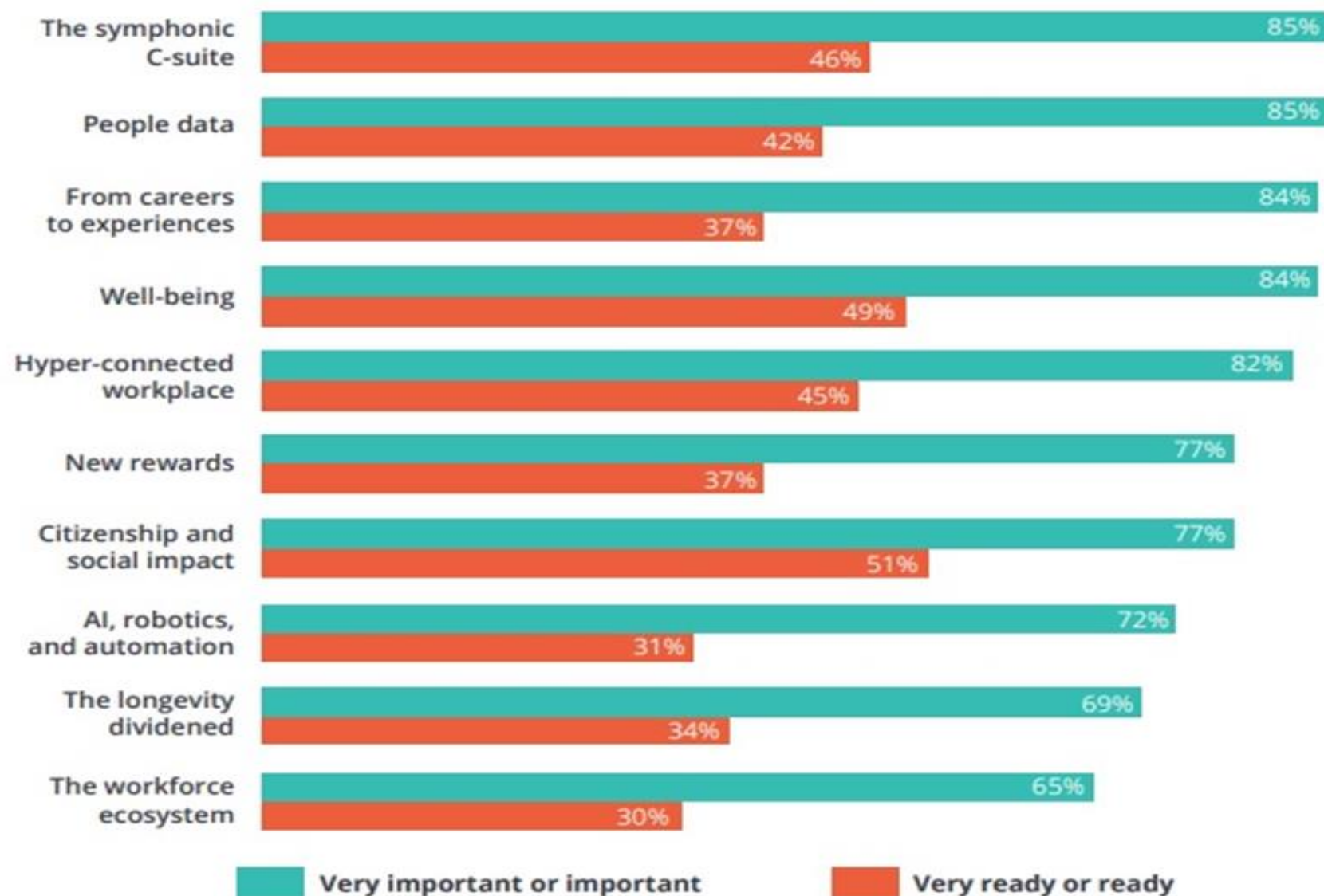


Graphic: Deloitte  
University Press |  
DUPress.com

Figure 3. The 2017 trends by importance



**Figure 2. Trend importance and readiness**



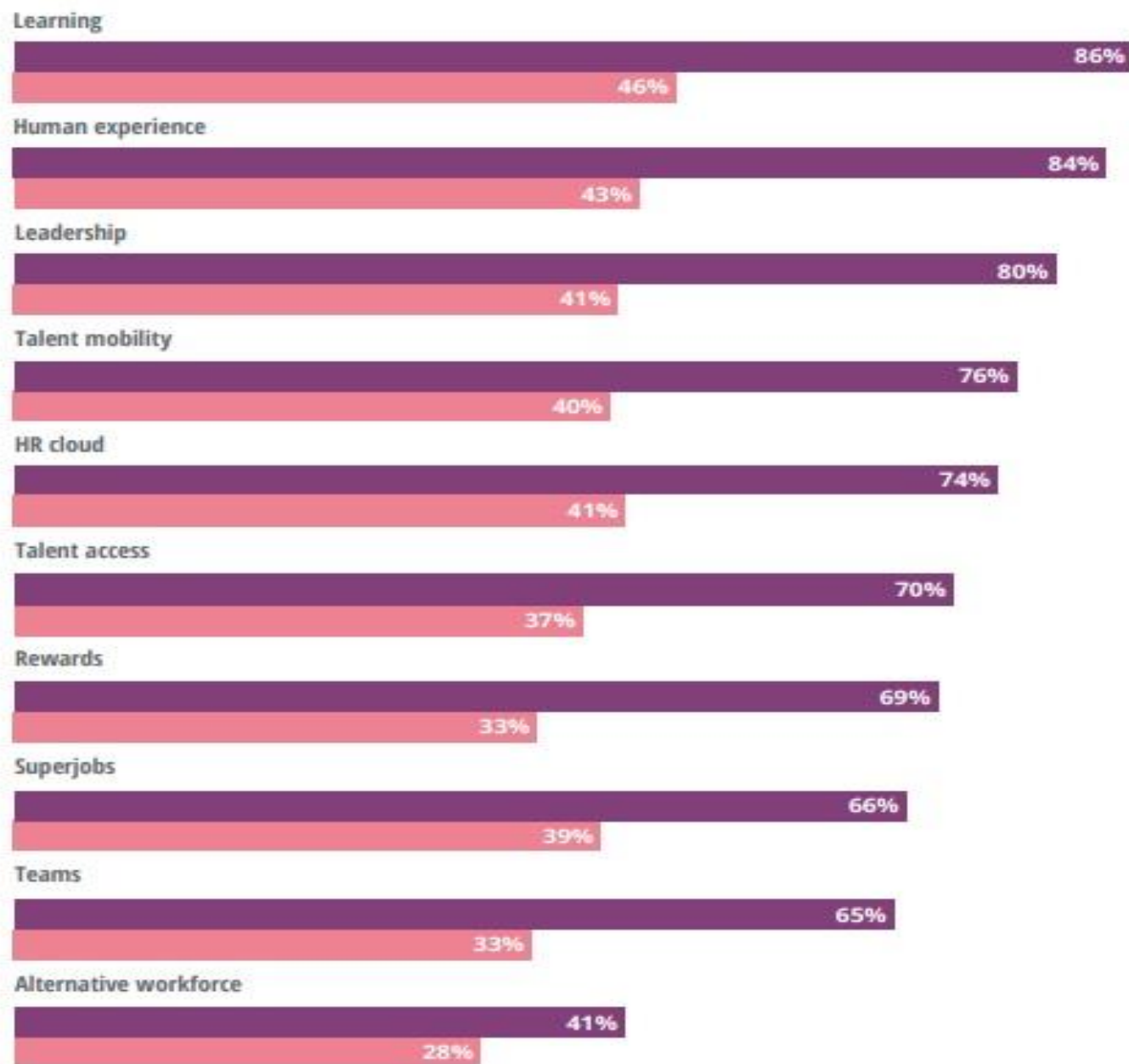
n = 11,070

Source: Deloitte Global Human Capital Trends, 2018.

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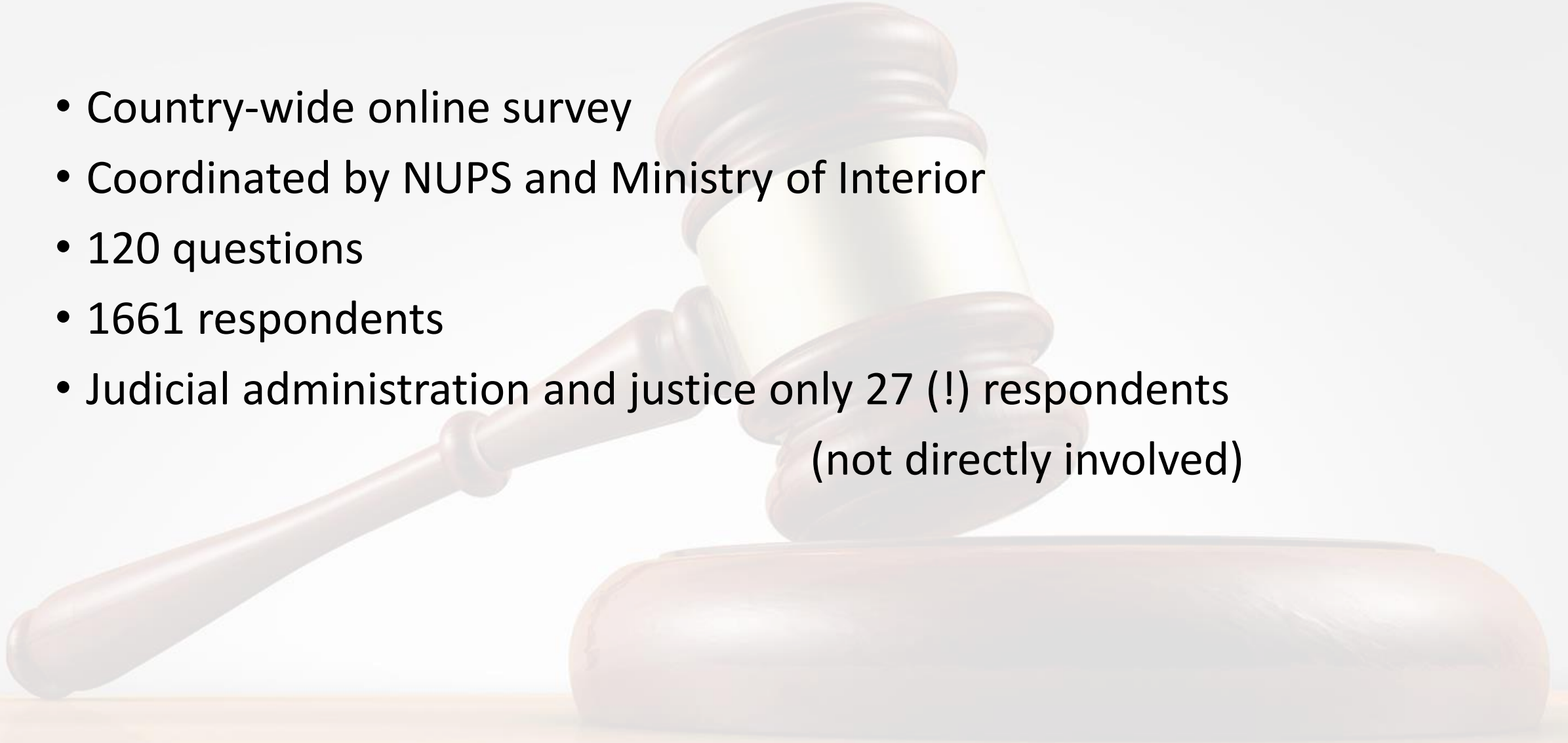
■ Important or very important ■ Ready or very ready



Source: Deloitte Global Human Capital Trends survey, 2019.

# The Staff Members of the Hungarian Public Service

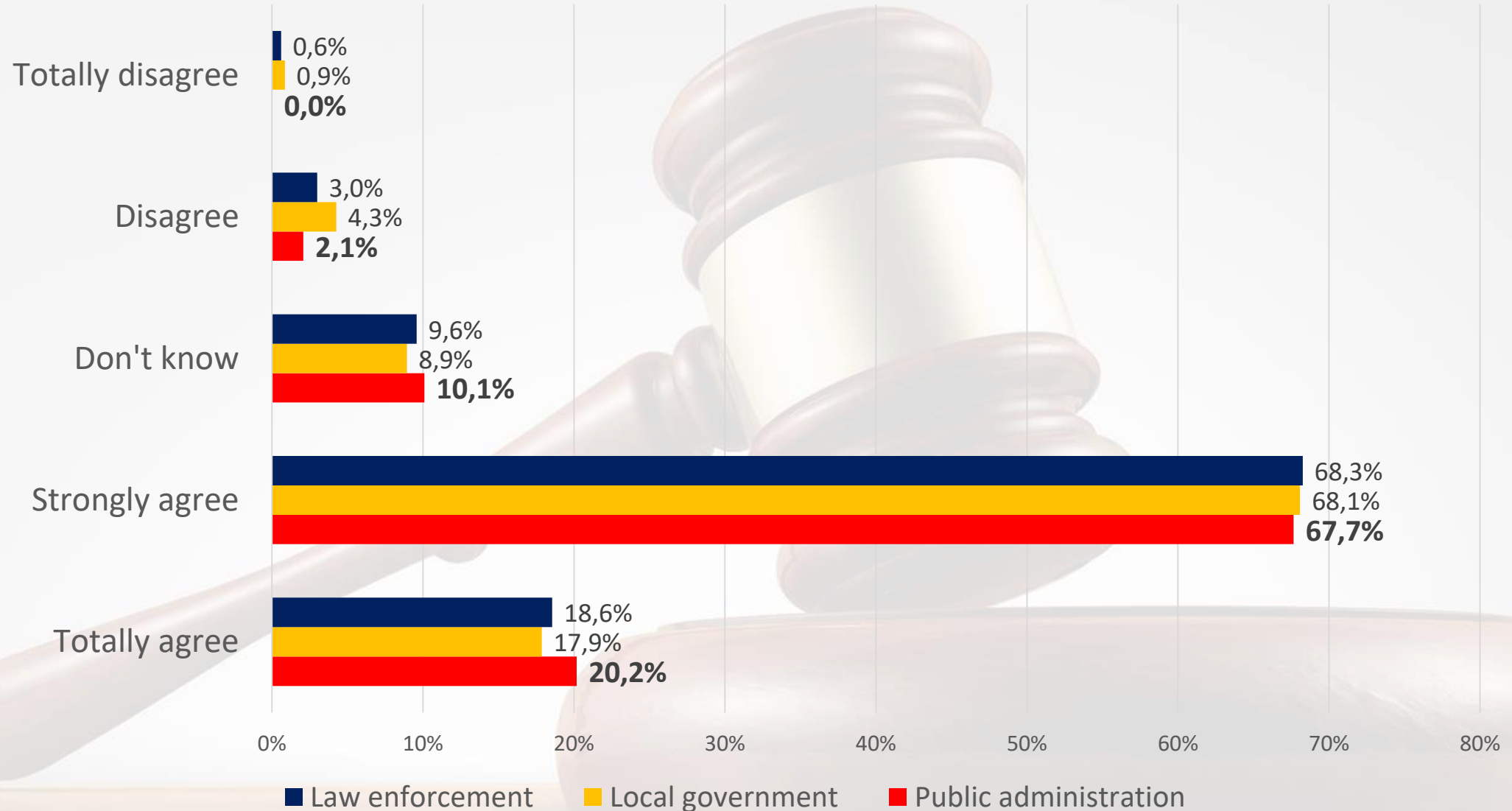
- Country-wide online survey
- Coordinated by NUPS and Ministry of Interior
- 120 questions
- 1661 respondents
- Judicial administration and justice only 27 (!) respondents  
(not directly involved)



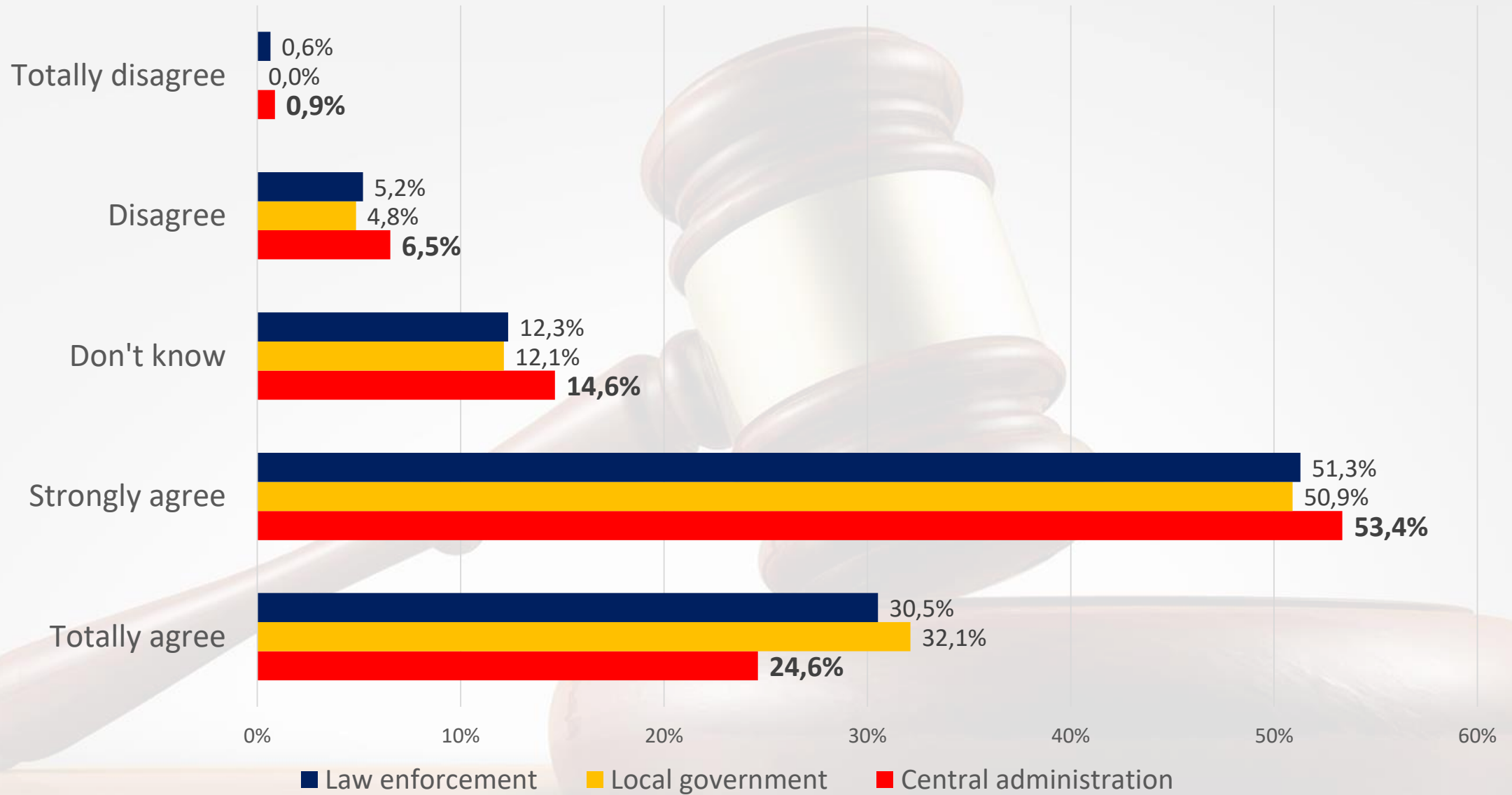
# Priority Themes consistent with HR Trends

	Paying significant attention to the topic				
	Equality of opportunity	Non-discrimination	Sustainability	Environmental awareness	Integrity
Top managers	80,00%	81,90%	63,90%	54,20%	77,40%
Mid-level managers	58,50%	65,60%	55,70%	53,80%	71,20%
Subordinate managers and priority jobs	55,90%	57,40%	52,20%	49,30%	60,30%
Subordinates	53,80%	59,30%	51,00%	47,50%	58,00%

Our organization unit responds appropriately to messages and suggestions from other units.

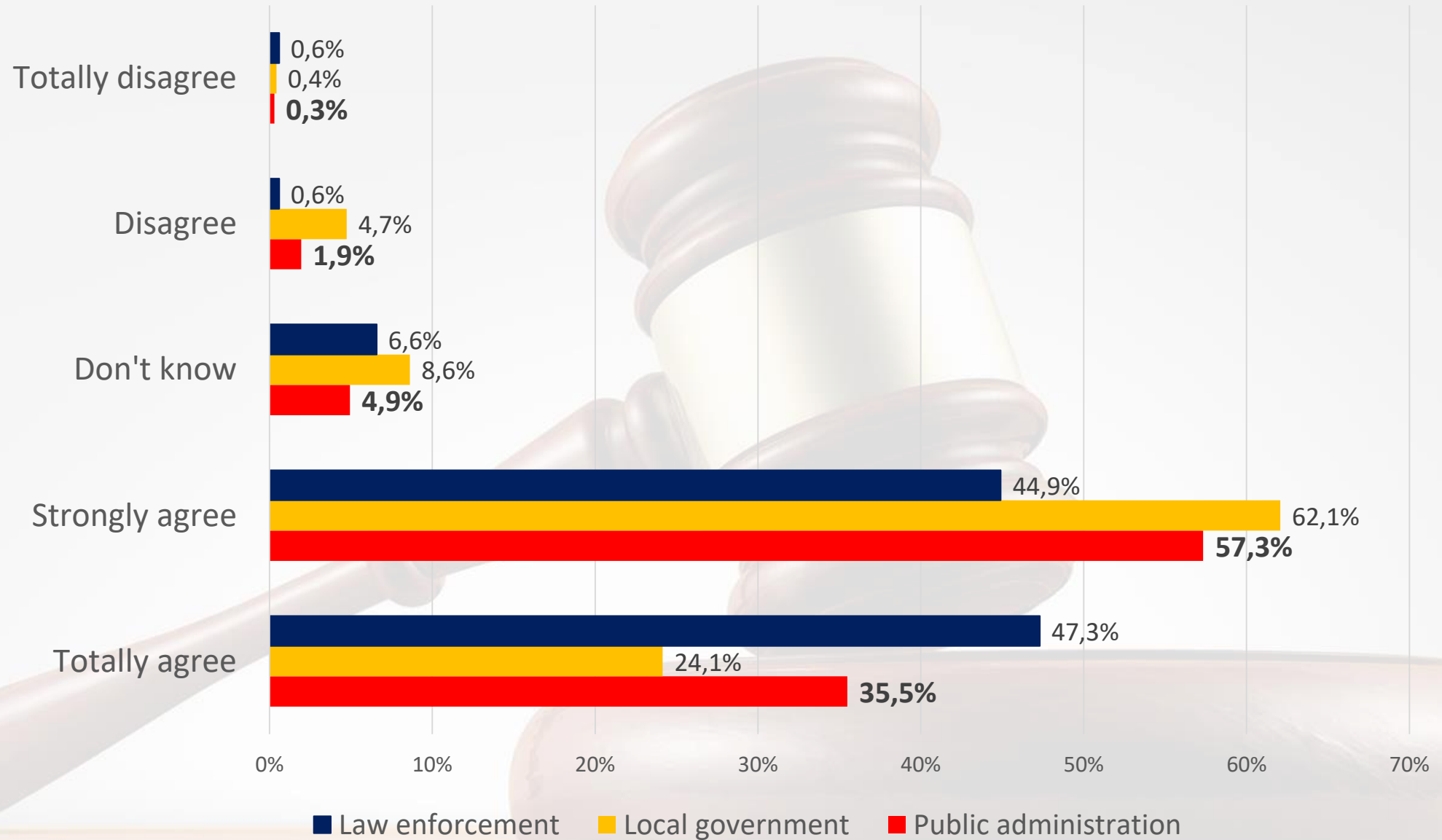


I'm proud to be working for this organization.

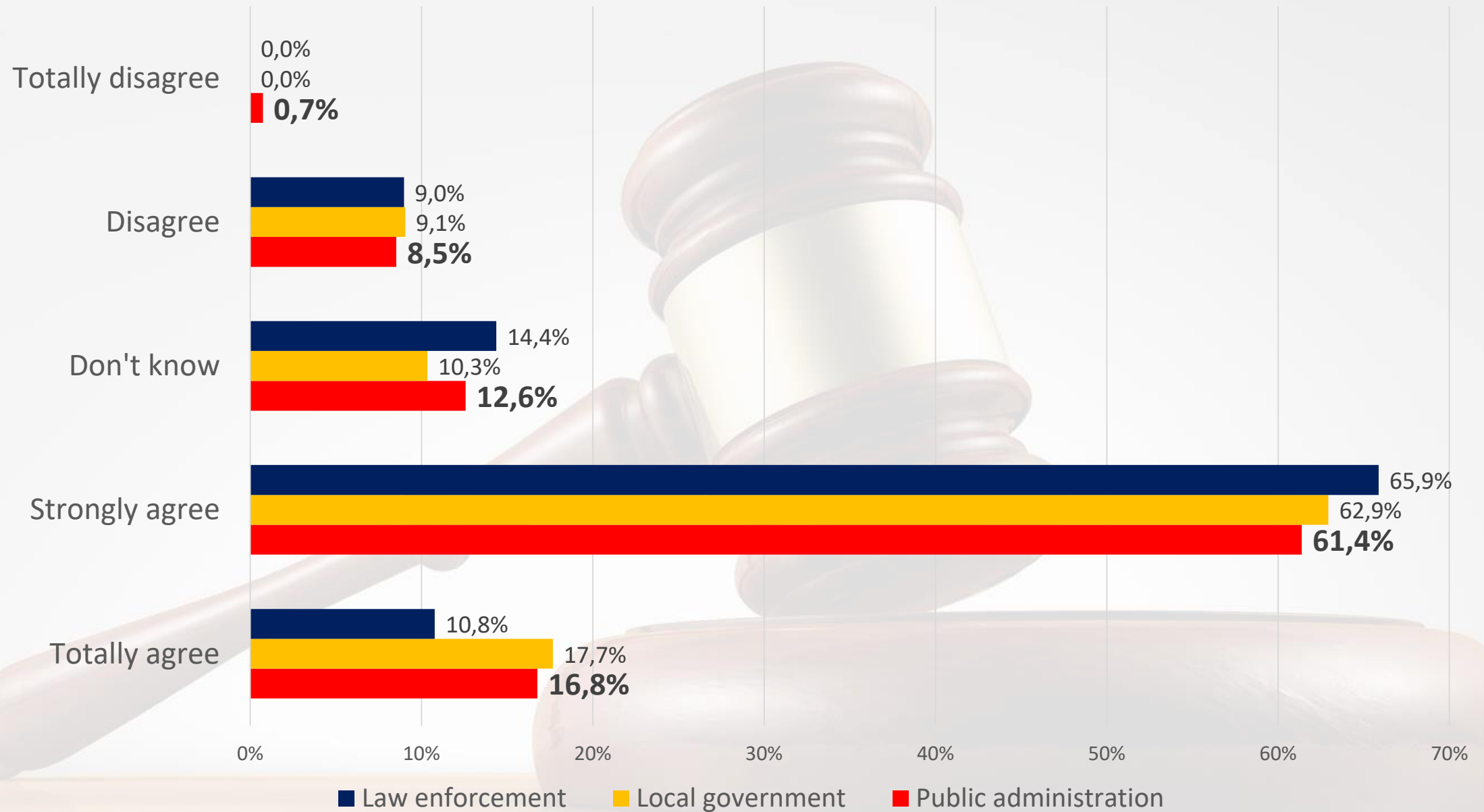




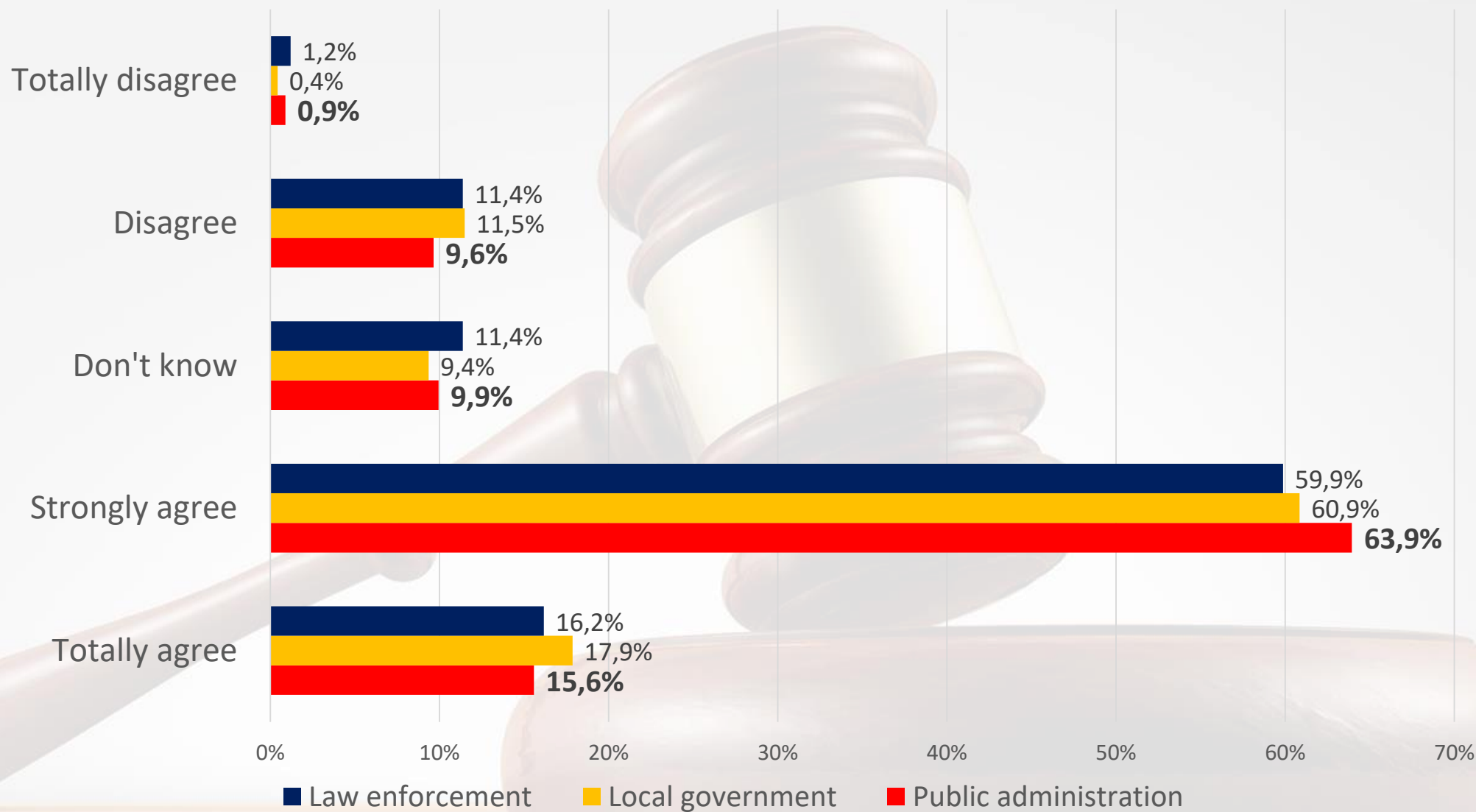
The chain of command usually is followed at my work place.



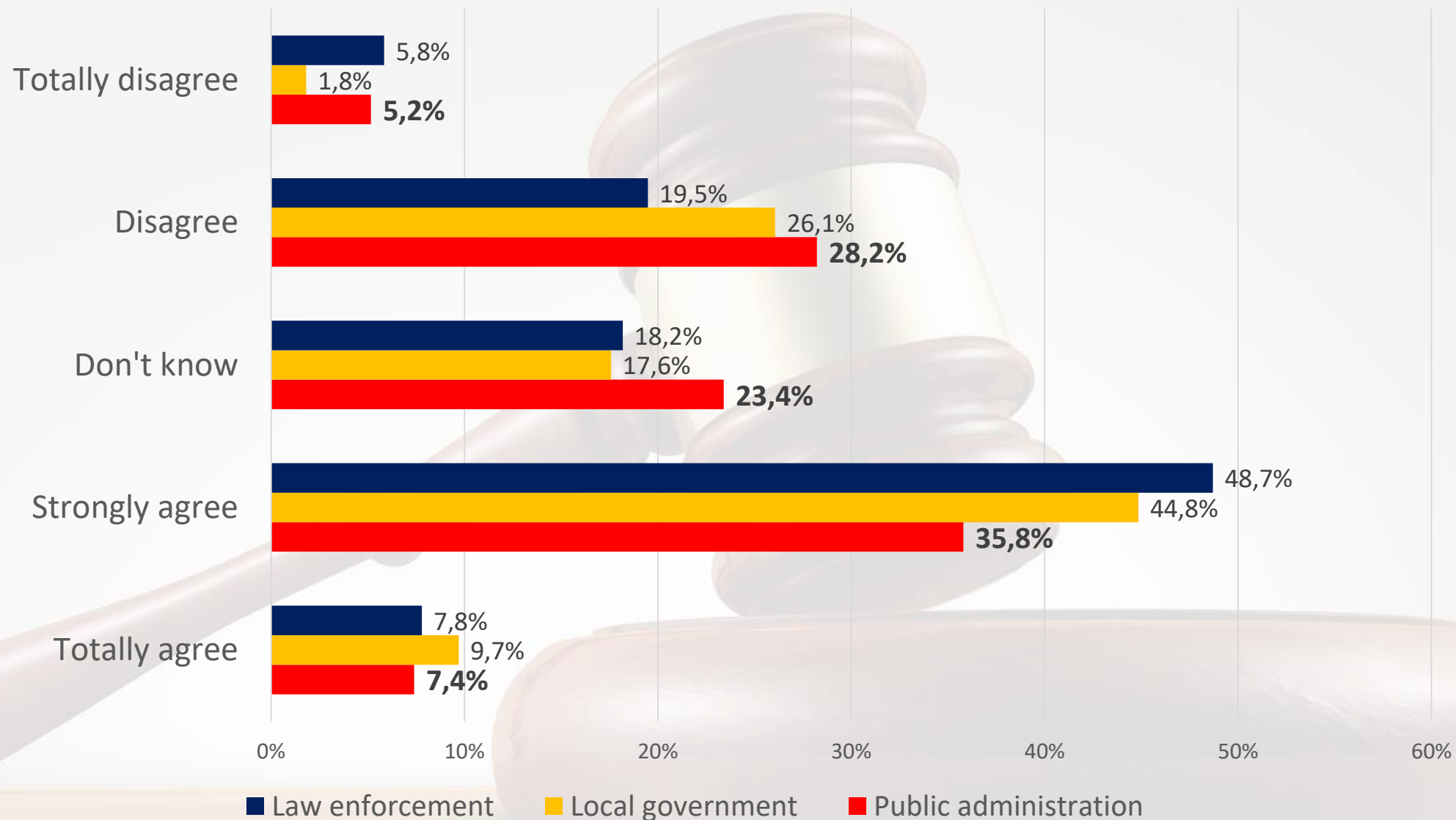
I can access the information I need, to be able to work efficiently.



The cooperation between my organization unit and the other units is harmonious and conflict-free.



People have a positive opinion about public servants, they are respected and appreciated.



# The Workers of the Future



<https://st1.thehealthsite.com/wp-content/uploads/2015/06/Multi-tasking.jpg>

**Diverse**

**Tech-savvy**

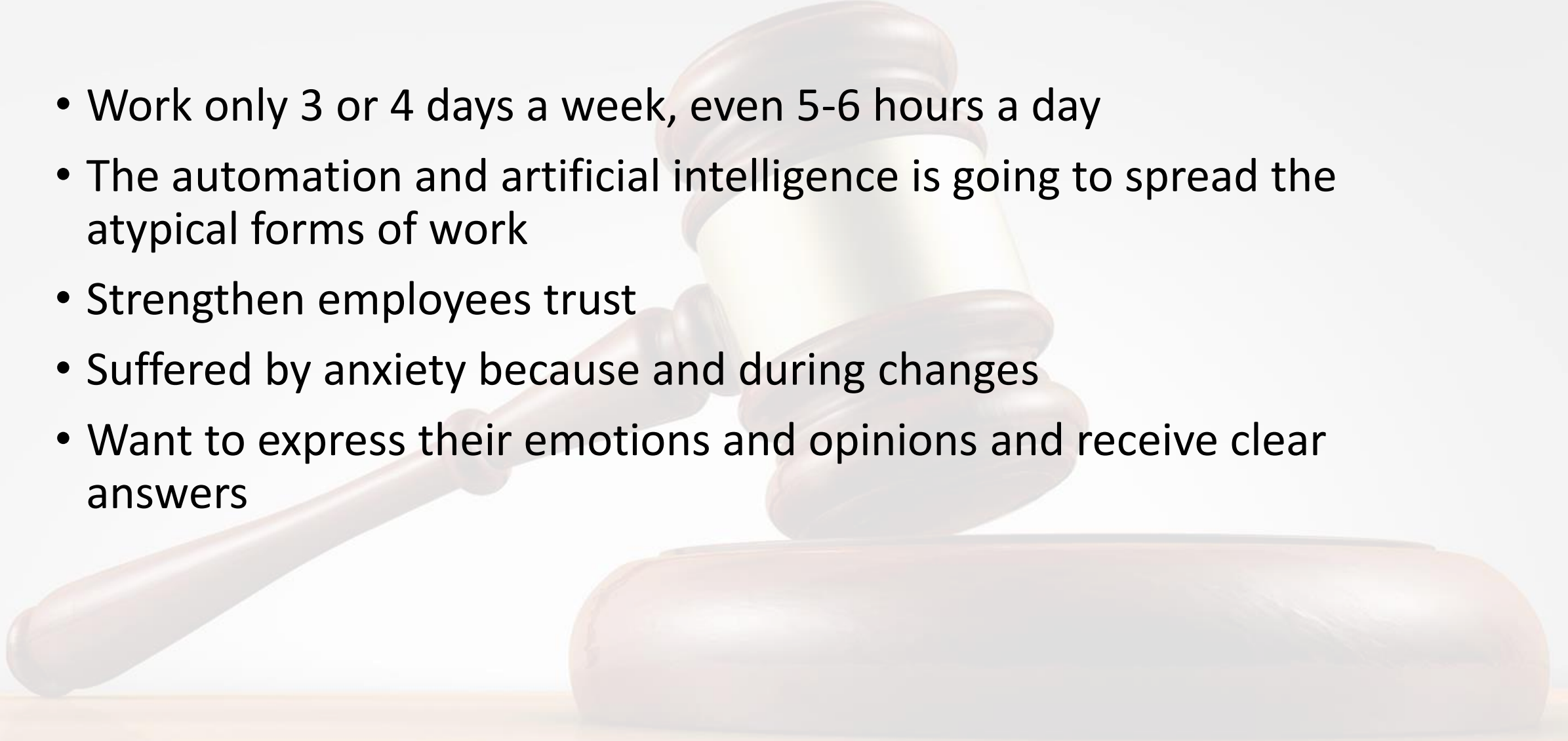
**Social conscious**

**Ambitious**



# The Workers of the Future (2)

- Work only 3 or 4 days a week, even 5-6 hours a day
- The automation and artificial intelligence is going to spread the atypical forms of work
- Strengthen employees trust
- Suffered by anxiety because and during changes
- Want to express their emotions and opinions and receive clear answers



# Recommendations for Managing a diverse Staff

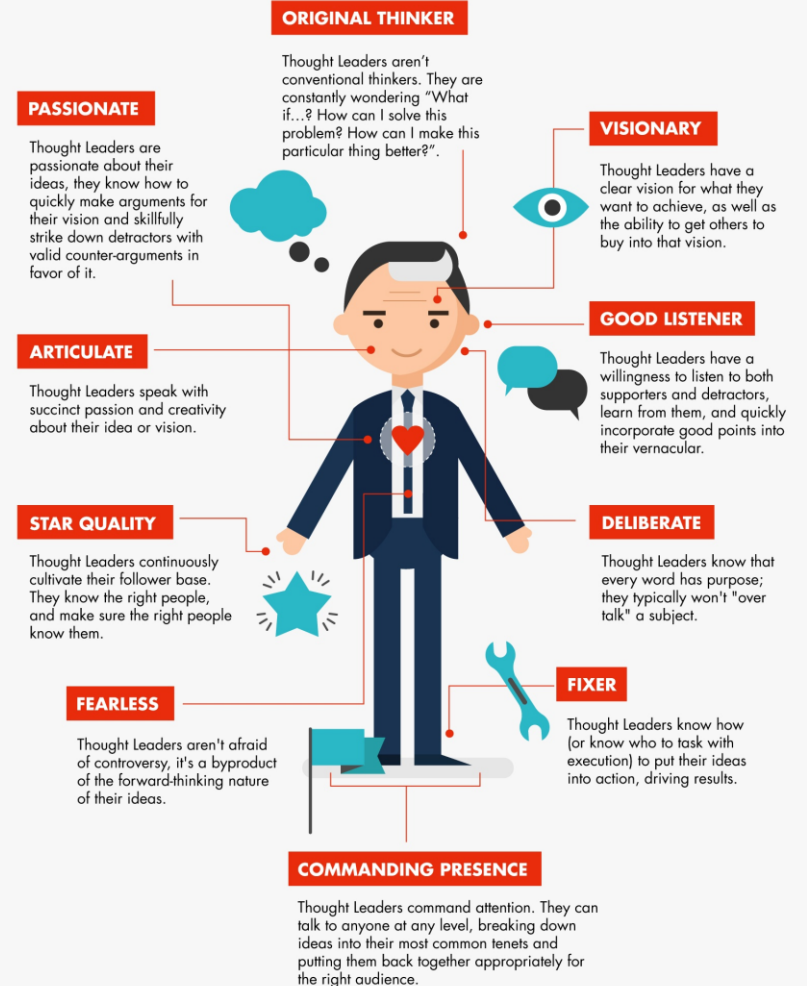
- Engage young employees with short, multimedia elements and cross-device training platforms
- Determine the types of flexibility provided and implement fair and flexible policies
- Make them brandbassadors via solid social media policy
- Create employee-friendly work environment using design thinking
- Build and manage networks of teams
- Do not limit training to newbies
- Base your activities on people analytics
- Keep engagement at your company high by focusing on meaning, purpose, and passion

# PR Trends and Tools

- Voice-Based Search and Storytelling
- Live Streaming
- Educate Thought Leadership
- Shift towards Niche Media

## THE ANATOMY OF A THOUGHT LEADER

Thought Leaders aren't born, they're made. And if you think being a subject matter expert is all it takes to become one, think again! Thought Leadership status is carefully cultivated over time. Here are some of the key characteristics that make up a real Thought Leader:



So You Want to Be a Thought Leader? Get the full white paper for more insight!

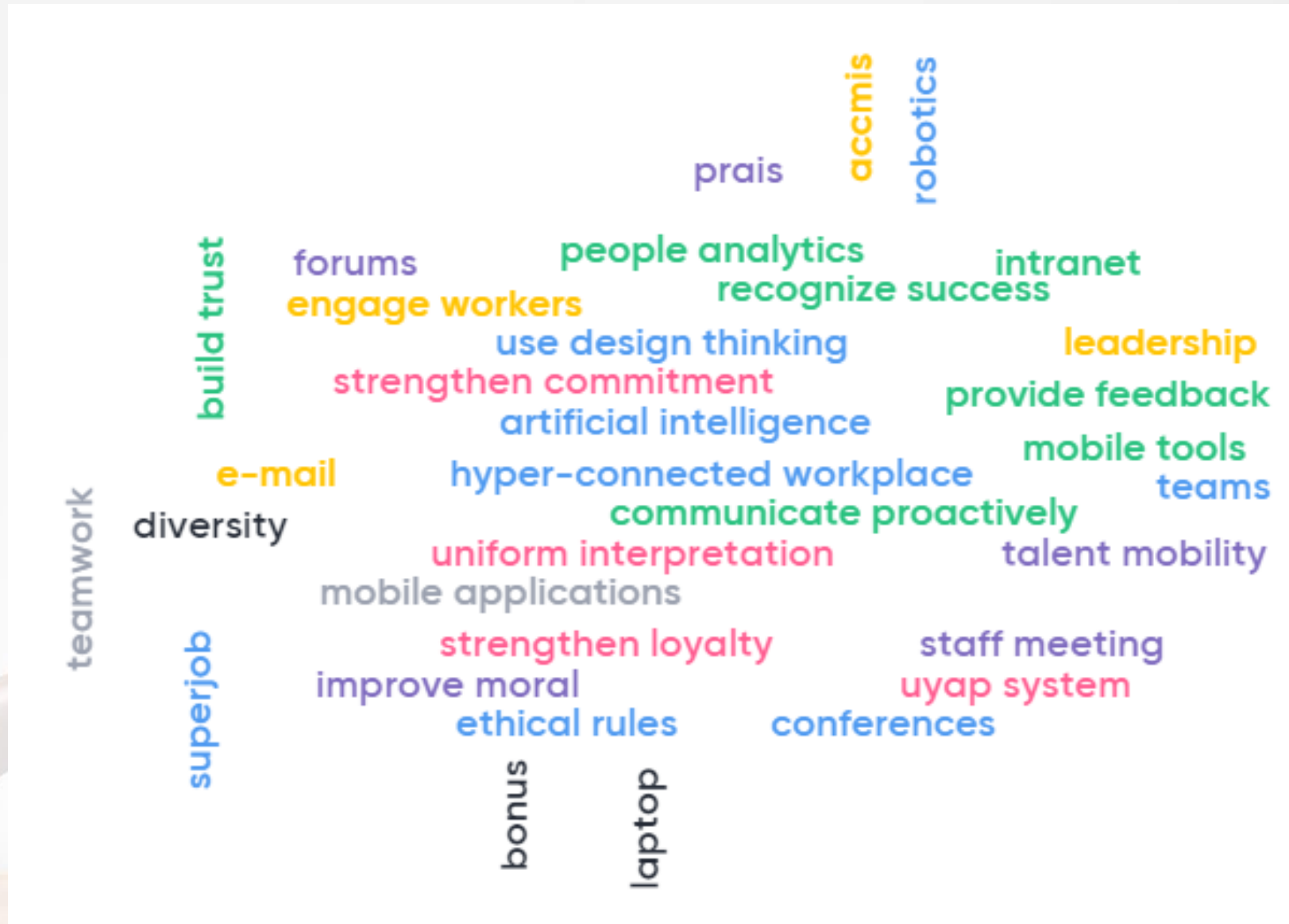
[tinyurl.com/Calysto-TL](http://tinyurl.com/Calysto-TL)

# PR Trends and Tools

- Implement Influencer Marketing
- Integrate AI (e.x. automatic audience targeting)
- Use SEO
- Base on strategical Content Marketing
- Measure Engagement



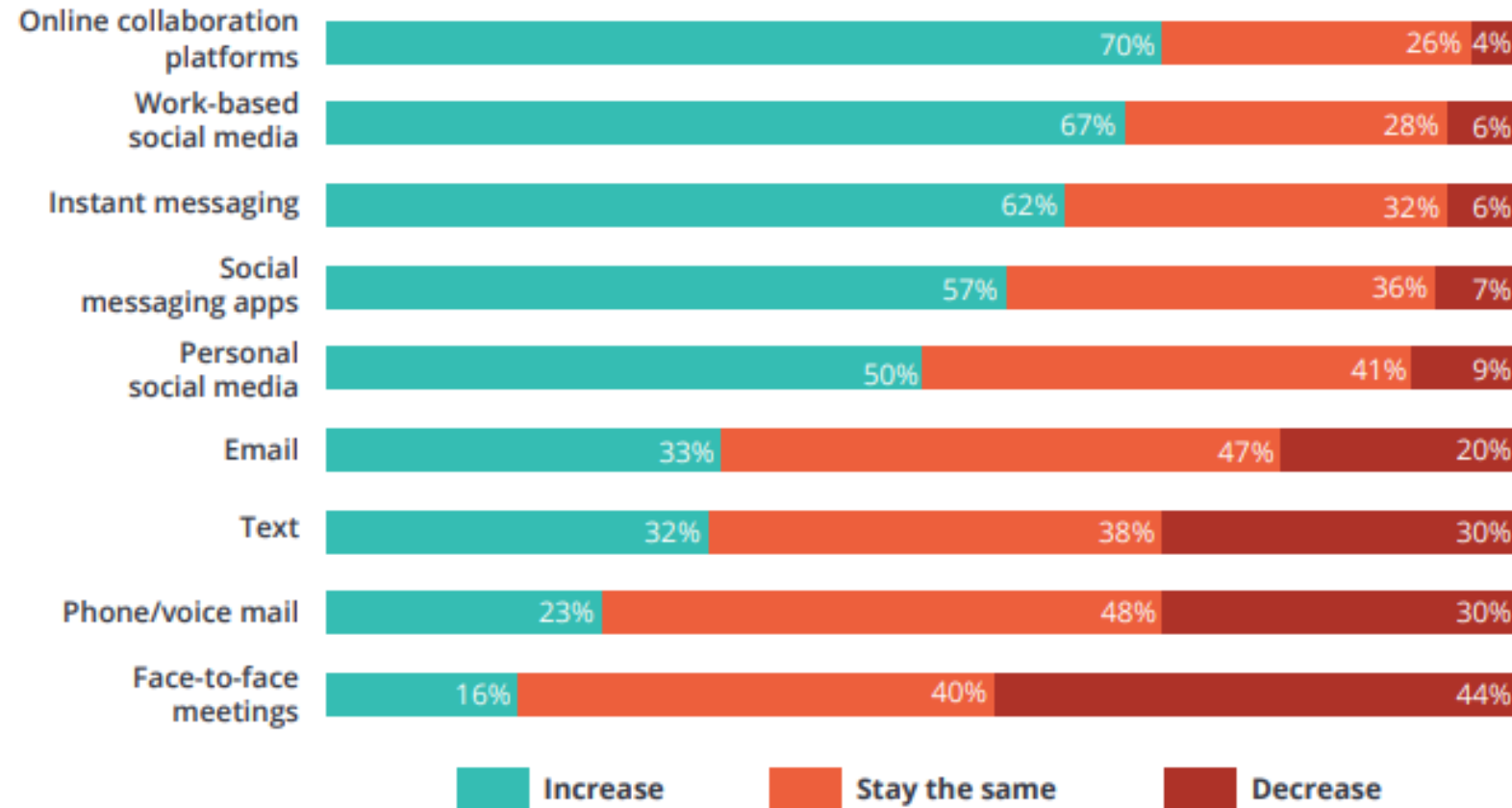
# And what about the trust?





# Forecast as an introduction to the workshop

**Figure 1. Expected use of communications channels in the next three to five years**

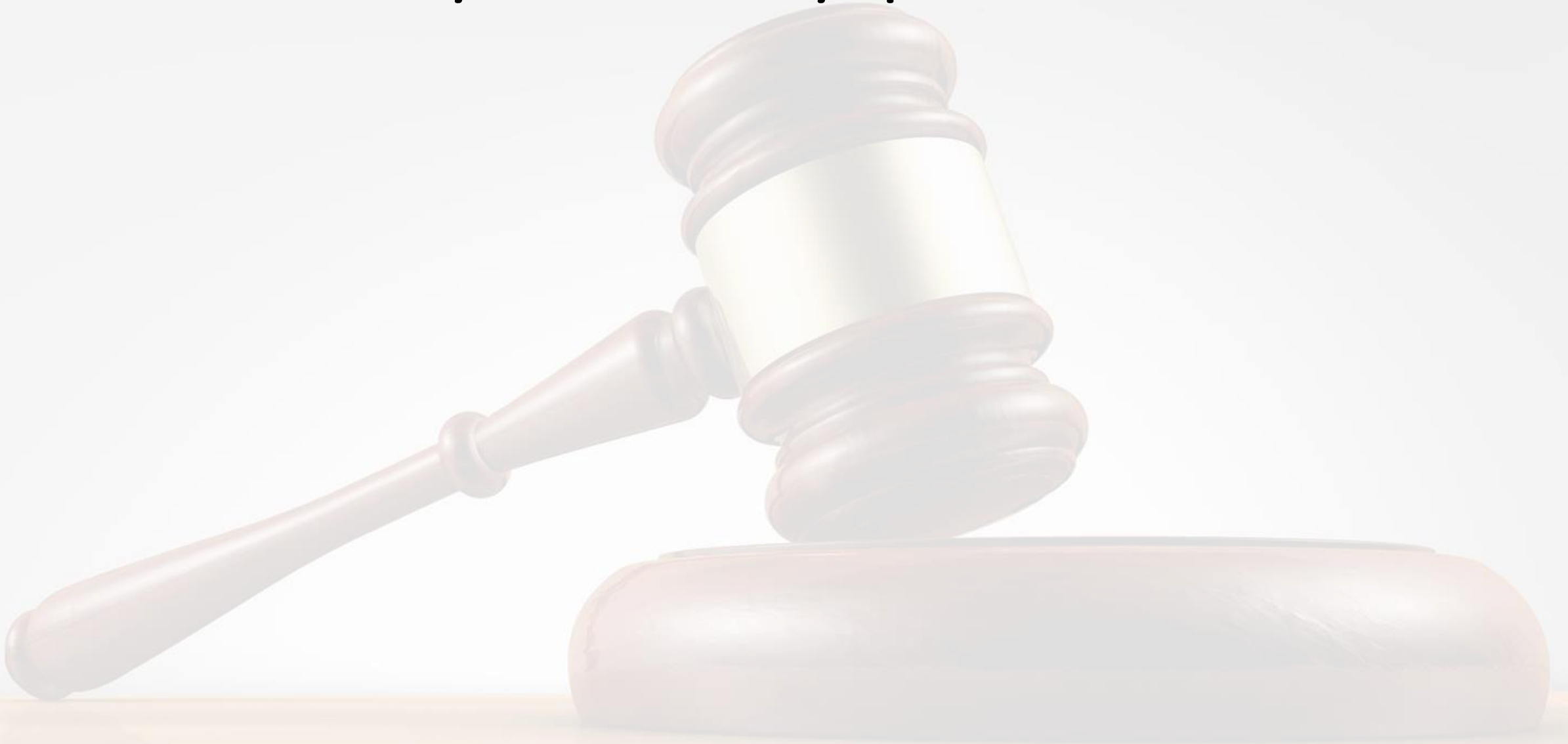



*n* = 11,070

Source: Deloitte Global Human Capital Trends survey, 2018.

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Do you have any questions?





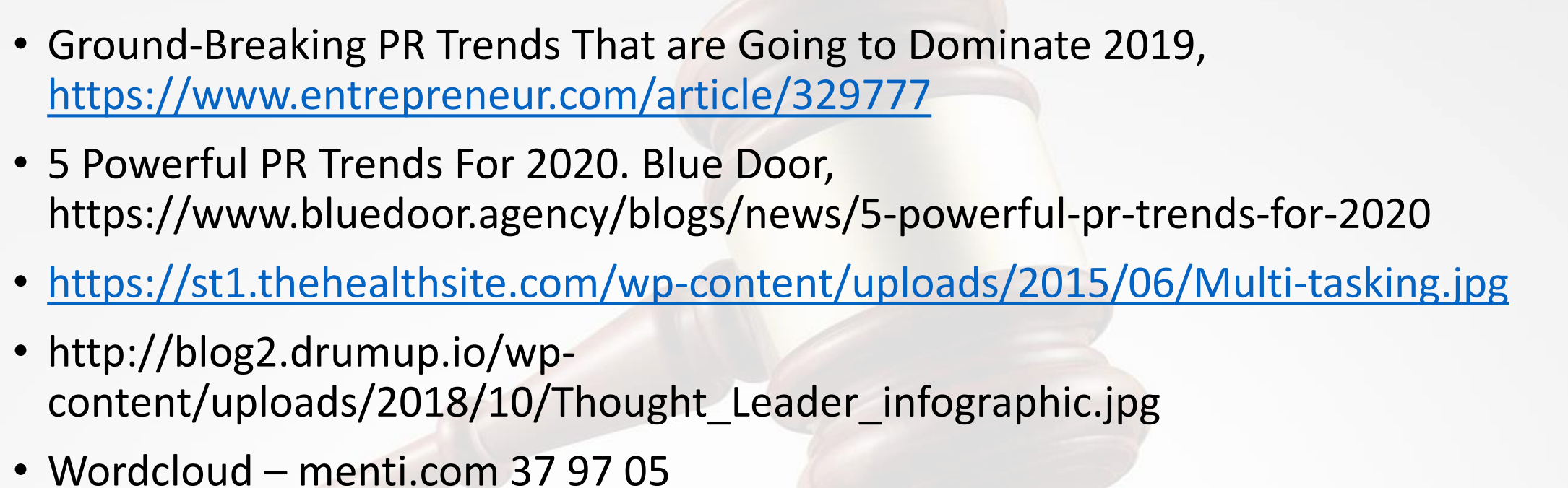
Thank you for your attention!

Edina Kriskó

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  - Wordcloud – menti.com 37 97 05