

November 2024

Dear Colleague, welcome back!

The festive season is about to end and we're rolling into one of global Inc's most crucial quarters as they prepare to close out another financial year soon.

With technology integrating itself into every nook and corner of the global workplace, the role of HR (human resources) couldn't be more critical. Do you agree? [Reports](#) certainly do, since they point to an HRM (human resource management) market size of US\$24.25 billion in 2023. What's more, this is expected to rise at 12.7% (CAGR) till 2030.

What will add to market demand over this period? Growing digitization and automation of HRM processes for one, with focus on integrated HRM solutions to boost operations, retain skilled human capital, and manage resources more efficiently.

Predictive analytics in itself heralds the winds of change for HRM, with traceability in terms of employee progress and other infographics/charts. [Reports](#) also testify to HR analytics growing at 12.4% (CAGR) between 2022-2032. And now comes the big bang - a [Gartner survey](#) spells out how just 13% of employees are satisfied with their experience.

So, the coming months will be a lot about technology and analytics along with innovative approaches towards understanding employee experiences and working to improve them.

On that note, here are all the updates you need to know this month.

## This month's HR headlines:

 **What are today's biggest hiring red flags? Hear it from billionaire CEO**

CEO and Co-Founder of Raising Cane's Chicken Fingers, Todd Graves, has shed light on some of his biggest [hiring concerns](#) or red flags. He's talked at length about how he finds frequent job changes concerning, while valuing loyalty and passion for the brand on the flipside.

To put it simply- Graves feels that those with a history of short job tenures may raise concerns about their loyalty and motivations, saying *I question that, because it's like, Are you in it just for you?* He's also stated how those *more into title and control versus teamwork* makes it a big red flag while hiring.

Food for thought? You bet!



### 📌 With 13,000 returnees, Cognizant ushers in new HR era

Cognizant has brought in a whole new HR era with its focus on proper exit culture and talent management. 13,000 returnees at the company make it clear how these employees didn't look much at their titles or money, but majorly prioritized connections and culture. Most previously left for better positions to discover that those employers didn't have various attributes of their earlier workplace.

This puts the spotlight on creating the right exit culture and keeping doors open, while supporting exiting talent and reminding them that the company is open to them coming back in the future. The advantages of boomerang employees include quicker onboarding procedures, cost savings, in-depth knowledge of company culture and processes, and more. This could well be the biggest testament for company culture and intrinsic motivation- Cognizant has certainly hit it out of the park!

## Stuff We Are Watching Now 👁️

**1** Nissan Motor will cut 9000 jobs and reduce global production by 20% lowering its annual profit forecast by 70% amid challenges in the U.S. and China. CEO Makoto Uchida aims to make the brand leaner as sales dip by 3.8%. Read more about it [here](#).

**2** Mahindra Group has appointed Meenakshi Priyam as the Chief Human Resources Officer (CHRO) for its automotive business. An XLRI Jamshedpur graduate with experience at Hindustan Unilever, Cipla, Airtel and as Group CHRO at udaan.com Priyam will focus on employee engagement and leadership development signaling a fresh HR approach within Mahindra's automotive sector. Read more [here](#).

**3** Amazon CEO Andy Jassy denied claims that the new five-day office work policy is a tactic to force attrition asserting it's intended to strengthen company culture

despite employee concerns over commuting and efficiency. Learn more about it [here](#).



## Your monthly dose of humour

A new employee asks their HR rep, "So, what's the dress code here? Casual Friday, every day?"

HR rep, deadpan: "Actually, it's 'Professional Monday through Friday, and 'Please Don't Wear That Again' Saturday and Sunday."

That's all for this month!

📌 Want to increase your revenues and plug gaps in hiring? If you're looking for effective HR solutions for your company, get in touch with us right away.

See you next month!

**Team OMAM**

