

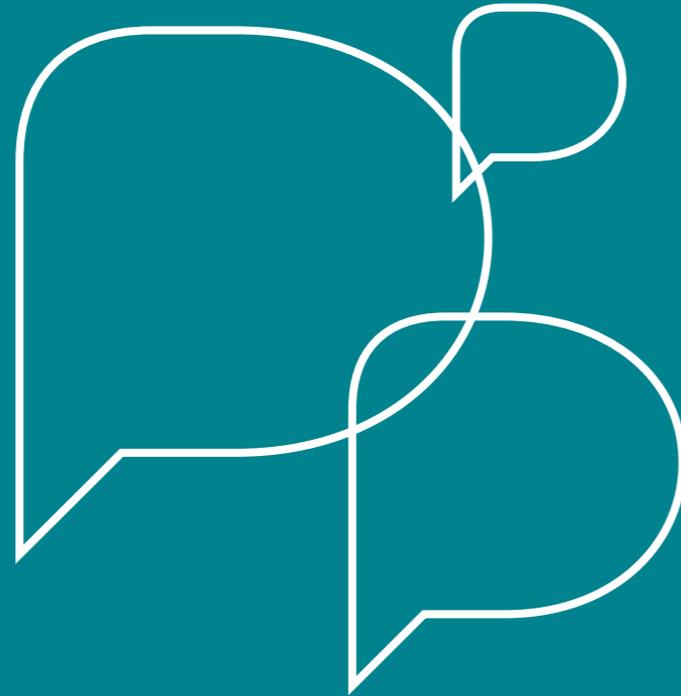
# CIPD

Championing better  
work and working lives

## The People Profession: *now and for the future*



Equipping people professionals to shape their  
future and thrive in a changing world of work



The world of work is evolving at pace, driven by social, economic and technological changes.

The people profession has a unique role to play in ensuring the future of work is good for people, as well as business, and for society.

This is a great opportunity to position our profession more than ever at the heart of business thinking and to be led by a strong and positive purpose. As the professional body, the CIPD wants to work with you to shape this future, to understand the capabilities and skills we will need to develop, and the positioning of our profession for the long term.

This is a key part of our commitment to prepare you for the journey ahead.

**Peter Cheese, CIPD CEO**

# How do we shape the future?

We know that the world of work is changing, and we believe in the power of the people profession to actively drive these changes, not merely respond to them. This means equipping people professionals with the knowledge and tools to thrive, now and in the future.

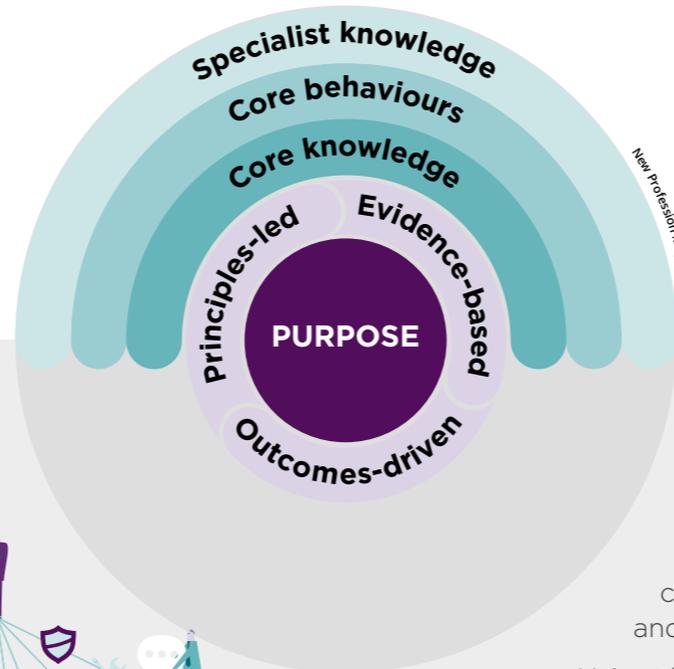
Research is the starting point and the foundation of all our work that supports the people profession, now and for the future.

Everything we gather and analyse builds to create a collective understanding of the profession and feeds directly into our vision.

As we collect the insights and reflections from across the profession we transform the results into coherent visions of the future, providing people professionals with some clarity of what the future may hold and how they can prepare for it.

Using this information, we refine, update and develop tools and resources that help us to fulfil our commitment to people professionals: preparing them for the journey ahead, helping them to thrive in a changing world of work and make their best impact.

As a result, we continue to enable our ultimate core purpose, championing better work and working lives.



# The People Profession 2030

The CIPD has a responsibility to lead the way in understanding and shaping the future of the people profession, setting it up for sustainable success within the future of work. This is the focus of the People Profession 2030 research. To try to understand what trends are shaping the profession, and the impact of these over the long term.

## Eight trends

Our 2015 research *From best to good practice: developing the principles* identified eight trends that will influence the future world of work. Five years on, these trends still influence our workplaces:

- utilisation of technology
- workforce diversity
- globalisation
- diversity of employment relationship
- industrial change
- individualism
- social responsibility
- quality of education.

## The People Profession Survey 2020

The annual snapshot of the people profession builds on the eight trends research. This year's results helped us to identify current trends influencing the profession in 2020, providing a basis for further exploration during the Hackathon.

## Scoping interviews

Early in 2020 we conducted scoping interviews with senior leaders in the people profession exploring how: professional practice may change; organisations may need to adapt; new capabilities may need to be built.

These findings (and others) will be explored further with people professionals during the next phase - the Hackathon.

## Hackathon

Using this prior research as a springboard, over eight days from 10-20 August 2020 people professionals will share ideas and discuss the future of the profession with peers and colleagues from all over the world. Together, they'll start to identify and establish key trends and drivers for the future.

## Curating the outcomes

We'll take all the outcomes from the Hackathon and explore them with a panel of experts in order to generate a vision of future scenarios.

## Vision 2030

At the CIPD Annual Conference and Exhibition 2020 we'll be in a position to share our findings.

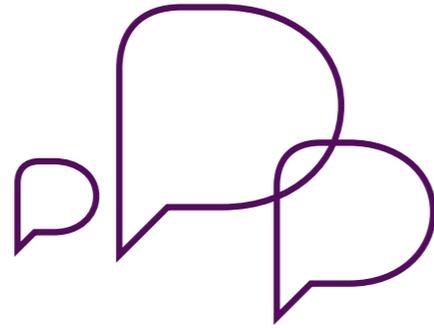
We aim to present a clearer understanding of what trends may shape the people profession over the next decade, and what the future may look like.

## Supporting the people profession

Based on the outcomes of the People Profession 2030 research, we'll continue to refine, update and develop tools to support people professionals to thrive in a changing world of work.



# The Hackathon



## What is a hackathon?

A hackathon is a sprint-like event, where relevant individuals and stakeholder groups collaborate simultaneously – virtually in this case – to discuss, raise ideas and answer key questions on a designated issue.

## What are we aiming to achieve?

We aim to gain real insights on what the profession is going to look like in the coming years. We want to understand the key trends that are driving change, and what will make the profession tick in the years ahead.

## What's your role?

As a people professional, you have your own unique perspective on the profession – what it looks like to you, what the key trends are and the direction it is heading. We want your ideas on what the profession will look like in the future, and the trends that are driving this change now. No matter your level of experience, specialism, location or industry – every perspective is valuable.

**Sign up at [cipd.crowdicity.com](https://cipd.crowdicity.com)**

## The Programme

| 10-13 August: Phase 1 – The Future of Work   |  |   |  |  |   |
|--|--|---|--|--|---|
| Day  | Monday 10 August   |   | Tuesday 11 August  | Wednesday 12 August  | Thursday 13 August  |
| <b>Focus</b>   | Getting to know you  | What does the future look like to you?  | Which trends will be the most influential for driving change?  | Which trends will be the most influential for driving change?  | Which trends haven't we covered?  |
| <b>The detail</b>  | Get to know the other participants in an initial ice-breaker session.  | Peter Cheese, CEO of the CIPD lays out his vision of the future of work.  | Focus on: <ul style="list-style-type: none"> <li>• Technology &amp; digital transformation</li> <li>• Social responsibility</li> <li>• Globalisation</li> <li>• Industry change and organisational agility.</li> </ul>   | Focus on: <ul style="list-style-type: none"> <li>• Workforce diversity (and changing demographics)</li> <li>• Individualism</li> <li>• Quality of education</li> <li>• Diversity of employment relationships.</li> </ul> | Over to you. Tell us which disruptive drivers and external factors you think will be most influential over the next decade. |
| <b>How to get involved</b>   | Introduce yourself and tell your hackathon collaborators a bit about yourself, the reason you're taking part and your hopes for the future of the profession.  | Let us know what you think of Peter's ideas in the online discussion board. Is he 'right'? How does your perspective differ? What hasn't he thought of? | <ul style="list-style-type: none"> <li>• Read the research and content.</li> <li>• Add your own sources of information for people to read and consider.</li> <li>• Tell us how influential you think the trends will be by adding your thoughts and ideas on the challenge page.</li> <li>• Vote for and comment on other people's ideas and start to see your collective vision forming.</li> </ul> |  |   |
| Remember, what's discussed during Phase 1 will influence and shape Phase 2 so make sure you add your thoughts, vote for the ideas and trends you agree with and start to shape your collective future. |  |   |  |  |   |
| 17-20 August: Phase 2 – The Future of the people profession  |  |   |  |  |   |
| Day  | Monday 17 August   | Tuesday 18 August   | Wednesday 19 August  | Thursday 20 August   |   |
| <b>Focus</b>   | Focus on: Skills and capabilities  | Focus on: People teams and functions  | Focus on: Value add of people professionals  | Focus on: Employment in 2030   |   |
| <b>The detail</b>  | What skills and capabilities does the profession need?   | What do people functions look like?   | What value do the people profession create in this type of environment?  | What will employment feel like?  |   |
| <b>How to get involved</b>   | <ul style="list-style-type: none"> <li>• During this phase we'll explore in more depth the trends and drivers identified during Phase 1.</li> <li>• Each day there'll be scenarios, case studies and other resources to help you dive deep into the future and consider the impact on the people profession.</li> <li>• Share your reaction to the material, and how you think it will shape the future of the profession.</li> <li>• Compare your thoughts and insights with others, and start to formulate a more tangible understanding of what the future may hold as we consider a different theme each day.</li> <li>• Vote for and comment on other people's ideas and start to see the collective vision forming.</li> </ul> |   |  |  |   |

# Preparing now, for the future

Having an understanding of the future world of work is vital, but to drive change and shape positive outcomes we need the right tools and resources to make an impact.

This brings us back to where we started. Using the foundations laid by our ongoing research, the CIPD will continue to build resources and tools based on our collective understanding of what the future may bring for the profession.

This process delivered the new Profession Map and will continue to drive our work in helping people professionals thrive in a changing world of work.



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