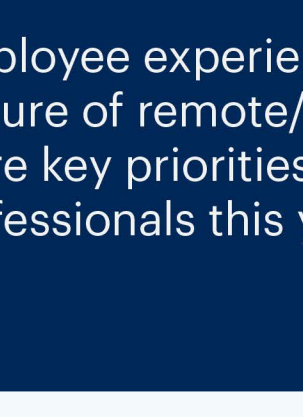
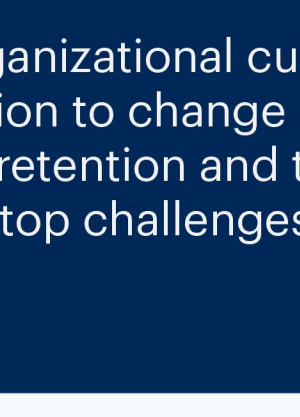


# 2024 HR Priorities and Challenges: Insights from the Field

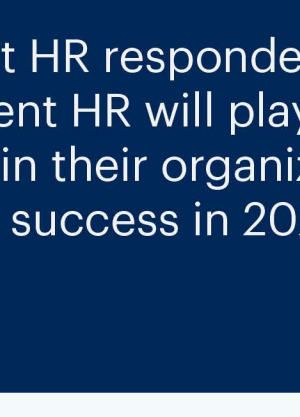
As HR teams reflect on their 2023 successes and revisit shortcomings, insights for crafting a winning 2024 strategy emerge. Examine what strategies HR professionals will prioritize, and what business challenges they expect to face throughout the coming year.



The employee experience and the future of remote/hybrid work are key priorities for HR professionals this year



Organizational cultural opposition to change as well as talent retention and turnover will be top challenges in 2024



Most HR respondents are confident HR will play a pivotal role in their organization's success in 2024

Data collection: Sept 30th, 2023 - Feb 4th, 2024

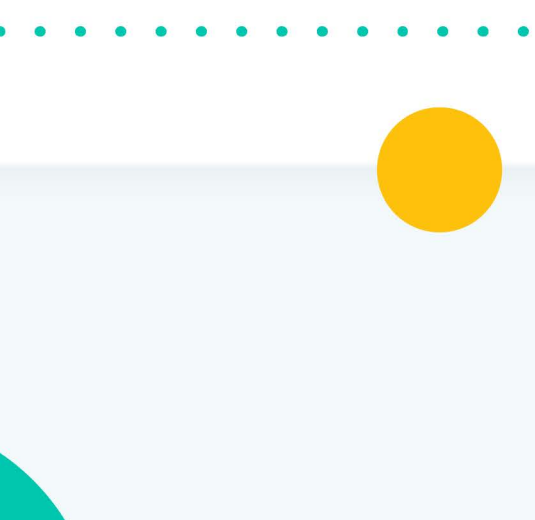
Respondents: 50 HR professionals

## About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



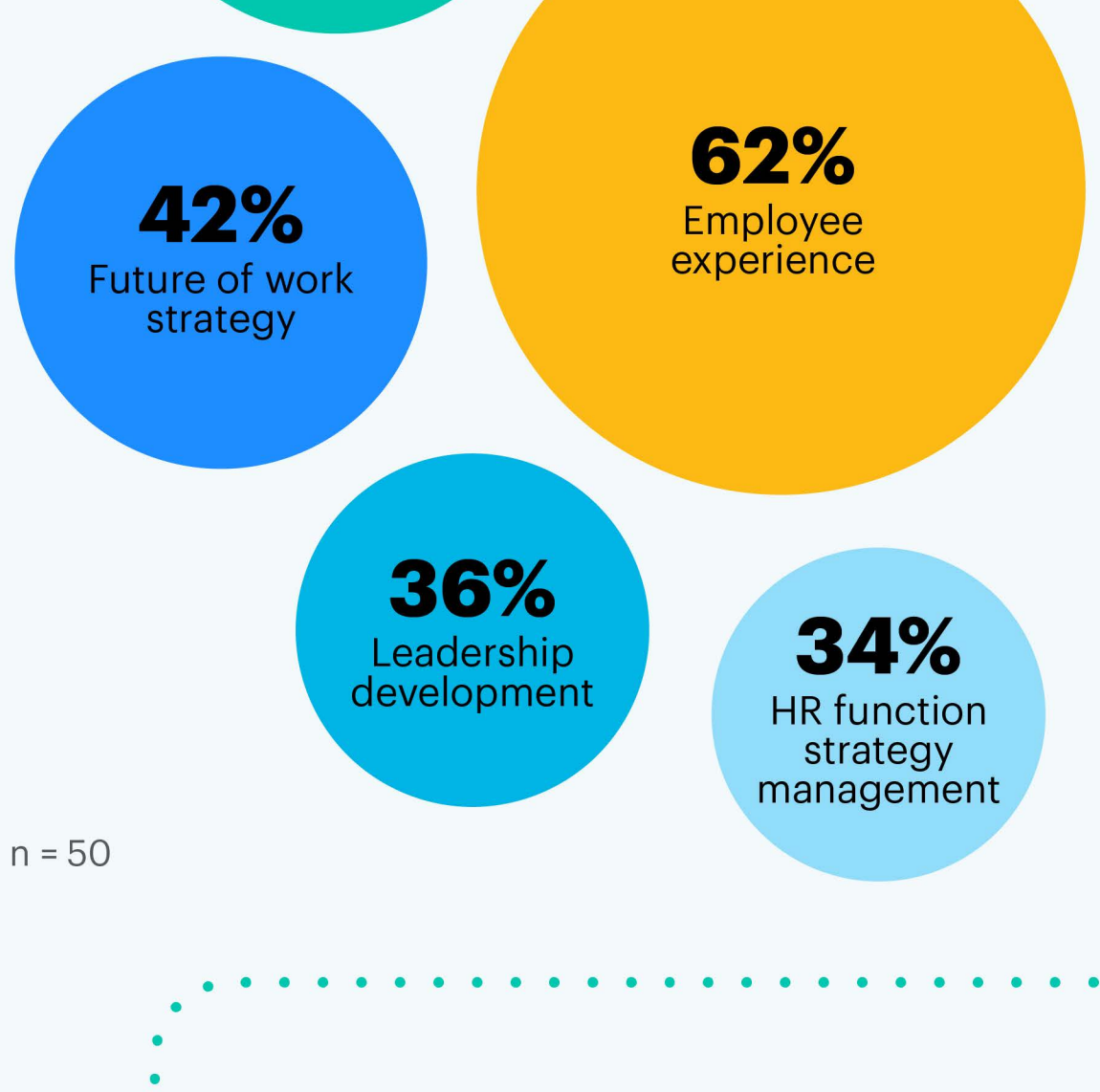
## Employee experience and the future of remote work are key priorities

**Employee experience (62%), change management planning (44%) and future of work strategy (42%)** are the three most commonly selected strategic priorities for HR teams in 2024.

**Based on your personal knowledge, what three strategic priorities will be most important to your HR team in 2024? Select all that apply.**

Succession planning **32%** | Recruiting/Workforce planning **32%** | HR technology strategy **28%** | DEI strategy **24%** | Total rewards strategy **14%** | Other (fill in) **1%**

\*Other: Skills and internal mobility



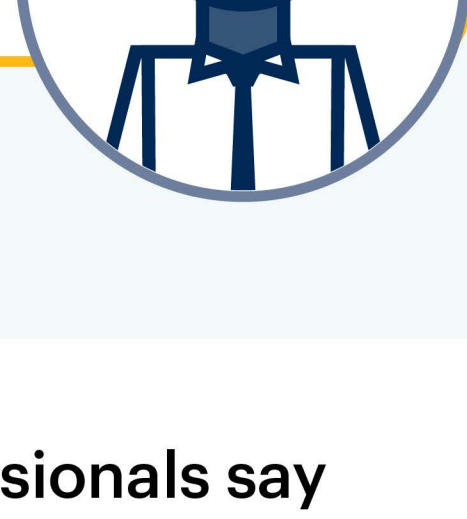
“Adapting to remote work environments, maintaining employee engagement and implementing diversity and inclusion initiatives were significant areas of focus [in 2023]. In 2024, many are looking to apply lessons learned by investing in digital tools for collaboration, prioritizing mental health and well-being and leveraging data analytics for informed decision-making.”

Director, healthcare industry, 10,000+ employees



“The importance of creating effective remote work policies, because remote work is remaining relevant even after the pandemic, and addressing the challenges of it is important.”

Manager, professional services industry, 1,000 - 5,000 employees

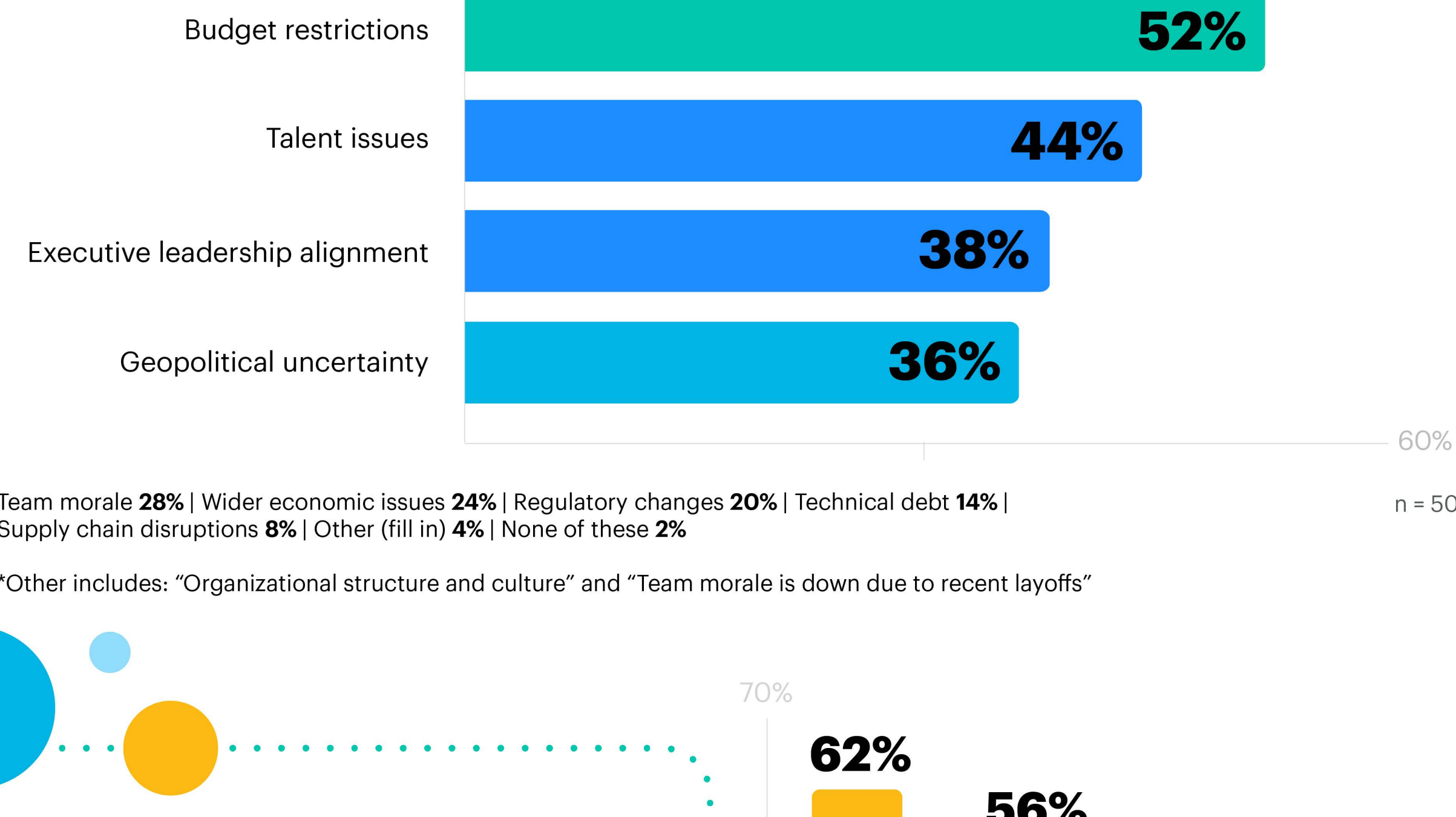


Question: What 2023 challenge did you learn the most from, and what lessons will you apply to your 2024 strategy?

## Talent retention and opposition to change will be leading challenges for HR

Over half of HR professionals say **organizational cultural resistance to change (56%)** will pose one of the **biggest challenges to achieving strategic priorities in 2024.**

**Which of the following do you think pose the biggest challenges to achieving those priorities in 2024? Select all that apply.**



Team morale **28%** | Wider economic issues **24%** | Regulatory changes **20%** | Technical debt **14%** | Supply chain disruptions **8%** | Other (fill in) **4%** | None of these **2%**

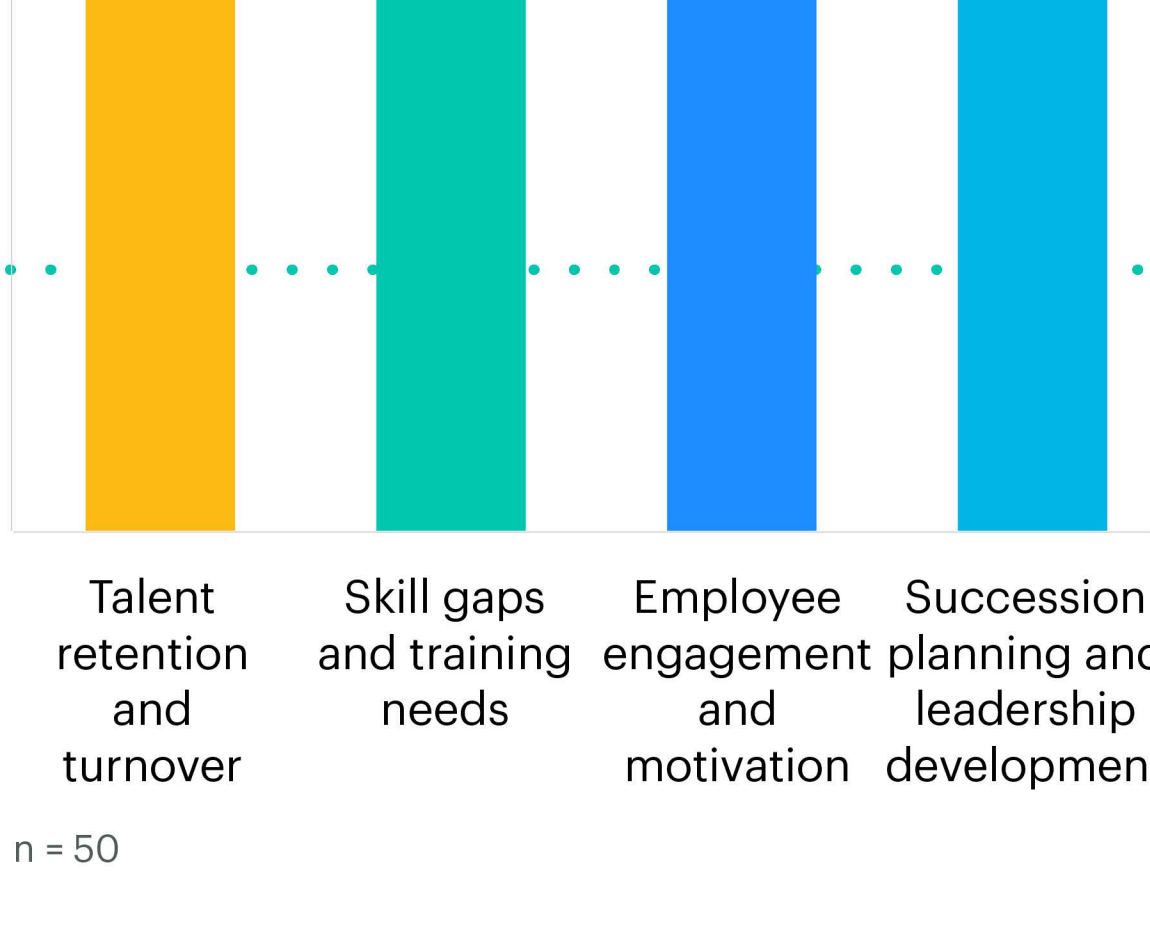
\*Other includes: “Organizational structure and culture” and “Team morale is down due to recent layoffs”

**62% of respondents say talent retention and turnover is the most significant talent-related obstacle to achieving HR’s strategic priorities this year.**

**Which talent-related issues, if any, do you think pose the most significant obstacles to achieving your HR department’s top three strategic priorities in 2024? Select all that apply.**

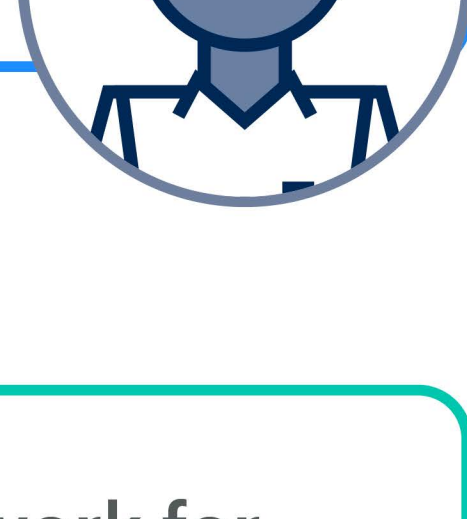
Talent attraction and recruitment **38%** | Team diversity and inclusion **26%** | Adjustment to in-office working requirements **16%** | None - I don’t foresee any talent-related obstacles **6%** | Other (please specify) **2%**

\*Other: “Talent identification and career pathing”



“Organizational culture is the foundation of any successful organization. It is the shared values, beliefs and behaviors that guide employees in their work. HR departments can play a key role in shaping and promoting a positive organizational culture by developing and implementing culture-building programs and initiatives.”

Manager, professional services industry, 5,000 - 10,000 employees



Question: Do you have any final thoughts to share on your personal opinions about your HR department’s priorities and planning for 2024?

“The recession in the US, which led to insufficient work for our employees, triggered a reduction in the workforce. In 2024, we’ll make our decisions faster, including RIF decisions, and we’ll communicate more openly and frequently with our workforce to mitigate leadership trust issues. We’ll continue building an external talent pipeline and training our managers.”

C-suite, professional services industry, <1,000 employees



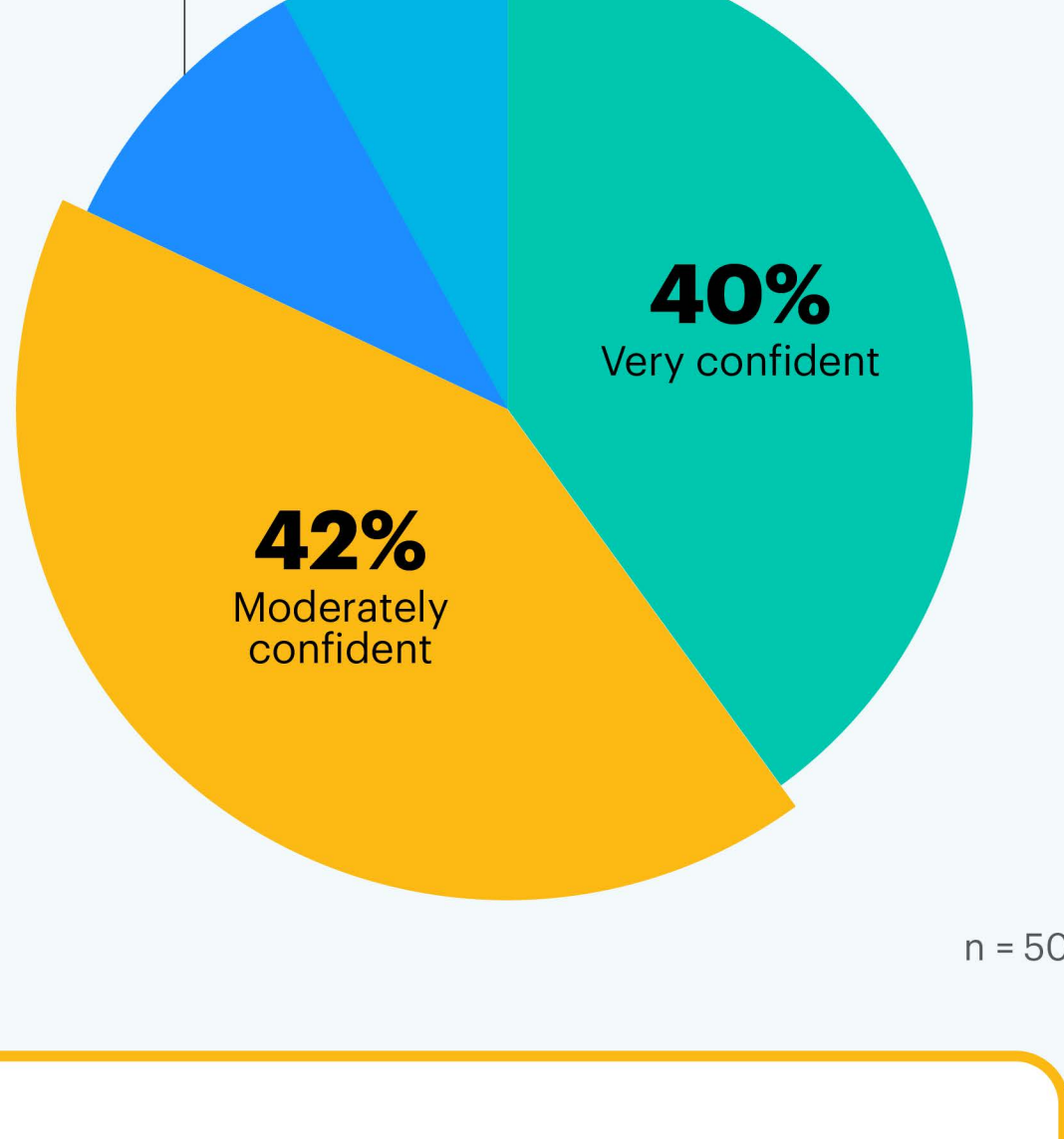
Question: What 2023 challenge did you learn the most from, and what lessons will you apply to your 2024 strategy?

## HR teams are confident they will make a business impact this year

**92% of HR professionals feel confident that the HR department will play a pivotal role in their organization’s 2024 success.**

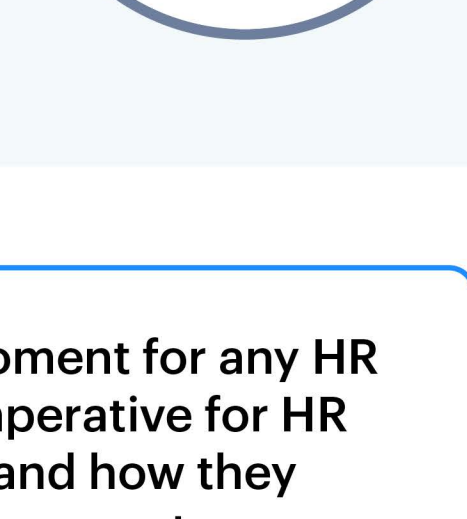
**How confident, or not confident, are you that your HR department will play a pivotal role in your organization’s success in 2024?**

Not at all confident **0%** | Prefer not to say **0%**



“Drive and embrace change during a transformation period. It is important to keep the end goal in mind, be honest and transparent about the need for the changes being introduced and develop tools and processes to support others during the change. Be mindful of how the change you drive impacts other users and what other competing priorities they have.”

Manager, manufacturing industry, 10,000+ employees



Question: What 2023 challenge did you learn the most from, and what lessons will you apply to your 2024 strategy?

## In their own words...

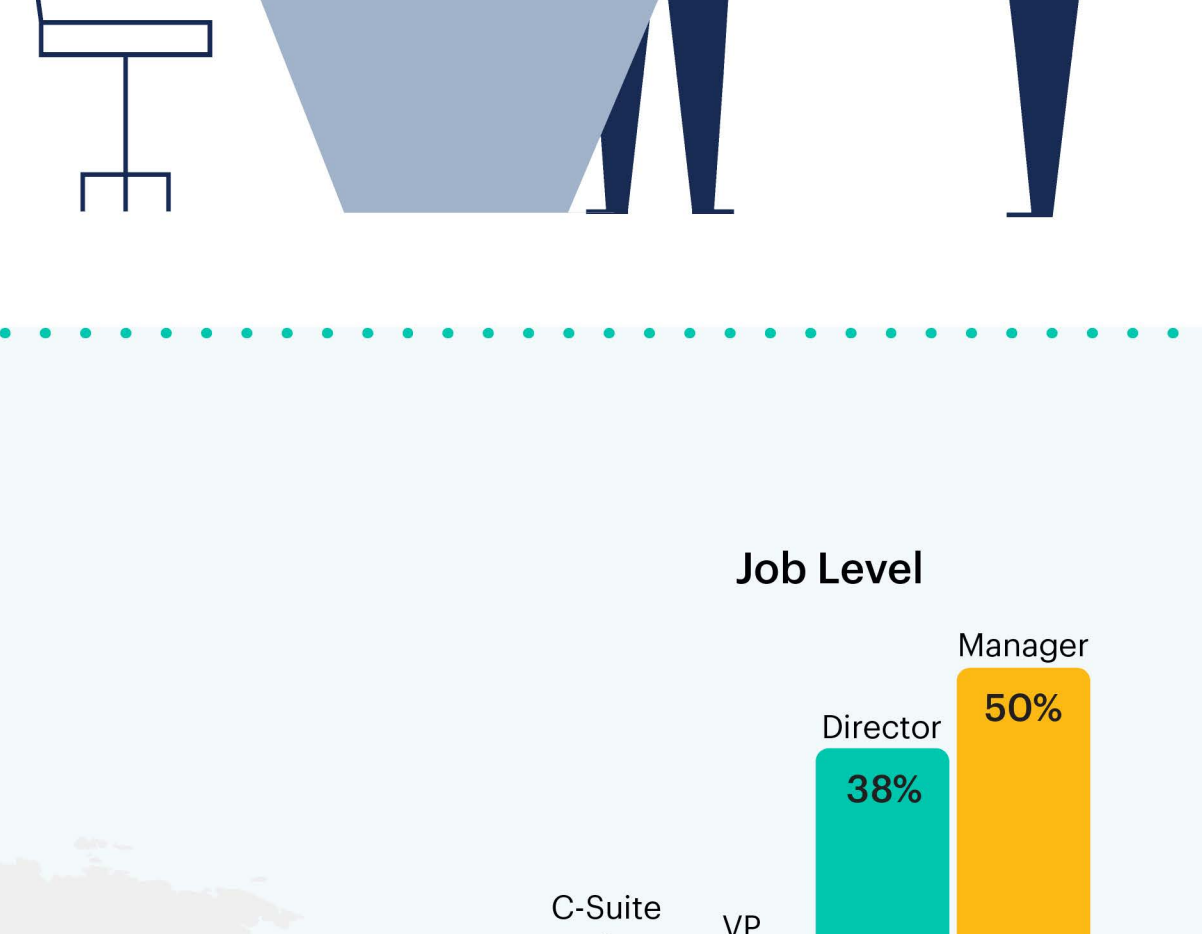
“In the various locations where our company operates, the external geopolitical and economic environment is highly volatile and unpredictable, [the] HR function has to be flexible, adaptable, and ready to support [the] business and employees.”

- C-suite, professional services industry, <1,000 employees

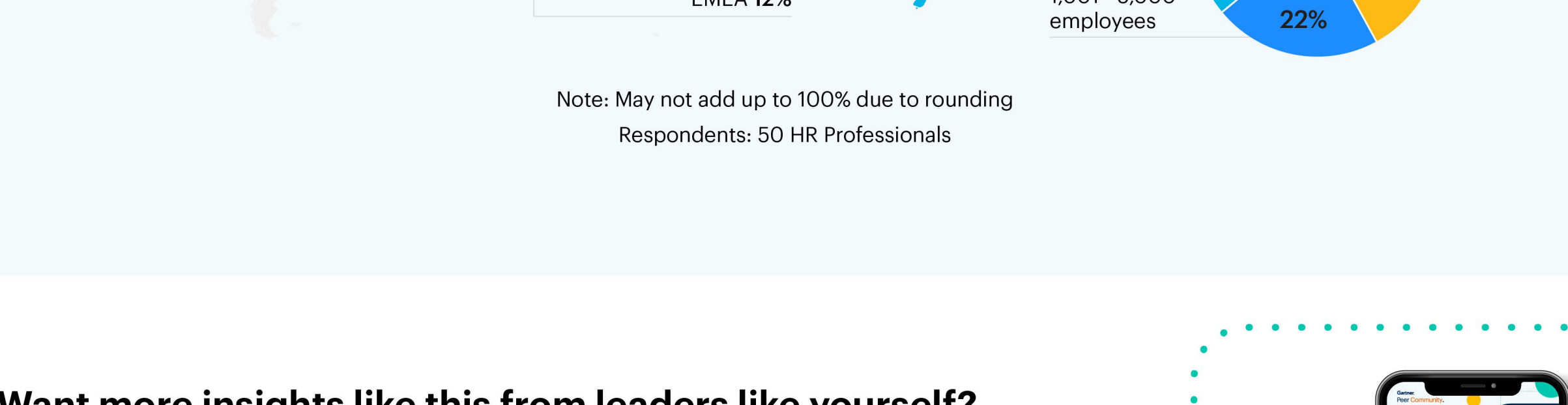
“2024 is a watershed moment for any HR department. It will be imperative for HR departments to understand how they attract the best talent, keep costs optimum, yet retain & motivate employees. Leadership skill development of C-suite and senior leaders along with succession planning will also be critical.”

- Manager, retail industry, 5,000 - 10,000 employees

Question: Do you have any final thoughts to share on your personal opinions about your HR department’s priorities and planning for 2024?

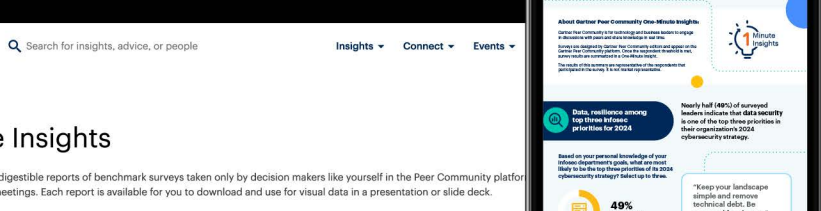


## Respondent Breakdown



Note: May not add up to 100% due to rounding  
Respondents: 50 HR Professionals

Company Size



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