HR Trends
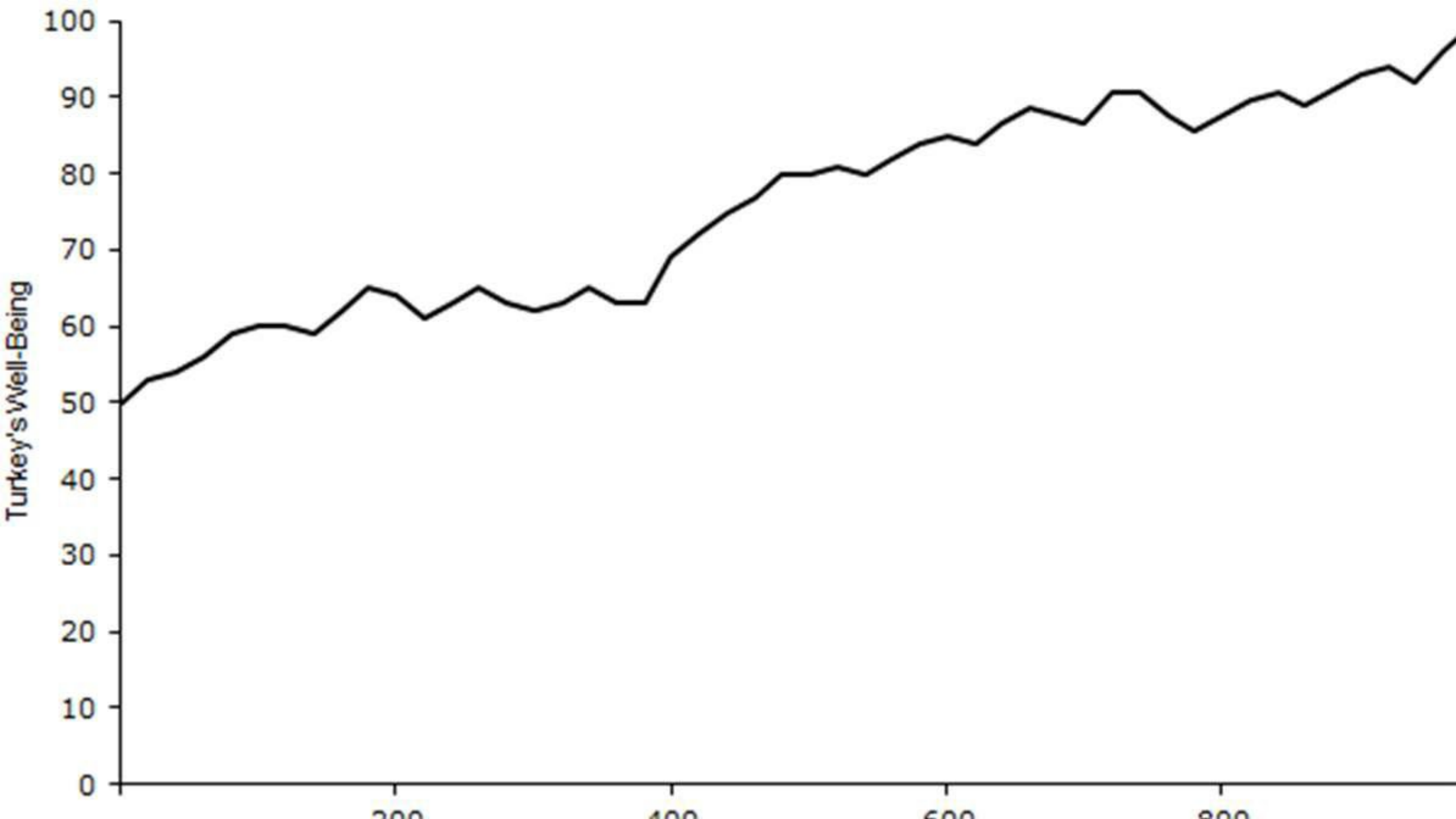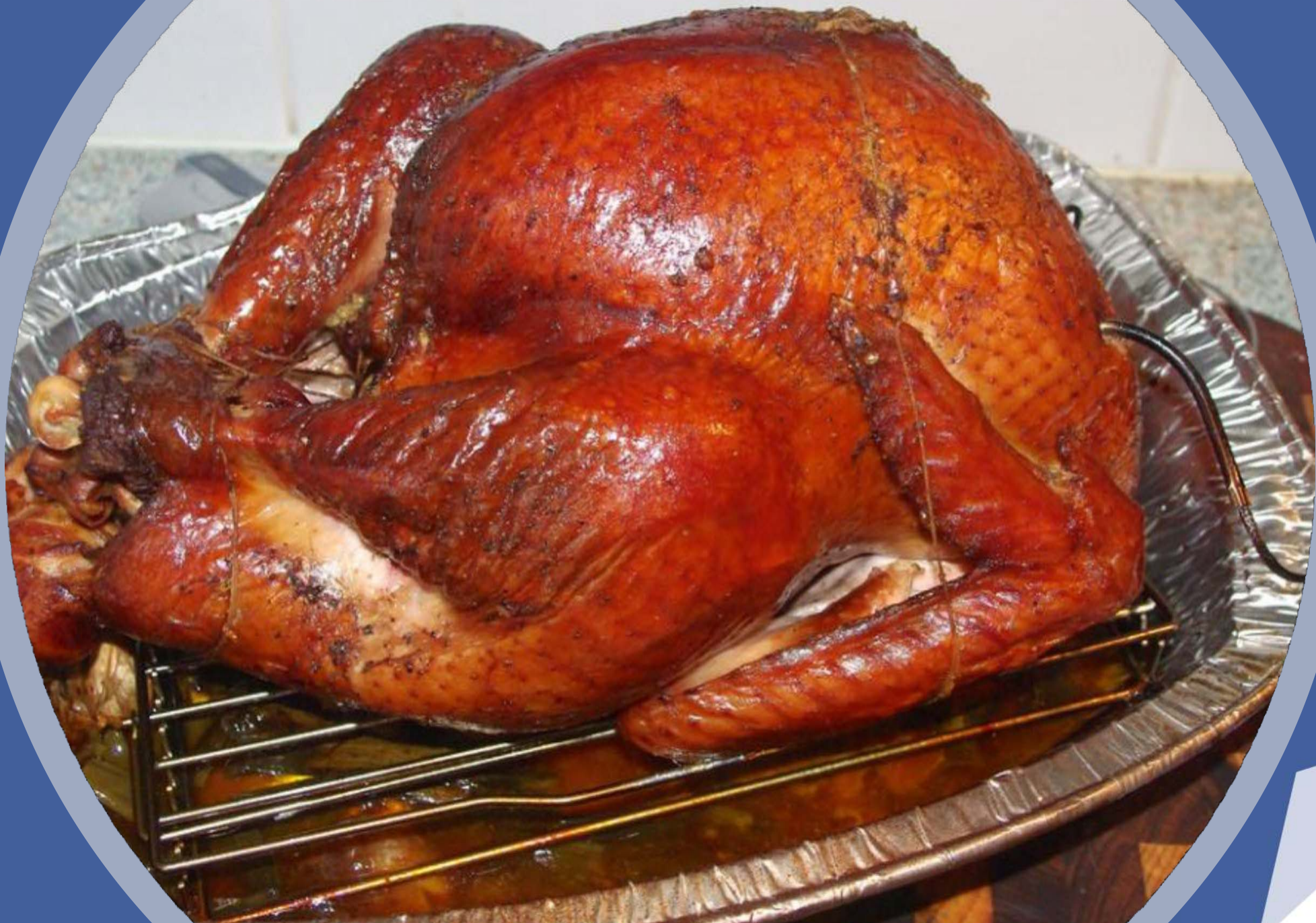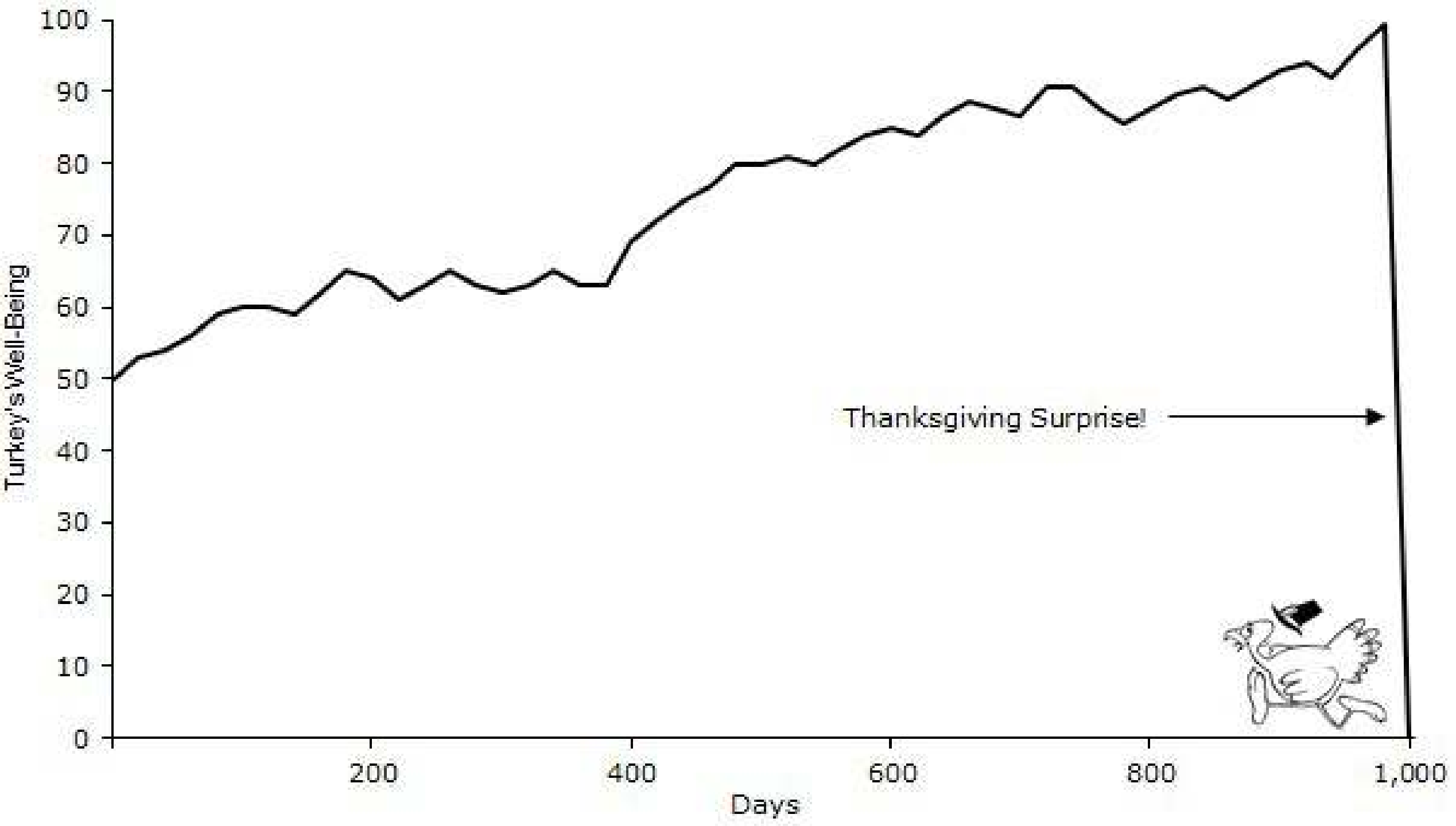
- The Turkey Problem
- Learning from the Past
  - COVID
  - Geopolitical Instability
- Looking Ahead
  - Compliance
  - Technology
  - Emotions and Well Being

Lessons from the Past

Lessons from the Past

Lessons from the Past

- The past is the only element of certainty.

- Those who do not know the past are bound to repeat it.

- The Ancient Greeks *"saw the future as something that came upon them from behind their backs with the past receding away before their eyes."*

  Robert Pirsig - Zen and the Art of Motorcycle Maintenance

- But … as with the Turkey problem there is no guarantee that we can extrapolate accurately from the part.

Lessons from the Past – COVID-19-20-21

...npredictable, generation- defining event, that ...cial dynamics in a way that had not happened ...

...an event, that conditioned significantly ...organisations.

Lessons from the Past – COVID-19

Why it mattered?

- Remote work practices

- Heightened sensitivity to ESG

- Re-evaluation of life priorities

- The 'Great Resignation'

- Work-life Balance

- Emotional well-being

Lessons from the Past – Geopolitical Instability

- The past months have seen the establishment of one of the largest international conflicts since World War 2, with events undoing all gains achieved at the end of the Cold War.

- Aside from this, there is also apprehension about growing tensions between China and Taiwan, and other countries.

Lessons from the Past – Geopolitical Instability

Why it mattered?

- International logistics and supply-chain issues.

- Loss of regional contributors.

- Spiralling costs for organisations.

- Looming recession!

Looking Ahead

Looking Ahead – Compliance

- HR Professionals are increasingly gate keepers and/or implementers of compliance matters within their organisations.
  - Meeting Regulatory Requirements
  - Employment Law
  - GDPR
  - Ethics and Governance

Looking Ahead – Compliance

Meeting Regulatory Requirements

- There is an increased onus on HR professionals to help the organisation to hire the right people and due diligence and controls before hiring are key for doing this.

- Additionally regulators are also speaking about the importance about ongoing due diligence, and continued monitoring of good behaviours.

- Hiring persons for key official postions and then not having them confirmed by the regulators is highly problematic.

Looking Ahead – Compliance

Employment Law

- There is the need for following up on local legislation but also European directives and their transposition.

- Recent developments have included LN 267 of 2022 on Transparent and Predictable Working Conditions and the EU Work-Life Balance Directive.

- It is critical that as People Professionals we remain updated, and keep internal policies, procedures and documents in line with the legal requirements.

Looking Ahead – Compliance

GDPR

- GDPR regulations were enacted in May 2018, but remain something that HR professionals need to remain sensitive to and champion within their organisations.

- GDPR as overlapping with the areas of data and technology remains a sensitive area.

- COVID-19 also brought challenges in relating to the handling of information and data relating to medical matters.

Looking Ahead – Compliance

Ethics and Governance

- Aside from Compliance, People professionals have also come to be deeply involved in matters of ethics.

- Malta grey listing by FATF created increased sensitivity to the area.

- Government entities in particular were requested to bring in force revolving door policies, to regulate transitioning from public service roles to industry, and in some cases vice versa.

Looking Ahead – Technology

- Technology has come to play a key element in People processes.
  - Data – use of tools and facilitation in reporting.
  - Recruitment and selection – facilitation in screening and filtering.
  - Automation and changes in the skillset of the workforce.
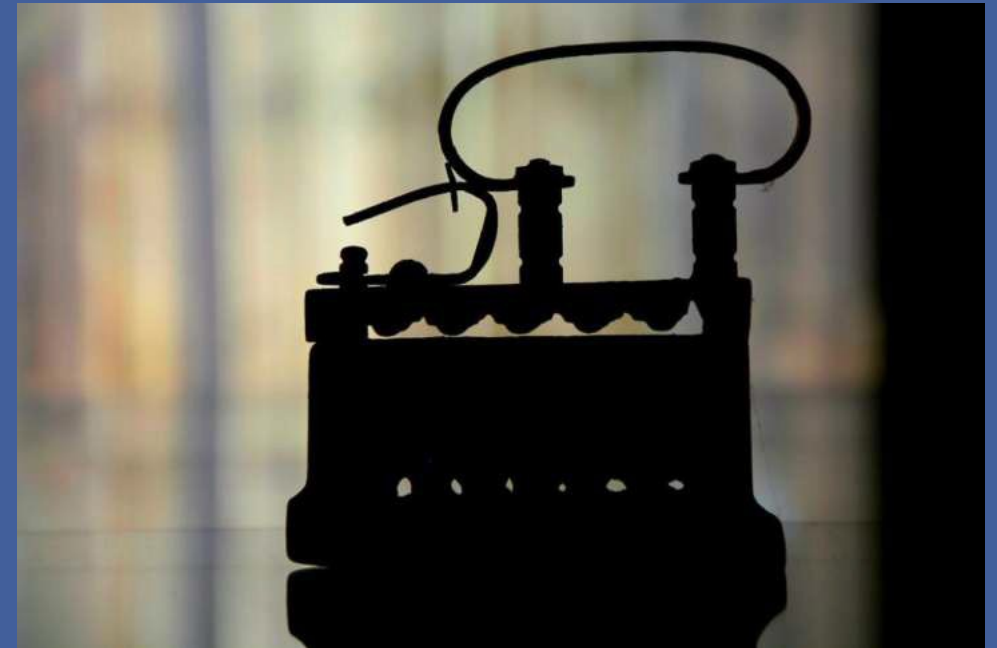
Looking Ahead – Technology

Data

- Our current workplace is inundated with data, figures and reports.

- What will be critical in the future is the capability to extract meaning out of data.

- Business intelligence plays a part in facilitating in filtering – the human element remains key in understanding.

Looking Ahead – Technology

Recruitment and selection

- Tools allow for automatic filtering of candidates based on pre-set terms or conditions.

- It is important to understand the legal implications of these tools.

Beat the Robots: How to Get Your Resume Past the System and Into Human Hands

by Regina Borsellino

Sawitree Pamee/EyeEm/Getty Images

Looking Ahead – Technology

Automation and changes in the skillset of the workforce.

- Some years back AI, machine learning and automation were touted as coming in to replace human workers.

- We are not there (yet).

- Having said this, skills and competency-based analysis to allow for re-skilling has become a key People practice.

Emotions & Well-Being
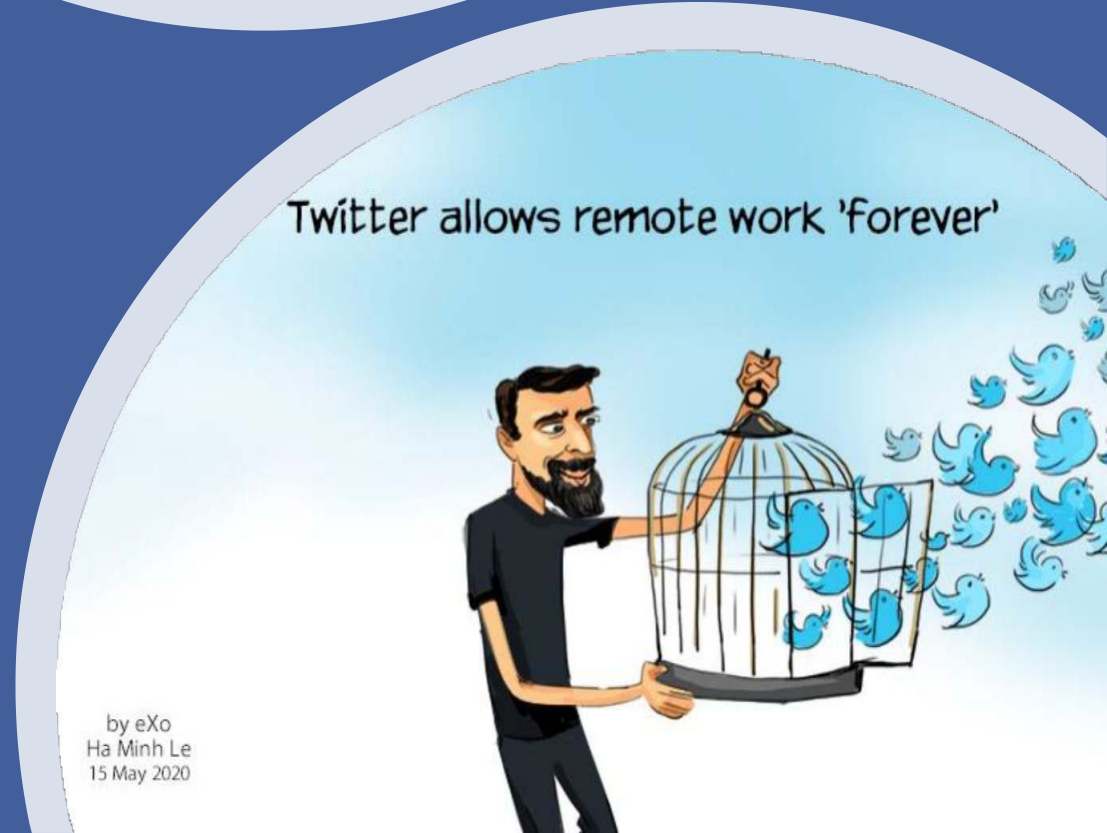
Looking Ahead – Emotions and Well-Being

- Despite (or because of) all the changes that have happened at the workplace, the emotional element has come at the forefront for People professionals.
  - Remote, hybrid and office work
  - Work-Life Balance
  - Emotional Adjustment & Psychological Well-Being
  - Coping with Change

Looking Ahead – Emotions and Well-Being

Remote, hybrid and office work

- People practitioners were involved in the most incredible ruffling in people's viewpoints in shifting from remote, to hybrid, to office work and all in between.

- It is important to align an approach which is syntonic with company values and business model.

- What is next – are we off to the metaverse?

Looking Ahead – Emotions and Well-Being

Work-Life Balance

- We are at a point in which people are prioritising work-life balance over salary, role or career progression.

- Future legislation might protect the right to disconnect and create further headaches to manage at the workplace.

- When do we switch off WhatsApp?

Looking Ahead – Emotions and Well-Being

Emotional Adjustment & Psychological Well-Being

- According to WHO research (2022) in 2020 there was a 27.6% increase in diagnosis of major depressive disorder and a 25.6% in cases of anxiety disorders, worldwide over the preceding year.

- This has a significant impact on work place and on productivity.

- Do consider setting up EAP programmes if not in place and source training for HR and line mangers.

Looking Ahead – Emotions and Well-Being

Coping with Change

- Going back full circle from where we started, change remains a key element for People practitioners to manage.

- Looking at this, and actively managing change and culture will be a key element for organisational success.

Thank you!

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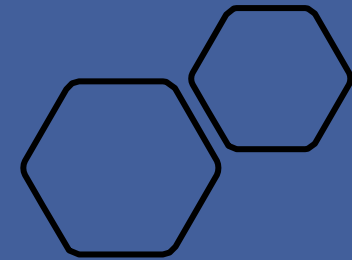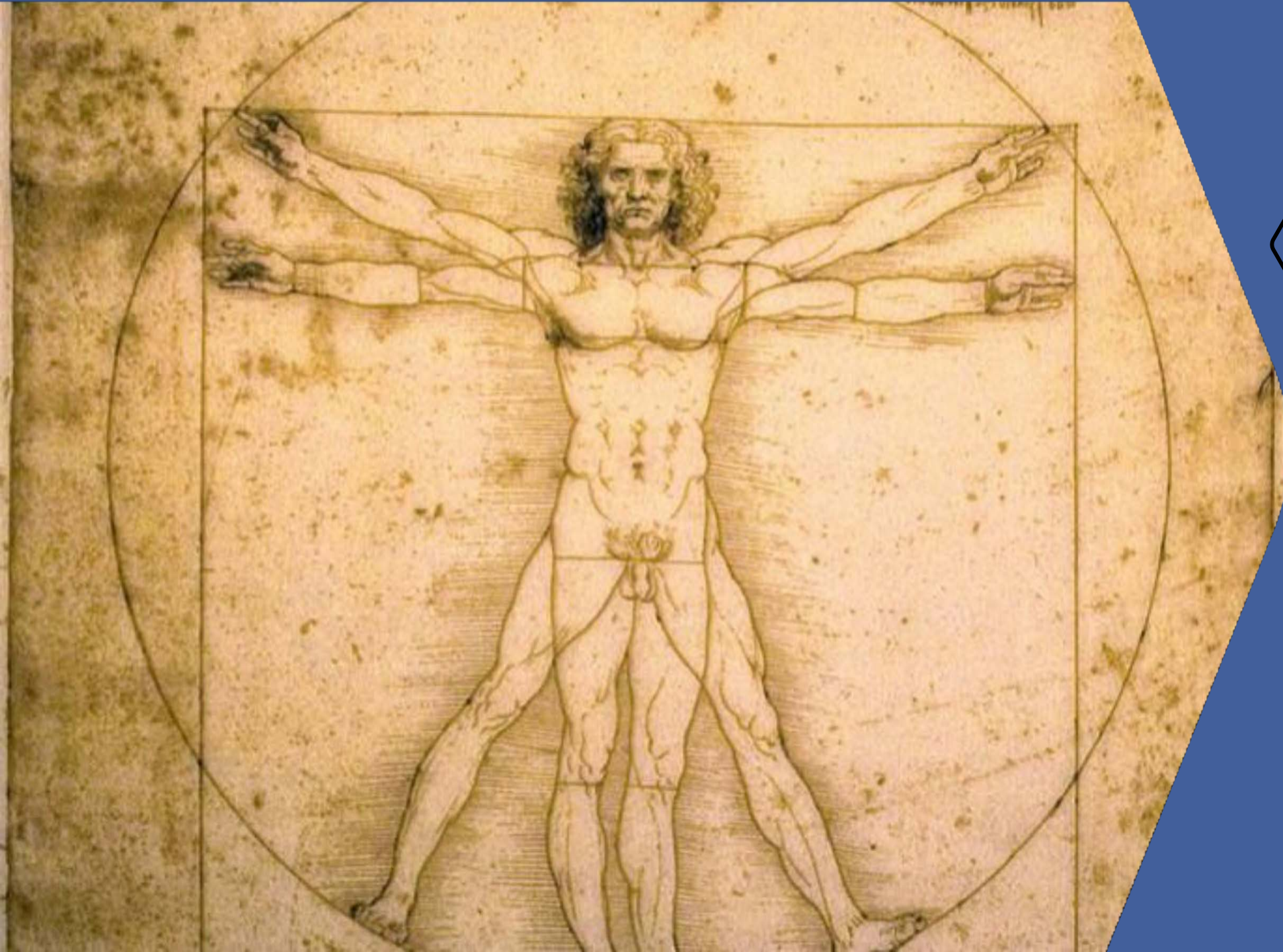
Automated Decision Making

- Process of making a decision by automated means **without any human involvement**

- Decisions may be based on:
  - factual **data**   palm reader and payroll
  - digitally created **profile**   your Netflix account… recruitment bots
  - inferred **data**   gender from name
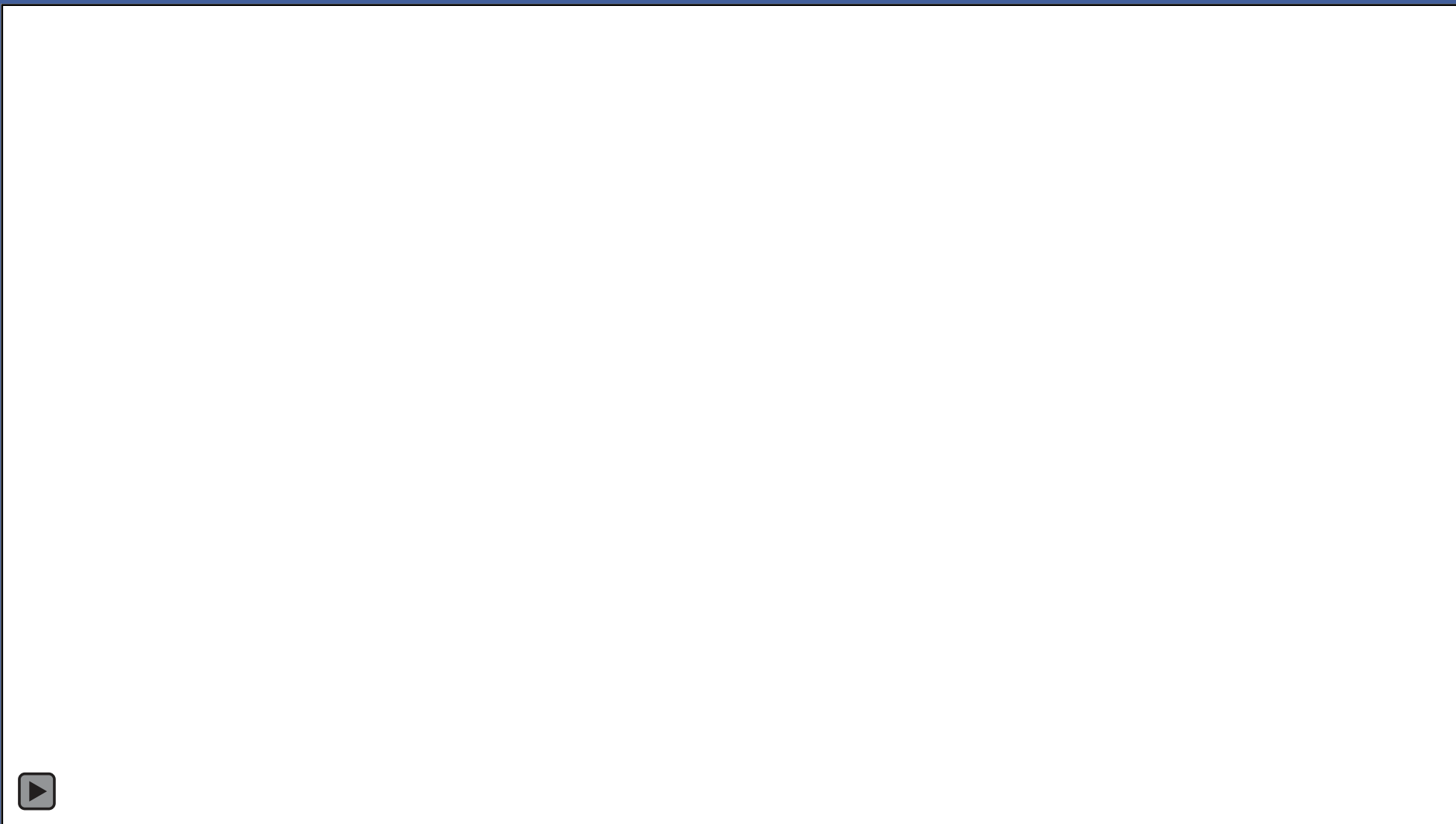
Automated Decision Making

- Examples of ADM

Recruitment
- resume scanner
- aptitude test used for recruitment
- recruitment robots

Automated Decision Making

Automated Decision Making

- Examples of ADM

Recruitment
- resume scanner
- aptitude test used for recruitment
- recruitment robots

Employment
- learning and training
- monitoring
- conversational assistants

Automated Decision Making

Automated Decision Making

- Examples of ADM

Data Privacy Implications

Recruitment
- resume scanner
- aptitude test used for recruitment
- recruitment robots

Employment
- learning and training
- monitoring
- conversational assistants

Automated Decision Making

- Article 22 of the GDPR

  (1) *"The data subject shall have the **right not to be subject to a decision based solely** on automated processing, including profiling, which produces legal effects concerning him or her or similarly **significantly affects him or her**."*

  (2) *Paragraph 1 shall not apply if the decision:*

  ...

  ...

  ... (c) is based on the data subject's explicit consent

Automated Decision Making

- Article 22 of the GDPR

   (3) *"In the cases referred to in points (a) and (c) of paragraph 2, the data controller shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, **at least the right to obtain human intervention** on the part of the controller, to express his or her point of view and to contest the decision."*

Automated Decision Making

- What is the difference between exercising ADM at recruitment stage and exercising it at employment stage?

Job Candidate vs Employees

60sec

Remote/Home/Tele working

- The main catalysts
  - Technology
  - Pandemic

- Workers in Malta less enthusiastic
  - Partial Remote Work   73%
 - Entirely Remote Work   33%   **Have not adapted well (Eurofound, 2022)**

- Remote workers work an additional 1.4 more days per month than in-office employees. (Airtasker)

Remote/Home/Tele working

- Microsoft Data
    - 20,000 individuals across 11 countries
    - billions of Microsoft 365 productivity signals

    - 87% of workers answered that their productivity at work has increased
    - supported by increased productivity signals throughout the Microsoft 365 platform

    - 48% of workers and 53% of managers experience burnout at work

    - 78% of corporate leaders and 73% of employees believe that they need more motivation to go to work

    - 74% of workers said they would visit the workplace more regularly if they knew their immediate team members or their friends at worker would be there

Remote/Home/Tele working
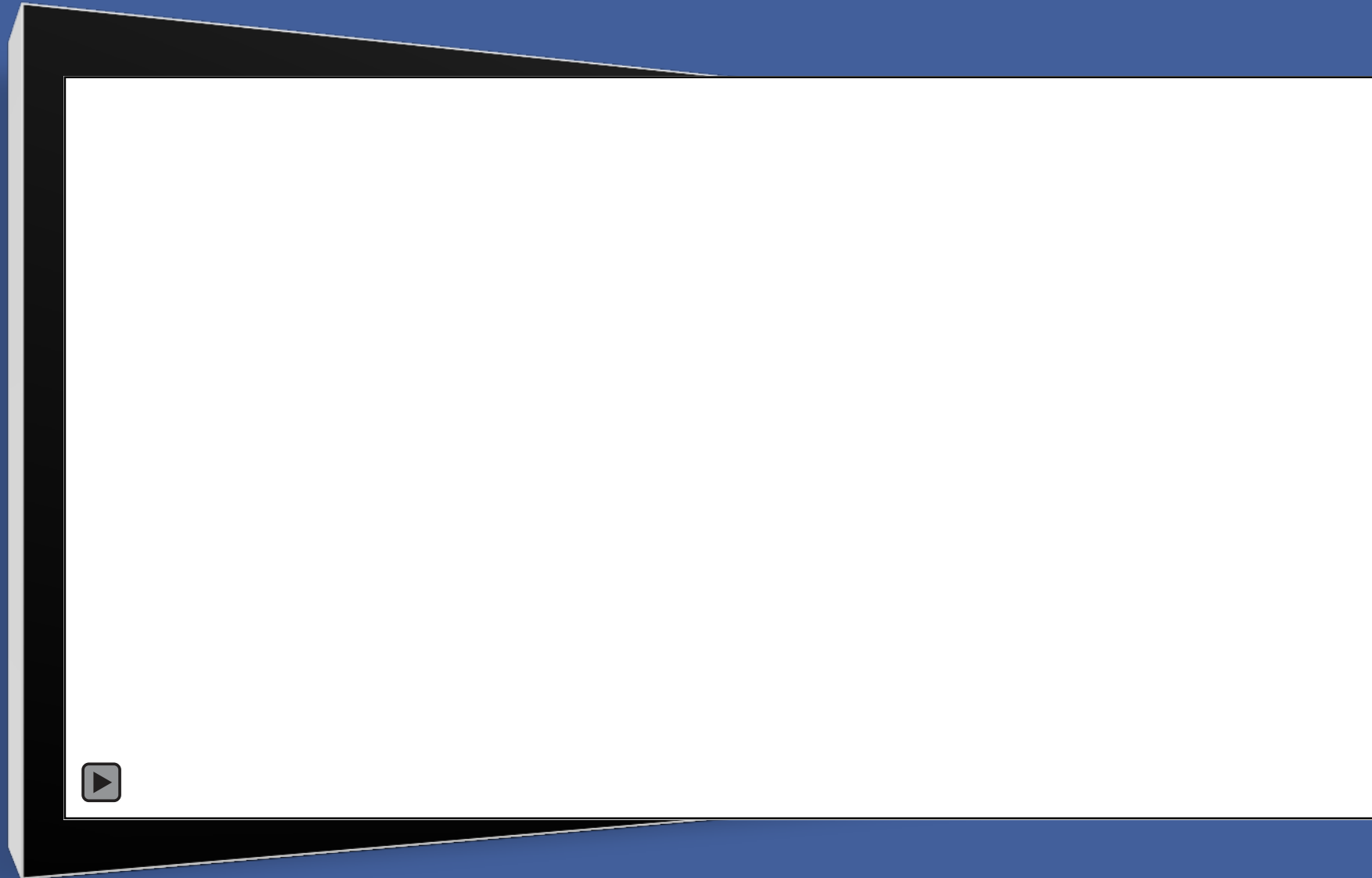
crosft Data

Remote/Home/Tele working

Communication in the workplace is important because it boosts employee

- Morale
- Engagement
- Productivity, and
- Satisfaction

What means of communication with employees do you use?

60sec

Remote/Home/Tele working

Company Platforms/Control

Technology Based
- Intranet
- Internal Newsletters
- Employee Surveys
- Collaboration Tools
- Emails
- Online meetings platforms
- Digital Signage
- Telephone

Non-Technology Based
- Notice Boards
- Meetings
- Social Events
- Mail

Third-Parties Platforms/Control

Technology Based
- Bots
- Instant Messaging Platforms

have a backup

World Stats

2,910 million
users

2,562 million
users

2,000 million
users

1,478 million
users

988 million
users

Source: Datareportal, 2022

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Malta Stats

722,700
Mobile Connections

⬆

+20,000

163%
Mobile Connections
of total population

447,000
Social Media Users

⬆

+27,000

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Malta Stats

SMS messages register sharp drop

2021 - 267 SMS per user   52% drop from 2017

10.7 million fewer SMSs in 2021 compared to 2020

*"...could potentially indicate the higher usage of... platforms such as **WhatsApp** and Messenger"*

- Malta Communications Authority

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Malta Stats

Top Communications
Apps of IOS App Store

Telegram Messenger

WhatsApp

Messenger

36.1% mobile web traffic

Top Communications
Apps of IOS App Store

WhatsApp

Telegram Messenger

Snapchat

63.2% mobile web traffic

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WhatsApp as a communications tool

WhatsApp Statistics on Availability
WhatsApp is available in more than **180 COUNTRIES** and 60 different languages.
(WhatsApp, 2019)

WhatsApp App Downloads
WhatsApp was downloaded **13 MILLION** times in August 2022.

Messages Sent via WhatsApp Daily
100 BILLION messages are sent via WhatsApp every day.
(TechCrunch, 2020)

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WhatsApp Stats

- With 340 million users, India is WhatsApp's biggest market.

- Half a billion WhatsApp accounts use the WhatsApp Status feature every day.

WhatsApp as a communications tool

Owned by Meta

- Facebook
- Facebook Messenger

Question

Why does Meta own two different messaging apps?

60sec

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Answer

Source: Messengerpeople.com, 2021

WhatsApp

- Popular uses at the workplace

  - Direct communication between department heads
    - Communication about employees

  - Direct communication with employees
    - Communication about other employees

  - Group messaging
    - Informal or formal
   - Personal Data sharing (incl. attachments)

Terms of Use

suspending your account will be in accordance with the "Termination" section below.

Legal And Acceptable Use. You must access and use our Services only for legal, authorized, and acceptable purposes. You will not use (or assist others in using) our Services in ways that: (a) violate, misappropriate, or infringe the rights of WhatsApp, our users, or others, including privacy, publicity, intellectual property, or other proprietary rights; (b) are illegal, obscene, defamatory, threatening, intimidating, harassing, hateful, racially, or ethnically offensive, or instigate or encourage conduct that would be illegal or otherwise inappropriate, such as promoting violent crimes, endangering or exploiting children or others, or coordinating harm; (c) involve publishing falsehoods, misrepresentations, or misleading statements; (d) impersonate someone; (e) involve sending illegal or impermissible communications such as bulk messaging, auto-messaging, auto-dialing, and the like; or (f) involve any non-personal use of our Services unless otherwise authorized by us.
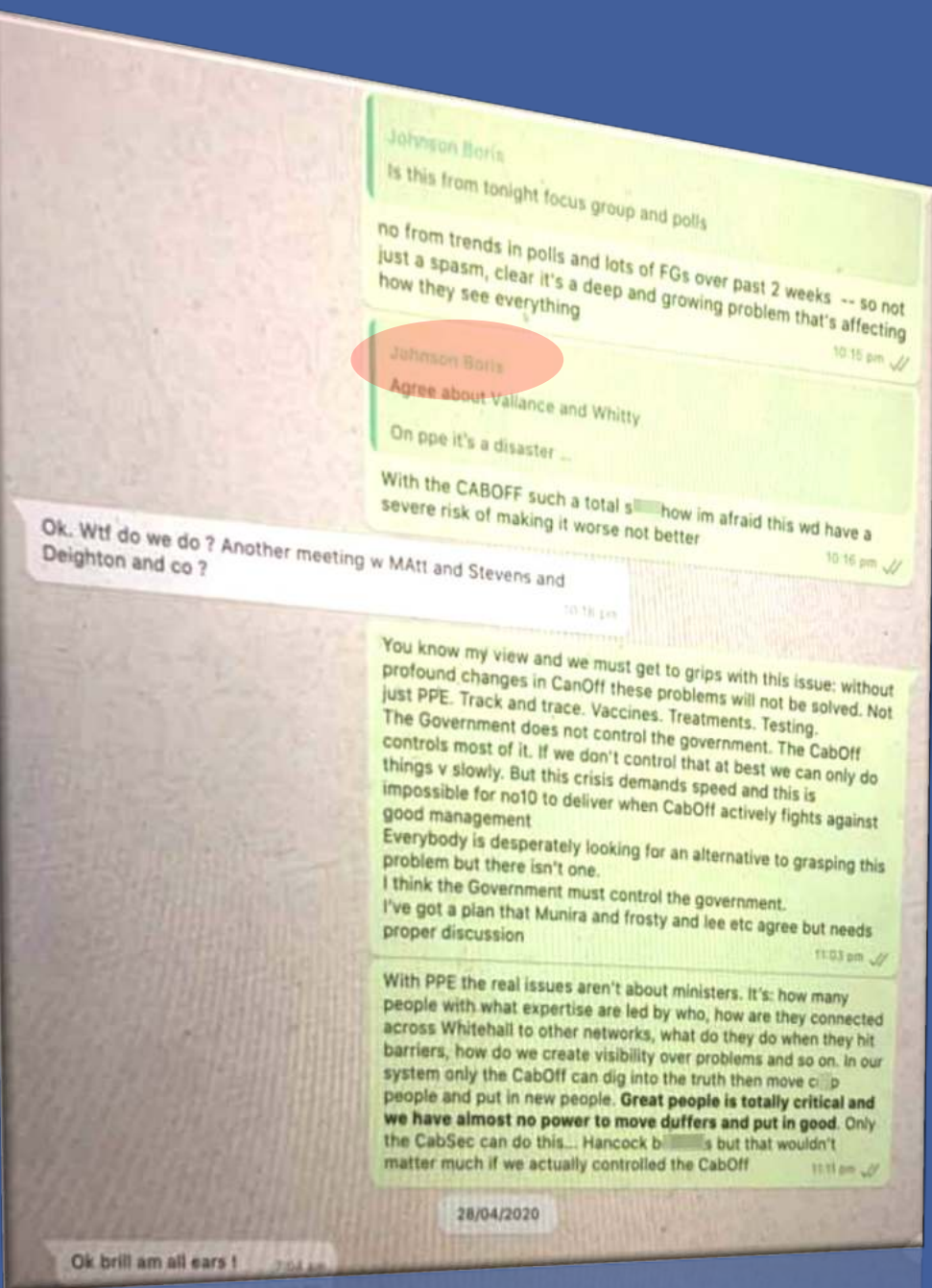
Whatsapp messages in the news
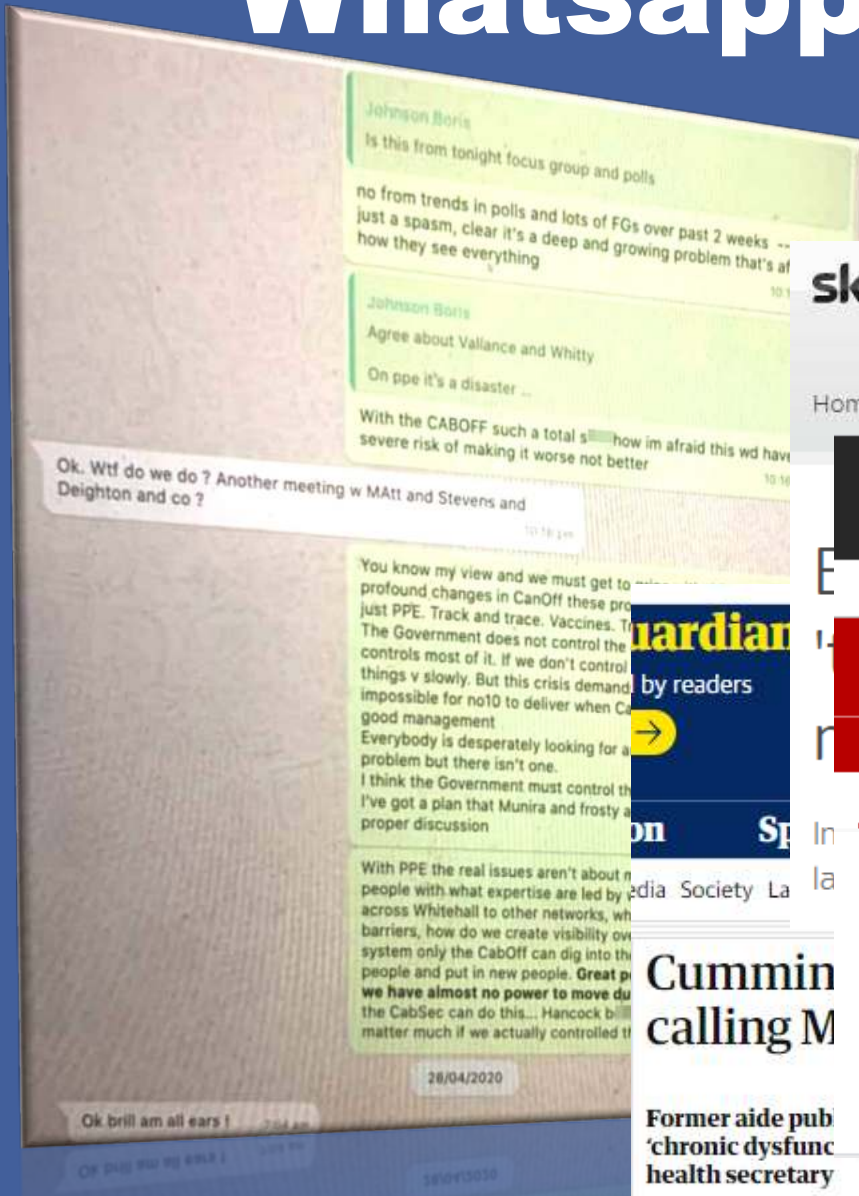
Put in context

Can this be a typical message exchanged with the CEO/GM about one of your employees?

Would you have used the same words had you used an email?

What if you receive a SAR?

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Data collected WhatsApp

- <u>Privacy Notice</u>

- Account information
- Status information

➡️ Provided by user

- Usage
- Device and connection info

➡️ Automatically collected

- Location
- Cookies

The Messages

Delivered Messages ➡️ Users' respective devices

Undelivered messages ➡️ Encrypted on Whatsapp servers for 30 days

Media forwarding ➡️ temporarily in encrypted form on Whatsapp servers

Encryption

The content of the messages shared between users

- end-to-end encrypted
- the data is protected against being read by WhatsApp and other third parties from reading except for the sending and receiving devices

the process of converting information or data into a code, especially to prevent unauthorised access

Deleted Messages

- Can be deleted from sender's and recipients' devices (1 hour)

- Self-destruct (7 days)

- Deleted messages cannot be recovered

Note: Third-Party apps to see revoked messages do exist and are in use

Disappearing Messages

ctivating Disappearing
essages

Is Whatsapp safe?

- One of the most secure communication apps

- Only second to Signal

- no app is 100% safe

Data Breaches

How can data breaches happen if the messages are encrypted?

Data Breaches

- Lost or stolen devices which are not password protected

- Backed-up messages defeat end-to-end encryption

Account Hacks

- Message from a friend asking you for a code

- Tricked into revealing 6-digit verification code

- Shared messages can be viewed, read, downloaded, and copied by the fraudster

Avoiding Account Hacks

Activate two factor authentication on your account

Pros

Can you share the pros of using WhatsApp for work purposes?

60sec

Pros

- excellent tool for engaging with and managing remote teams

- flattening of hierarchies

- colleagues come together - virtual water cooler

- conversations may spark new ideas

Cons

Can you share the cons of using WhatsApp for work purposes?

60sec

Cons

- Grievances claims

- Harassment & Bullying

- Discrimination claims

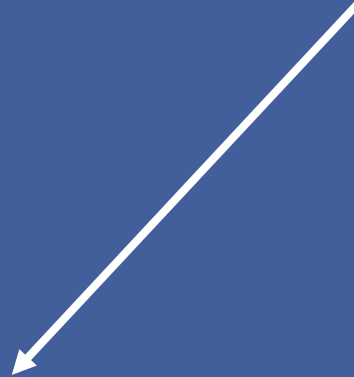- (Right) to disconnect

- Subject Access Requests

- Data Breaches

Company's Personal Data

- Calculated risk

- Lack of protection

Business Decision

Allow Use vs Prohibit Use

Share Data vs Official Communication Only

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Policies

Must have

- BYOD policy

- Social Media Use Policy

  - WhatsApp use policy

WhatsApp Use Policy

- Impose the activation of all the apps security features, including 2 factor authentication;

- Require activation of the messages auto-destruct function;

- Set out the type of data and categories of data subjects which can and cannot be shared OR completely exclude the sharing of data through the app;

WhatsApp Use Policy

- Indicate whether sharing is limited for internal purposes only and exclude sharing with external third parties;

- Exclude backups of the chats;

- Highlight the unacceptable use of the app;

- Include a reporting procedure in case of misuse;

- Explains how WhatsApp messages/groups are to be handled in relation to employees who are no longer working for the company.

Question Time

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Remote/Home/Tele working

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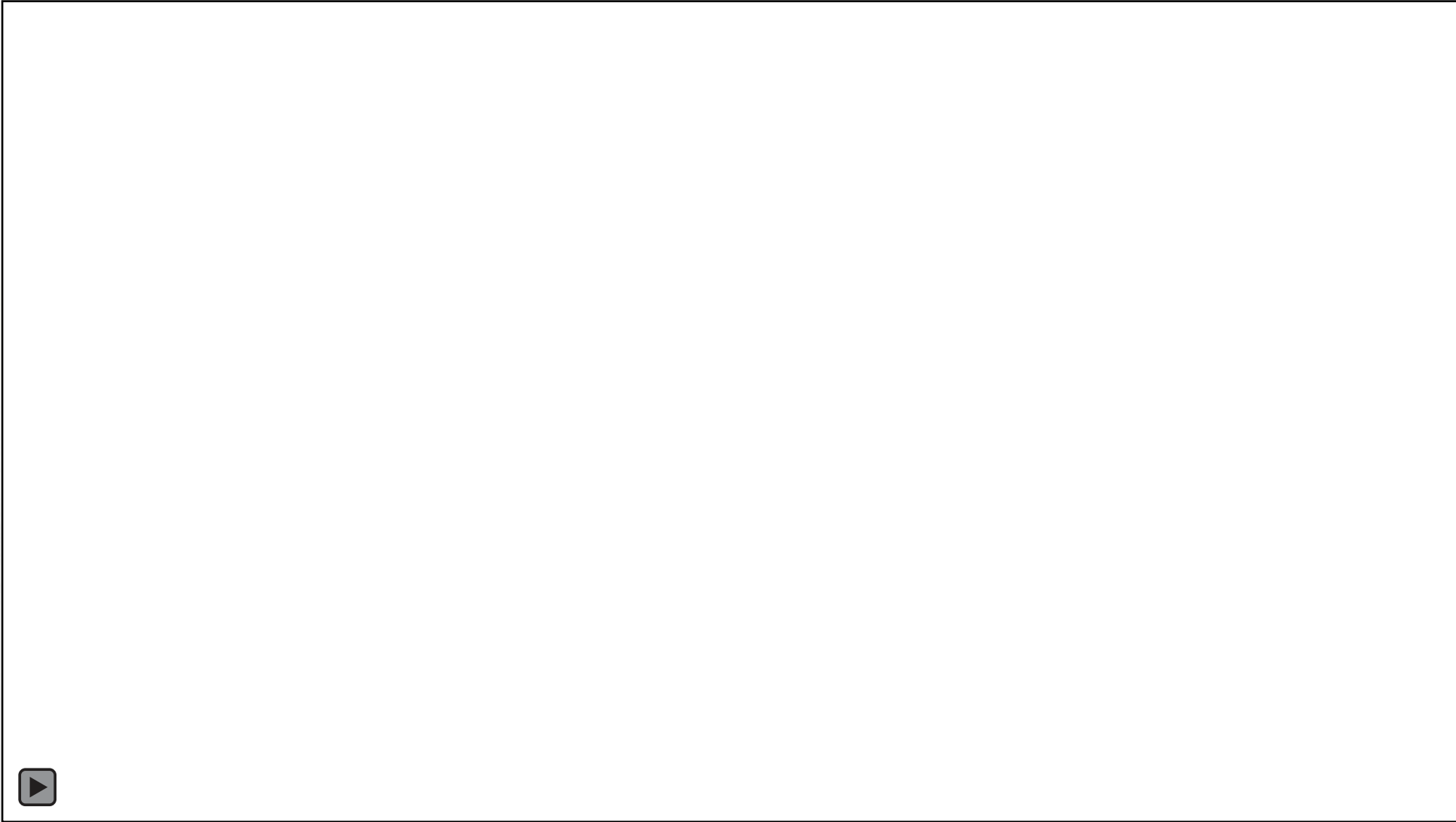- Instant Messaging Platforms

Futuristic Technology Based
- Metaverse

2023 and beyond…

- Metaverse
  - Fictional Universe

  - Next iteration of the internet

  - Today games

  - Tomorrow…
    - Office
    - Shopfloor
    - Outlet
    - Meeting place

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Question Time

2023 Webinars