

March Insightful Newsletter



CEO Corner: March Madness and the HR Tech Bracket Bust—Why HR Technology Isn't Delivering the Promised Outcomes

It's that time of year again—March Madness. A time when basketball fans fill out their brackets with high hopes, only to watch in dismay as unexpected upsets leave their predictions in shambles.

HR technology investments can feel eerily similar. Organizations draft their "winning lineup" of HR systems, investing in cutting-edge platforms that promise game-changing results. Yet, year after year, the data tells a different story—outcomes continue to decline.

Our **27th Annual HR Systems Survey** found that despite record HR tech spending, organizations are struggling to achieve key business, HR, and talent outcomes. So, where

is the disconnect? Why do these "top-seeded" HR tech investments fail to make it past the first round?

Let's break it down.

The Biggest HR Tech Bracket Busts: Why Systems Aren't Delivering

Mismatch Between Tech and Strategy

Only 43% of organizations have a defined HR technology strategy. Many teams are implementing powerful software without a game plan, leaving technology underutilized or misaligned with business goals.

HR Tech's "One-and-Done" Problem

HR leaders are expected to drive transformation, but **58% of HR system owners have less than three years of experience** in the role. This lack of deep expertise means many teams struggle to optimize or fully integrate their tools before moving on to the next shiny object.

The Talent Outcomes "Shooting Slump"

HR systems are more advanced than ever, leveraging AI, automation, and analytics. Yet, across all segments we track—Talent Outcomes, HR Outcomes, and Business Outcomes—performance has declined year-over-year.

Trust in the System is Eroding

When employees feel disconnected from HR processes, engagement drops. Our research has shown that organizations lacking transparency in HR decision-making often struggle with trust issues, leading to lower adoption of HR technology solutions.

The Playbook for HR Tech Success: How to Get to the Final Four

Instead of falling for another overhyped HR tech "championship contender," it's time for a new strategy. Here's how to align your technology with real business outcomes:

1. Build a Strong Game Plan

Before selecting new HR tools, clearly define what success looks like. **Outcome-focused HR teams are twice as likely to be seen as strategic partners**. Ensure every technology investment maps directly to business priorities.

2. Train Your Bench

Technology is only as good as the people who use it. Organizations need to **invest in HR** systems training and develop HR tech expertise internally. A well-trained team can turn a mediocre tool into an MVP.

3. Play as a Team

HR tech success isn't just about software—it's about integration. **HR leaders must collaborate with IT, finance, and operations** to ensure new systems work seamlessly across the business.

2 4. Keep Score (and Adjust the Playbook)

Many organizations implement HR tech and never revisit it. Regular **system audits**, **vendor evaluations**, **and employee feedback loops** ensure technology continues to meet evolving business needs.

The Championship Mindset

Winning organizations treat HR technology like a **long-term investment**, **not a quick fix**. They approach it **with strategy**, **coaching**, **and continuous improvement**—the same way a championship team refines its playbook every season.

This March, as you watch your basketball brackets crumble, take a moment to reflect: is your HR technology set up for success, or are you caught in a cycle of early-round eliminations?

At Sapient Insights Group, we help HR leaders create a **data-driven game plan** that ensures their investments lead to **real**, **measurable success**. Let's move beyond the hype and get you to the **Final Four of HR transformation**.

Are you ready to stop the HR tech madness? Let's talk.

Teri Zipper

CEO, Sapient Insights Group



Join Us in Atlanta for a Transformative Roundtable on Change Leadership! Change is inevitable—but how you lead through it makes all the difference. On March 28th from 8:00 AM to 11:30 AM, Sapient Insights Group invites you to an exclusive Atlanta Roundtable on Change Leadership. This interactive session is designed for forward-thinking leaders who want to master the art of navigating change, building trust, and driving engagement in today's evolving work environment. Expect powerful insights, real-world strategies, and a dynamic discussion with industry experts and peers. Whether you're leading large-scale transformations or managing day-to-day shifts, this roundtable will equip you with the tools to turn challenges into opportunities.



Seats are limited—secure yours today! https://bit.ly/3EuKUzBh



Sponsored By:



Modernizing the HR Experience

HR and HRIS leaders aren't just keeping up with change — they're expected to drive it. But too often, transformation efforts stall under the weight of complex technology, low adoption, and workforce resistance. Whether you're optimizing technology, redesigning your people structure to deliver HR services, or improving processes, Commit helps HR and HRIS teams deliver transformation!

P.S. Commit is also full-service Workday partner for those in need of support, optimization or road mapping.

Let's connect and talk about what's next for HR and how we can help you lead transformation with confidence!

On the Move: Where to Find the Sapient Insights Group Team Next

<u>Susan Richards</u> will be hosting a pre-recorded session "How to get your peers Onboard for Change" at SHRM-ATLANTA SOAHR Conference <u>click here</u> to get tickets to the event.



3/21 Day is here and Sapient Insights Group is joining the party. <u>Get your tickets here</u> to attend the 3/21 Day Conference and hear <u>Susan Richards</u> speak on "Embedding Inclusion Into the DNA of Your Organization".



Join <u>Cliff Stevenson</u> at ADP Meeting of the Minds 2025 happening March 18-21 at Resorts World Las Vegas. Make sure you are there, <u>register today</u>!



<u>Cliff Stevenson</u> and <u>Cindy Maurer</u> are speaking to the HR Rebels LinkedIn group, virtually on April 9th at 12pm est on the current state of HR Tech. <u>Join</u> the private LinkedIn group for more info



Join <u>Stacey Harris</u> as she hosts "The HR Tech Playbook: Smarter Investments for Long-Term Growth". This special webinar sponsored by @Hibob is Apr 22, 2025 11:00 AM - Apr 22, 2025 12:00 PM EDT.

Click here to register!



Join Stacey Harris as she talks during AI in Action: Register Here

Expand Your Impact: Join the HR Systems Survey Distributor Program

For 28 years, the **HR Systems Survey** has been the industry's most trusted **Voice of the Customer** research, guiding HR leaders, technology vendors, and consultants with real-world insights. But we couldn't do it alone.

That's where **our distributors**—a global network of vendors, practitioners, consultants, and influencers—play a critical role. By promoting the survey to their networks, distributors **help amplify the voices of HR professionals worldwide** while gaining **exclusive access** to key insights.

Now, with the **2025 survey season upon us**, we're offering even more **support**, **tools**, **and incentives** to make participation easier and more rewarding than ever.

Why Join the Distributor Program?

Becoming a distributor is a **win-win.** Example Distributor Benefits below – please see the chart for more details:

- ✓ **Make an Impact** Help ensure the survey reflects the experiences of HR professionals across industries and regions.
- ✓ Earn Exclusive Access Based on results, some distributors get early access to survey results, including a custom summary report of responses from their network.
- ✓ Gain Recognition Join our HR Buyer webinar, or for those with over 150 responses you may be eligible to receive an industry article or co-branded

webinar and establish yourself as a thought leader.

- ✓ Enjoy Weekly Support For the second year in a row, distributors get direct communication with our team, including weekly updates on their referral progress.
- ✓ Drive Business Value Use the insights to inform strategy, product development, and client engagement.

SURVEY DISTRIBUTION BENEFITS

Number of Completed Responses	Exclusive Profile of an HR Buyer Webinar	Early Access to The Annual HR Systems Report	Customer Response Summary	Industry Presentation or Article	60 Minute Custom Co-Promoted Webinar
Value	\$1500	\$1800	\$5000	\$12000	\$15000
1-4					
5-49	$\overline{\mathbf{Z}}$	$\overline{\mathbf{V}}$			
50-149		$\overline{\mathbf{V}}$	$\overline{\mathbf{V}}$		
150-299		$ \mathbf{\nabla}$	\checkmark	$\overline{\mathbf{Z}}$	
300+		$\overline{\mathbf{Z}}$	$\overline{\mathbf{v}}$	$\overline{\mathbf{Z}}$	$\overline{\mathbf{Z}}$



The HR Huddle: Now on WrkDefined!

This month's Spilling the Tea on HR Tech was featured on Wrkdefined Substack! Click below to read and listen!

Al agents, Workday's big bet on digital workforce management and the latest HR tech giants expanding through strategic acquisitions.



Listen to the latest Comp and Coffee episode as we dive into the future of HR tech with <u>Cliff</u> Stevenson from Sapient Insights Group.

• Get expert insights on the biggest trends shaping HR technology in 2025—from AI integration and real-time data to user experience enhancements. Plus, find out why compensation tools like Payscale earned top marks for user satisfaction and what HR pros should focus on next.

Don't miss this conversation packed with actionable takeaways on leveraging AI responsibly and driving better business outcomes.

Listen Now



The Future of Careers, Skills & Pay: Enhancing Development and Mobility

The way organizations approach careers, skills, and pay is evolving rapidly. In our latest podcast, HR executive Bob Hanley and consultant Kim Nugent reflect on their experiences executing a broadband, competency-based pay pilot at Abbott Laboratories years ago. They discuss what's changed—and what's remained the same—when it comes to job leveling, talent development, internal mobility, and compensation strategy.

Why does this work matter today? Beyond staying competitive, companies must ensure employees have clear pathways for growth—both for retention and to drive business outcomes. Bob and Kim also explore, with Teri, how advancements in HR technology can support better decision-making in these areas—but only up to a point. The human element remains critical read more here



Nature's Lessons

Cool nature fact: When you see more than one Aspen Tree, they aren't individual trees in a group; rather, they are connected by their roots underground. The stand (Aspens connected together) is considered the largest single organism, by area, on Earth. Through their root system they share resources such as nutrients and water, supporting the growth of the entire group <u>read more here.</u>



Happy Birthday, Kohle! 🞉

Kohle Harris is a Data Analyst at Sapient Insights Group, bringing a sharp eye for patterns and a passion for uncovering the stories hidden within data. A proud graduate of the University of North Carolina Wilmington, Kohle earned his Bachelor of Fine Arts in Creative Writing with a focus in Social Sciences in 2022.

Balancing academics with hands-on experience, he worked in retail and entertainment throughout college—honing both his analytical and storytelling skills. Today, he applies that same curiosity and adaptability to help organizations make sense of complex workforce trends.



HR Technology Professionals - Find Your Pot o' Gold with IHRIM!

Strike it rich in 2025 with IHRIM's **March Pot o' Gold Savings** for new members! Join IHRIM for just **\$120** for your first year — a 40% discount to exclusive HR tech resources, networking, and career growth and over \$2,000 in savings with IHRIM Partners like admission to HRTECH 2025, Sapient Insights Group's reports, and more. Use code **NEWMEMBER** at checkout and start your journey today!

Claim your membership here