



SAPIENT  
INSIGHTS GROUP

## April Insightful Newsletter



### CEO Corner – The Role of Data in Driving HR Strategy

Spring is a season of renewal, and for HR leaders, it's a reminder that transformation is essential for thriving workplaces. Just as nature embraces change, organizations have to evolve to meet the ever-changing needs of their workforce - flexible work, modern wellness and benefits, AI, and more. In the spirit of growth, this month we turn our focus to the power of HR data in shaping the future of work.

At Sapient Insights Group, our annual HR Systems Survey has been a cornerstone for tracking trends, identifying emerging technologies, and helping HR leaders make informed decisions. Over the years, we've seen firsthand how data-driven insights have influenced everything from HR technology investments to new workplace models.

For example, our latest research reveals that:

- Organizations leveraging data-driven HR strategies are 2.5 times more likely to achieve business success.
- The shift toward skills-based hiring, fueled by workforce analytics, is transforming talent acquisition.

-AI and automation investments have surged, not just for efficiency but to enhance the employee experience, from personalized learning to streamlined HR processes.

Much like April's celebrations, with themes of renewal and sustainability, HR teams are embracing transformation through data-informed decision-making. Thriving organizations don't just adapt; they lead with data-driven insights that shape the future of work.

As we move forward, the question isn't whether data should drive HR strategy; it's how well we harness it to build agile, resilient, and people-centric workplaces.

***Our 28th Annual HR Systems Survey opens publicly on April 30. That said, if your vendor is one of our distributors, you could receive it as early as this week! We hope you'll be a part of it!***

Teri Zipper

*CEO, Sapient Insights Group*



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



Join [Stacey Harris](#) 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 - 12:00 PM EDT.

[Click here to register!](#)



Join [Cliff Stevenson](#) on April 24 for an exclusive gathering tailored for senior HR professionals and hosted by HR Executive. This event is part of a series happening exclusively across key cities in the U.S.

👉 Reserve Your Spot Now: <https://ow.ly/MWfB50Vw49L>

📍 New York Hilton Midtown | 1335 Avenue of the Americas, New York, NY 10019

📅 Thursday, April 24, 2025

🕒 4 - 7 p.m.

🍹 Drinks & Nibbles



Stacey will be traveling to the Workday Innovations Session: April 22-25 in Napa Valley, CA.



[Stacey](#) is speaking at Unleash America - The International Festival of HR

May 8<sup>th</sup>, 2025, 12:00 – 12:25 PM Pacific

Join her session to learn about **Demystifying the AI Landscape for HR Case Study**



[Teri Zipper](#) is excited to be speaking with Julia Avery at Total Rewards '25 on May 19<sup>th</sup> from 10:45 – 11:30 AM EDT this year 🎤

It will be a personalized and immersive experience and great for anyone in Total Rewards looking to level up and make real connections.

Use my code ORANGE to save \$100 on your pass:  
<https://lnkd.in/g4ahuMWH>



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, associations, influencers, and others—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.

**The 2025 survey season launches April 16th**, we're offering even more **support, tools, and incentives** to make participation easier and more rewarding than ever.

[Sign-up to be a distributor](#) or [request a 30-minute call](#) to discuss the distributor process

### Why Join the Distributor Program?

Becoming a distributor is a **win-win**. You'll get exclusive access that will help you:

- ✓ **Make an Impact** – Helps 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 anonymized responses from their network.
- ✓ **Gain Recognition** – 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 progress.
- ✓ **Drive Business Value** – Real insights to inform **strategy, product development, and client engagement**.



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Join Thousands of HR Professionals worldwide in shaping the industry's most comprehensive independent research initiative. Your insights drive innovation and inform the future!

Launching to the public April 30<sup>th</sup>, 2025

## The HR Huddle on WRKDefined—Don't Miss It



In this episode of *The HR Huddle*, Stacey Harris dives into some of the biggest headlines shaking up the industry—plus fresh findings from Sapient’s latest research on AI adoption and pay equity in small businesses.

Here’s what you’ll hear:

- What’s really behind the Rippling vs. Deel showdown
- The latest wave of executive reshuffles and why it matters
- New data on **how small businesses are (and aren’t) using AI**
- Where pay equity efforts are making progress—and where they’re falling short

This one’s part analysis, part real talk—and fully worth your time.

 [Tune in here](#)