

CEO Corner Newsletter – January 2025: Navigating Uncertainty

Dear Sapient Insights Community,

As we roll into 2025, the phrase “Navigating Uncertainty” resonates deeply for leaders everywhere. The changing dynamics of technology, the workplace, and global markets compel us to face complexities we’ve never encountered before. However, with every challenge comes an opportunity to innovate, adapt, and lead with purpose.

Reflecting on 2024: A Foundation for Growth

Over the past year, our community has grappled with rapid advancements in AI, evolving workforce expectations, and heightened economic pressures. Despite these hurdles, we’ve seen remarkable resilience and creativity. Leaders have begun leveraging insights not just to solve problems but to build systems that anticipate and embrace change.

One key takeaway from our *27th Annual HR Systems Survey* is the growing role of HR as a strategic driver. However, alongside this progress, we’ve observed outcomes declining in certain areas. This underscores the need for intentional leadership that doesn’t merely react to disruption but steers organizations through it.

What Lies Ahead in 2025

This year, uncertainty isn’t a roadblock—it’s an invitation to transform how we think about leadership. To thrive, leaders must:

- **Cultivate Adaptive Leadership Skills:** Our Spring Change Leadership Cohort is a perfect example of equipping leaders to manage disruption confidently while fostering trust and innovation.
- **Embrace Technology Wisely:** From AI integration to reshaping employee experiences, technology will redefine our workplaces. But true success lies in blending these tools with a human-centered approach.
- **Prioritize People and Culture:** As hybrid and remote work redefine engagement, building cohesive, resilient teams is more critical than ever.

Resources to Support Your Leadership Journey

At Sapient Insights, our mission is to empower leaders like you with actionable insights, practical strategies, and opportunities for growth. Whether through our research reports, webinars, or bespoke leadership programs, we’re here to support your journey.

As we launch into the new year, let’s commit to leading boldly, with clarity of purpose and the confidence to turn uncertainty into opportunity. Together, we’ll make 2025 a year of transformative growth and meaningful impact. Here’s to navigating this journey together.

We also want to send a note to our Sapient friends and family that are impacted by the wild fires in Los Angeles. Our hearts are with you. We are a resilient people though and as we've seen with other disasters; we band together, we help each other, and we rebuild. It's what we do!

Warm regards,

Teri Zipper

CEO, Sapient Insights Group

Sapient Insights Group Welcomes Howard Tarnoff as Vice President of Sales



We're excited to announce this week that we added Howard Tarnoff to the team as Vice President of Sales. With more than three decades of experience in the HR and HR technology industry, Howard will lead our sales strategy, driving growth and expanding our impact across the HR technology landscape.

In his new role, Tarnoff will focus on expanding our reach and delivering the trusted, data-driven solutions that have made the company a leader in HR systems research and strategy. We are committed to enhancing our offerings and deepening our relationships with clients worldwide.

[Click here](#) to read the full press release and learn more about Howard.

Listen in to Stacey Harris and Cliff Stevenson during

“Where HR Orgs Will Be Spending in 2025 – and Why This Matters to you” webinar



HR organizations are prioritizing tech, talent development, and employee experience in 2025. To learn more about these trends and how they'll impact your strategies, don't miss our upcoming webinar. [Register now](#) for expert insights on staying ahead in HR!

Maximizing HR Tech Impact on Any Budget



As HR professionals increasingly rely on technology to improve processes and employee experience, many face budget constraints. A recent *HR Executive* article highlights how to invest in HR tech without overspending. Key strategies include prioritizing HR needs, selecting scalable solutions, and integrating new tools with existing systems. By focusing on tools that boost efficiency and engagement, businesses can achieve significant ROI, even with smaller budgets. The article emphasizes a phased approach to technology adoption, ensuring continuous value over time. [Read More Here](#)

Unlocking Change Leadership with Susan Richards at SOAHR

Change is one of the most complex challenges any organization faces, but it's also the gateway to innovation and growth. If you've ever wondered how to inspire your peers to embrace and lead change, you won't want to miss Susan Richards' session, "*How to Get Your Peers Onboard for Change*," presented at the SOAHR (SHRM-Atlanta) Conference on March 25-26.

Susan, a thought leader in change leadership and Founder of Sapient Insights Group, dives into actionable strategies for rallying colleagues and fostering alignment through complex transitions. Her session outlines practical methods to engage stakeholders, build trust,

and create sustainable momentum for any change initiative. Whether you're dealing with resistance or simply looking to fine-tune your leadership approach, this session has something for everyone.

Don't miss the chance to elevate your leadership game—catch her recorded session and connect with Susan live at the event.

Let's make 2025 the year we master the art of change!

Action Step: Contact us today <https://scheduler.zoom.us/susan-richards-bk4umo/30min-susanrichards> to schedule your one-on-one with Susan during SOAHR. Change is inevitable, but leading it? That's where the real opportunity lies.



Revolutionize Your Leadership and HR Strategy in 2025

As we step into 2025, the landscape of work continues to evolve at breakneck speed. Disruption is no longer the exception—it's the rule. At Sapient Insights Group, we know the key to navigating these changes lies in robust strategies and empowered leadership. That's why we're thrilled to announce two transformative programs designed to help your organization thrive: **The HR Technology Strategy Program** and the **Change Leadership Cohorts**.

Build a Future-Ready HR Technology Strategy

The HR technology ecosystem is vast and growing, with over 2,750 vendors tracked annually in our report. Yet, only 43% of organizations report having a defined HR tech strategy. Without a clear plan, businesses struggle with inefficiencies, wasted budgets, and diminished outcomes.

Sapient Insights Group's **HR Technology Strategy Program** offers:

- **Unparalleled Market Insights:** Our 27th Annual HR Systems Survey draws from over 3,300 organizations worldwide, delivering the most comprehensive analysis of vendor capabilities, user satisfaction, and emerging trends.
- **Tailored Guidance:** We'll help you craft an adaptable strategy, ensuring your HR systems not only meet today's needs but scale with tomorrow's challenges.
- **Data-Driven Decisions:** Leverage cutting-edge tools and research to optimize vendor selection and align technology investments with organizational goals.

Whether you're considering a full system overhaul or fine-tuning your current setup, this program equips your team to make confident, strategic decisions.

Lead Change with Confidence and Clarity

Leadership isn't just about managing today's tasks; it's about shaping the future. Our **Change Leadership Cohort**, launching in April 2025, is your gateway to becoming a transformative leader.

In this immersive 90-day program, participants will learn to:

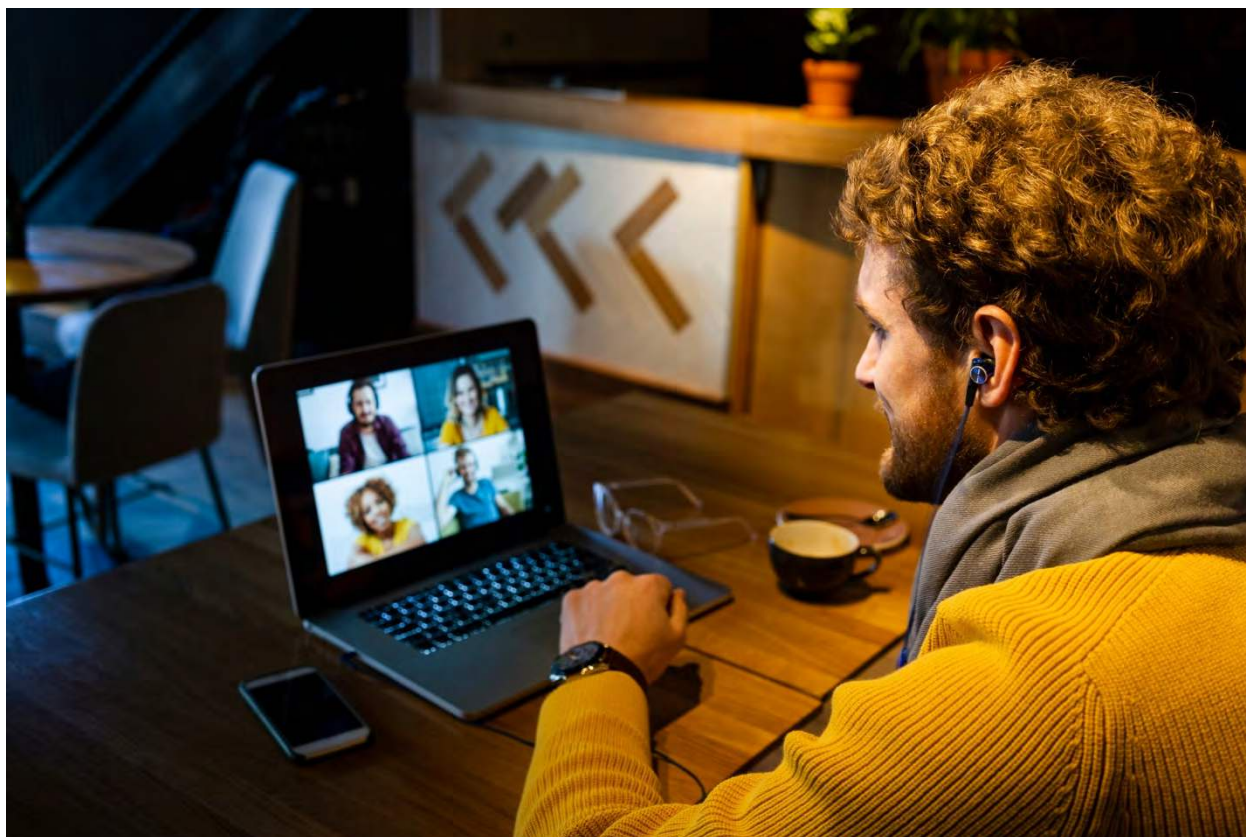
- **Master Change Management:** Navigate complex transitions while fostering resilience and innovation across your teams.
- **Strengthen Collaboration:** Build trust and engagement in hybrid and remote work environments.
- **Drive Sustainable Growth:** Align leadership practices with strategic business outcomes for lasting impact.

Don't Wait—Shape the Future Today

2025 presents an opportunity to redefine what success looks like for your organization. Join the ranks of leaders who aren't just reacting to change—they're driving it.

- Learn more about our **HR Technology Strategy Program** [here](#).
- Reserve your seat in the **Change Leadership Cohort** [here](#).

Let Sapient Insights Group be your trusted partner in building a workforce and leadership framework designed for resilience and growth. Together, we'll ensure your organization thrives in the face of disruption.



Big News: We're Now on WRKdefined!

We're thrilled to announce our partnership with **WRKdefined**, the go-to podcast platform for HR professionals. This collaboration allows us to bring you fresh insights, expert advice, and in-depth discussions on the trends shaping the future of HR.

Why WRKdefined?

WRKdefined hosts content specifically for HR leaders, featuring industry voices on topics like HR technology, change leadership, and workplace transformation.

What You Can Expect:

- Expert perspectives on HR trends
- Actionable strategies for your workplace challenges
- Data-driven insights to drive results

Tune In Today!

Catch our latest episodes on [WRKdefined](#) and explore a library of HR-focused content. Together, let's redefine the way we learn and grow as HR professionals.



✂ Save the Date: Leadership & Culture Series – March 19, 20, & 21! ✂

Step Into Leadership Excellence This March

In today's ever-evolving workplace, the ability to lead through change isn't just an advantage—it's essential.

Join us for a 3-part virtual workshop series designed to equip leaders with the strategies, tools, and confidence to navigate complex environments while fostering trust, innovation, and collaboration.

