

FEBRUARY INSIGHTFUL
NEWSLETTER

2026



CEO's Corner: Trust is always at the forefront

By Teri Zipper, CEO, Sapient Insights Group

2026 is well underway.

The priorities we mapped out at the start of the year are in motion and, a few have already shifted. I'm sure you are having the same experience. We make the best decisions we can with the information we have, always aiming to focus on what will create the greatest impact for our organizations.

That said, even experienced leaders have moments where we pause and ask: *Are we focused on the right things? Are we solving the right problems?* Decision-making at this level requires both confidence and humility. It requires data and perspective. And it requires trust: in ourselves, in our teams, and in the process.

That's where we spend our time.

Our research and advisory work is designed to give leaders practical, evidence-based insight, steering clear of the noise and hype. We partner with your teams to strengthen internal capabilities, align strategy to real-world conditions, and turn information into action. Our goal is clarity and capability, helping you be better at doing the things you need to do.

To make it easier to find our resources and the ones that make the most sense for you, we've recently refreshed our [website](#). You'll now see tailored pathways based on your

role, whether you're leading a function; building or investing in technology; or advising your clients. Everything we publish and every engagement we support is grounded in practitioner data and lived experience. Our commitment remains the same: deliver insights that are unbiased, practical, and directly applicable to the challenges you're navigating right now.

So as we move forward this year and balance strategic priorities with the day-to-day realities of leadership, know that we're here as a thought partner.

Not to add more to your plate, but to help you focus on what matters most. Start your journey [here!](#)



Strong Relationships Build Strong Companies—But Only If Trust Holds

February, attention naturally turns to relationships. Businesses should take the same cue.

Strong organizations are built on trust—and trust is fragile. Once confidence in a company is shaken, it can erode quickly. Rebuilding it, on the other hand, is rarely fast or linear.

There's also no universal "trust repair" playbook. The right response depends on context: your culture, your starting level of trust, and your norms around transparency. Those factors should shape not only what you do, but how you communicate it. What works in one organization can fall flat—or even backfire—in another.

And the challenge isn't only internal. Many companies are navigating a polarized political climate alongside shareholder expectations and heightened stakeholder scrutiny. That

combination narrows the available choices and raises the stakes of every decision, internally and externally.

So this may be the right moment to take stock. Here are a few questions to get you started:

- Where is trust strongest—because of repeated follow-through—and where is it more tentative?
- Where do people feel most connected to the organization right now—and where do they feel distance?
- What do employees need more of from leaders right now: clarity, empathy, consistency, visibility, or something else?

If trust is the currency of relationships, then this is a good month to check your balance.



Stacey Harris, Chief Research Officer & Managing Partner at Sapient Insights Group, was recently featured alongside isolved in an *HR Executive* roundup article by Jen Colletta. The piece highlights several HR leaders and their perspectives on HR's growing strategic influence.

Read more here: <https://hrexecutive.com/hrs-strategic-awakening-8-leaders-on-seizing-the-moment/>

Flat pay increases. Tight budgets. ✨ Rapid change ✨.

Chief Research Officer, [Stacey Harris](#) and Payscale experts [Amy Stewart](#) and [Ruth Thomas](#) break down recent research from [Sapient Insights Group](#) to show HR and compensation leaders what they need to know now and how to make decisions they can confidently stand behind.

Grab a cup of coffee and tune in: <https://bit.ly/46huVzO>

 **February 24th**

Oracle Virtual Event Spotlight:

AI is no longer an experiment in HR—it's becoming part of how work actually gets done.

From hiring and skills development to everyday workforce decisions, organizations are moving beyond pilots and asking tougher questions about what comes next.

Sapient Insights Group is proud to be part of this important conversation exploring the next phase of AI adoption for HR leaders and the workforce.

Featuring insights from Stacey Harris, Chief Research Officer and Managing Partner at Sapient Insights Group, and [Nancy Estell-Zoder](#), Group Vice President of Product Strategy at Oracle.

👉 Want to learn more? Join us—register here: <https://bit.ly/4tipj2f>

 **February 26th**

Insperity Virtual Event Spotlight:

Scaling HR – Ensuring HR Evolves as Your Business Grows

Growth is a sign of success—but it also demands intentional, strategic evolution.

In this session, airing for audience viewing on February 26, Cliff Stevenson and Maria Faletti Jugin, MS, SPHR will share research and practical guidance to help HR leaders scale their capabilities in step with business growth. Discover how to better align HR with organizational goals, navigate common scaling challenges, and elevate both the HR function and the broader organization as growth accelerates.

👉 Want to learn more? Join us—register here: <https://bit.ly/4kDkZ9Z>

March Events on the Horizon

March 17th -19th Qualtrics X4 2026 | Seattle, WA

Attendee: Tammy Smith, Senior Data Science Manager

March 17th -19th Unleash America | Las Vegas, NV

Attendees: Allison Williams, Director of Research Programs; Summer Orellano, Client Acquisitions

March 23rd –25th Transform | Las Vegas, NV

Attendees: Stacey Harris, CRO & Managing Partner; Teri Zipper, CEO & Managing Partner



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Whether you're a vendor, consultant, or partner, becoming a Distributor gives you a seat at the table where decisions are shaped not just tracked.

Each year, 4,500+ global organizations contribute to Sapient Insights Group's Annual HR Systems Survey, the gold standard in HR tech research.

As a Distributor, you may be eligible for exclusive insights, early access to critical data, and customized reports an opportunity valued at over \$35,000.

👉 If you would like to schedule a 30-minute informational call with a member of our research team before RSVPing to become a Distributor, please email research@sapientinsights.com

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