



Human Capital Management Trends and Buyer Preferences

Resonance's Insights Foresight and
a Dash of Why?



Put Your Customers at the Beating Heart of Your PR Strategy

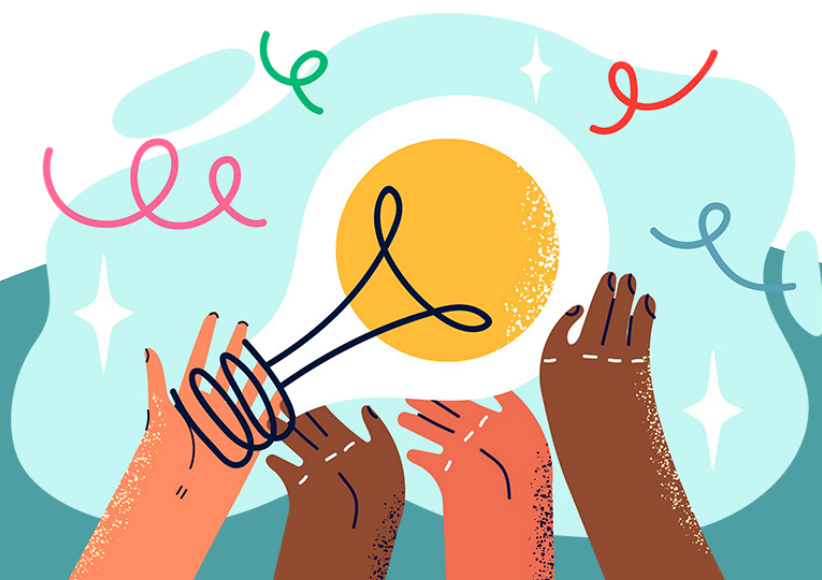


Welcome to the heart and soul of what we do at Resonance. We're not just about making noise in the market; we're about speaking directly to the hearts and minds of your prospects. To truly resonate and move the value closer to helping you meet your business objectives, we make it our business to understand people, and to listen actively to their needs, dreams, and challenges. This isn't just about data; it's about empathy and connection.

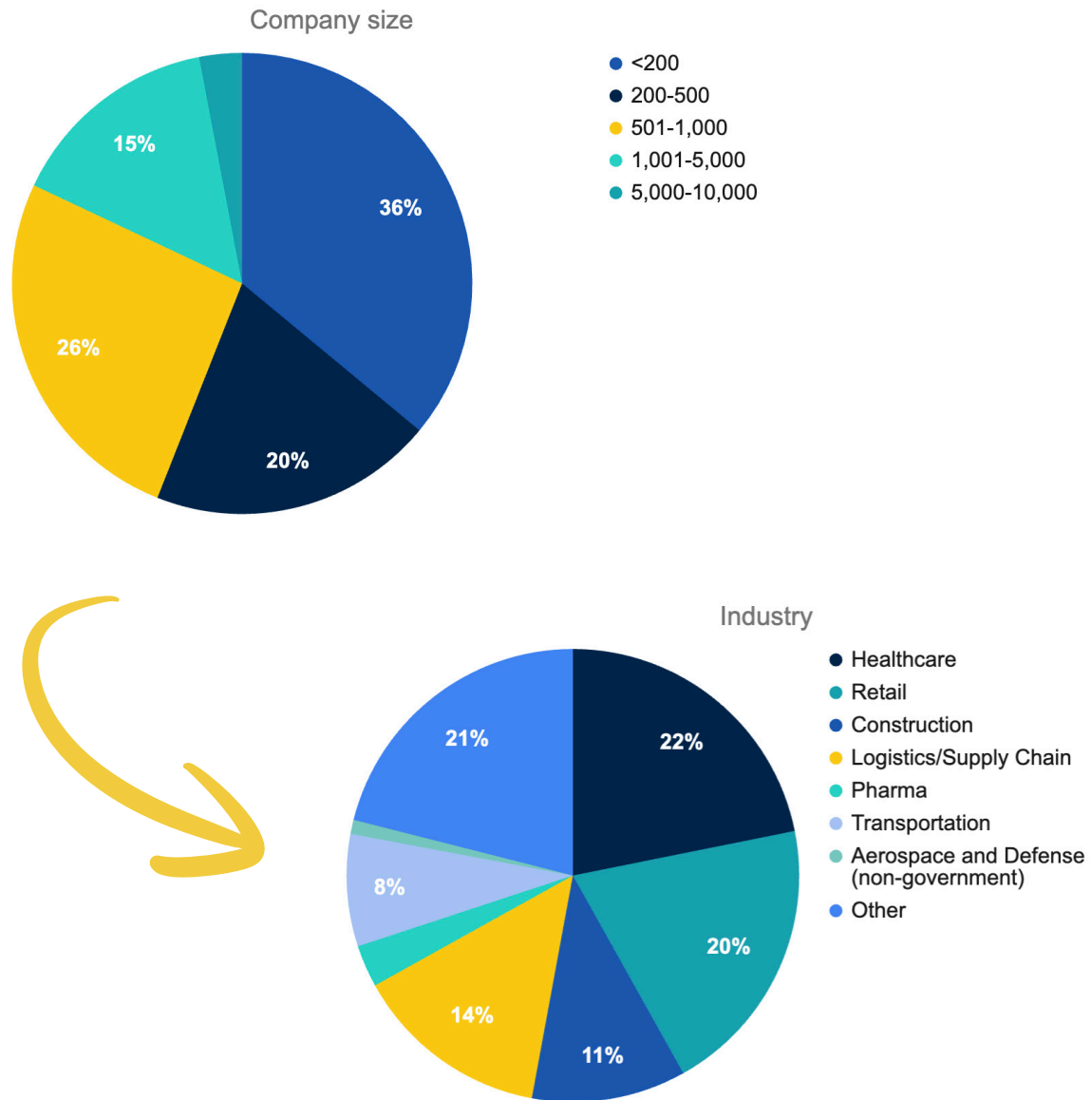
At Resonance, we have various ways to tune into the rhythm of your audience. One of the tools in our toolkit is conducting quantitative surveys that get right to the core of what matters to the people you help. Think of it as tapping into a direct line to your target buyers, capturing their voices, concerns, and aspirations.

In order to really understand what PR needs to do for Human Capital Management (HCM) businesses, our latest research dives into the world of HCM through the lenses of professionals within your target audience. This survey isn't just numbers and charts; it tells us a story of the real challenges, helps establish credibility, and uncovers the current trends and needs shaping the HCM landscape.

So, let's delve into the insights we've gathered. Insights that will not only inform but inspire, guiding us to create PR strategies that truly resonate and drive meaningful connections.



Who We Asked



Our survey gathered data from a diverse range of industries and company sizes. Key participants included those in the healthcare and retail sectors, accounting for 22% and 20% of responses, respectively. Contributions also came from various industries classified as 'Other', logistics/supply chain, and construction. The respondent pool ranged from small enterprises to large corporations, ensuring a comprehensive overview of the business landscape.

Summary of the Key Findings

The quest for equity and inclusion allies: 45% of respondents find it challenging to identify partners who align with their mission of creating a more equitable and inclusive workforce.

Imagine being on a mission to build an inclusive workforce, but half the time you can't find the right folks to join the journey. That's what almost half of our respondents are dealing with. This highlights how a commitment to equity, inclusion, and belonging sets you apart. By putting empathy, inclusivity, and well-being front and centre, you become the trusted partner organisations need to transform into amazing places to work.

Sparks fly for innovation in DEI&B: 92% of Respondents consider it important for their partners to demonstrate innovation in managing a diverse and inclusive workforce.

People Insight: Nearly everyone (a whopping 92%!) is saying, "Show us the innovation!" when it comes to managing a diverse and inclusive workforce. This is where cutting-edge solutions in diversity, equity, inclusion, and belonging (DEI&B) truly shine. By being the trailblazer in this space, you'll position yourself as the go-to guru for insights on DEI&B excellence.

Finding the source for workforce management wisdom: Interactive platforms and professional networks are the most valued sources for obtaining information on workforce management and HCM trends.

People Insight: When it comes to staying in the know about workforce management, our respondents are all about those interactive platforms and professional networks. They're like the cool hangout spots for HR pros and decision-makers. Your PR game plan should totally tap into these platforms to chat with and engage the community.

Summary of the Key Findings

The buyer's journey - trusted industry sources matter, as does being specific: Media coverage in industry publications is critical for shortlisting products and solutions, and finding specific information is a bugbear for those looking for insights.

People Insight: When it comes to picking the right solution, trusted sources matter. Industry publications are one of the top go-to sources for respondents (41%) when finding information about HCM and workforce management products. Through PR and communications efforts, at Resonance, we can ensure you shine in these trusted spaces, building credibility and trust.

The talent quest - attracting, retaining and skilling the best: It's a jungle out there! Finding and keeping top talent is like capturing a unicorn, and skills are like needles in haystacks. Your magic wand? Aiding workplaces in bridging the skills gap. We'll develop thought-leadership content, wrap in data points to wet journalists' appetites, and join the dots to social proof with success stories that highlight your true impact on these critical issues.




Summary of the Key Findings

The most pressing WFM technologies being implemented

Respondents already have a number of workforce management technologies in place, but over the next 12 months, learning and development platforms (35%) and performance management systems (35%) are those being sought the most.

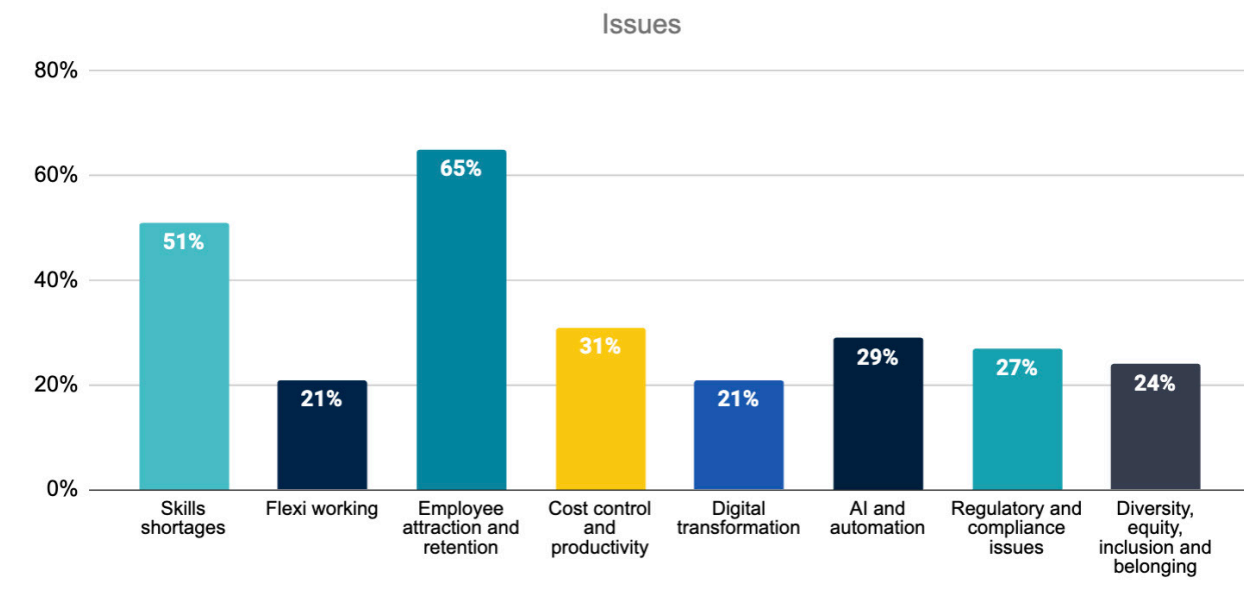
As businesses gear up for the future, they're not just playing tech catch-up; they're strategising for success. Learning and development platforms, along with performance management systems, are becoming the twin engines powering the next wave of workforce evolution.

We can ignite interest with cutting-edge insights, blending in compelling data stories, and shining a spotlight on customer successes that exemplify the transformational impact of these technologies.



The key findings from the research emphasise the importance of equity and inclusion and innovation in DEI&B solutions. They also emphasise the importance of data-driven storytelling, proactive crisis management, personal narratives, and thought leadership that excites and educates. By integrating these insights into communications and marketing strategies, you can effectively differentiate yourself in the competitive HCM market, driving significant business growth.

What's Keeping Your Buyers up at Night?



Resonance strategy: By tuning into what's really keeping your buyers up at night, we can create a PR strategy that hits all the right notes. From nabbing and keeping top talent, tackling skills shortages, mastering cost control, championing DEI&B, navigating digital transformation, riding the AI wave, or staying on top of regulatory hurdles, we've got it covered.

This isn't just about making noise – it's about creating a symphony that resonates. Through this approach, we can boost your visibility and credibility, and help you show the world how your solutions make real-world problems disappear like magic.

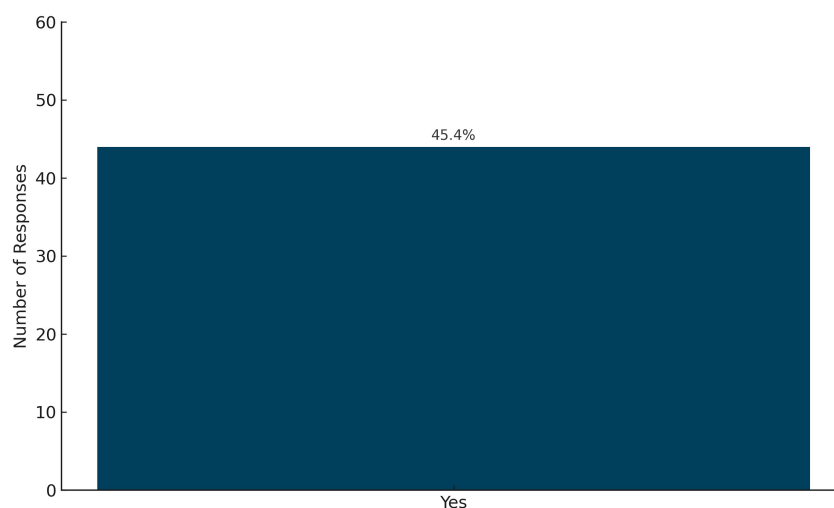
Recommended Strategy

Employee Attraction / Retention and Skills Shortages: These are the big ones, keeping a lot of folks up at night. You should tap into this hot topic in PR efforts, speaking from a thought leadership perspective, and show proof of how you have helped your customers succeed.

Cost Control and Productivity: This is another key area. Media content that shows the impact you have on cost and productivity gains should be developed, telling these stories through the eyes of both the worker and the business.

Diversity, Equity, Inclusion, and Belonging (DEI&B): Media narratives should be built to showcase your commitment to DEI&B and its positive impact on the workplace.

Do you find it challenging to identify partners that align with your mission of creating a more equitable and inclusive workforce?



Innovation in Digital Transformation, AI, and Automation: Innovation is critical. We'll ensure your voice stands out in a sea of innovation and AI talk, finding your unique storylines that will resonate with decision-makers, while highlighting your unique capabilities and successes in industry-specific contexts.

So your buyers want partners that align with their values - but can you cut through the noise?



40%

of respondents said it is very important...

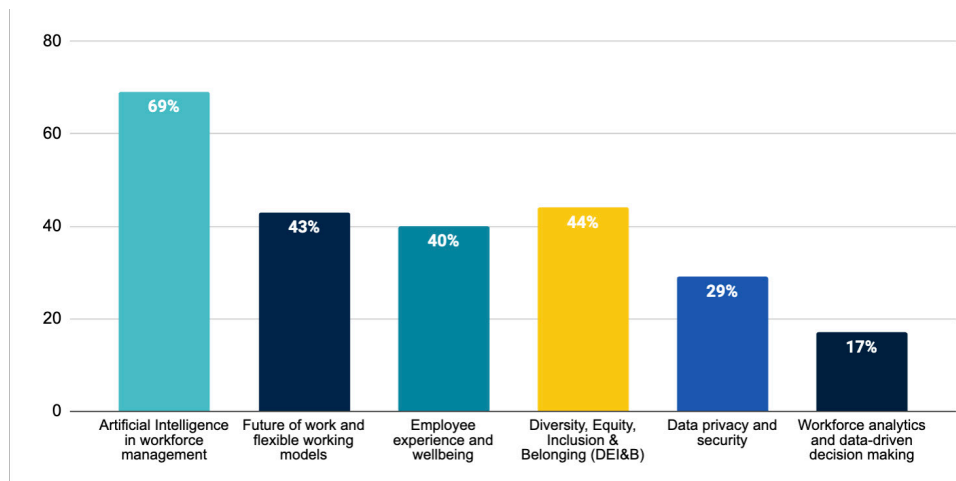
Insight: This means that a significant majority (83%) of your prospects are looking for genuine, clear, and compelling messages that don't get lost in the AI fog. They want to hear authentic stories that highlight true innovation and practical impact. Your message needs to not only be heard, but trusted too.

... and **43%** said it is important for HCM solution providers to use authentic and impactful messaging amidst the noise around AI and technology.

Regulatory and Compliance Issues: For specific sectors, we'll ensure we address regulation and compliance and how you can help manage risk. There's a clear appetite for specific, not generic, industry solutions.

We'll aim to address common regulatory challenges and show how you support through crafted media narratives.

Place Your Bets: The Topics Dominating Discussions



It won't surprise you that the topics your target buyers believe will dominate discussions over the next 12 months align with the problems they are looking to solve.

At Resonance, we make sure we are on top of market trends and customer needs. How do we do it?

- Media trends monitoring
- Analyst report monitoring
- Competitor analysis
- Social listening
- Independent data



We make it our business to stay on top, under, and engrained in the market. What does this mean in action? We'll proactively bring you insight and foresight on what journalists are looking for and what your buyers are keen to hear. This will direct our recommendations and ensure they are on the money for impact.



Here's How We Cut Through the Noise:



Differentiation through Individuals, through people

You can stand out by emphasising your commitment to equity and inclusion, zeroing in on individual needs. This personal touch is a game-changer. We'll bring real people and real stories into the mix to showcase this dedication. We'll reinforce this message across all activities, from data-driven campaigns to human-focused storytelling. Imagine a series of interviews on what workers need to return to the office – real voices, real needs.

Goal, home run

Highlighting this focus will reinforce your commitment to creating great workplace experiences. It'll bolster your position as a leader in work culture, and DEI&B, and show that you care about people. By emphasising individual well-being and leveraging data-driven insights, you can differentiate yourself from competitors and drive towards your business goals.

How We Create the Perfect Story for Busy Journalists

Resonance takes a personalised approach to journalist relationships. We know they are busy; we know what is needed to make them happy and we deliver it. We need to make their lives easier by crafting the perfect story that sees them succeed in the newsroom.

Quote from a business reporter at The Times:

Just wanted to say **thank you again** for your help last night - it's the splash and page four of today's paper and running online here.

I can't tell you what a **refreshing change** it is to phone up so late making what are pretty unreasonable demands and getting **everything I asked for** (and more) within the hour; there should be **more PRs like you!**



Resonance's Composable Pitch Framework



A composable pitch is a dynamic and flexible approach to storytelling. We don't just beat on the journalist's door with one pitch. We create angles of a story using the PESTLE model, combined with the formula of the perfect story—data, people's voices, influencers, experts, even down to the detail of the images we use to sell-in the story.

By using a composable pitch, we open our media content up to a wider set of journalists, increasing our success rate with tier-one media and important outlets for the target audience.

1. PESTLE Model Analysis, with a sneak few topics we'd look at:

Political: Understand the political landscape and how it influences the workforce and HCM.

Economic: Highlight economic trends and their impact on businesses and employees.

Social: Emphasise social dynamics, including DEI&B and workplace culture.

Technological: Showcase technological innovations, particularly in AI and automation.

Legal: Address regulatory and compliance issues relevant to the industry.
Environmental: Consider the environmental impact and sustainability practices.



2. Elements of the Perfect Story:

Data-Driven Insights: Combine external data points (like ONS) with survey data and insights from your platform to create compelling headlines.

People's Voices: Incorporate personal stories and testimonials from employees and partners that reflect your values of empathy, inclusivity, and belonging.

Influencers and Experts: Feature quotes from your subject matter experts and insights from industry influencers and experts to add credibility.

Compelling Visuals: Use high-quality images and multimedia to make the story visually appealing.

Strategic Storytelling: Showcase client success stories and highlight individuals who have benefited from your solutions, focusing on the impact on their personal and professional lives.

Ready-to-Go Content: Ensure all elements of the story are polished and publication-ready, making it easy for journalists to pick up and run with.

But critical in all of this, is that all roads lead back to storytelling with people front and centre.

Resonance stitches these elements together, ensuring your stories are newsworthy, engaging, and easy for journalists to use, and impactful with your target audience. This approach enhances visibility and credibility.



Who Your Prospects Think is Their Perfect Match

Diversity, empathy, and transparency are the sweet spot for organisations.

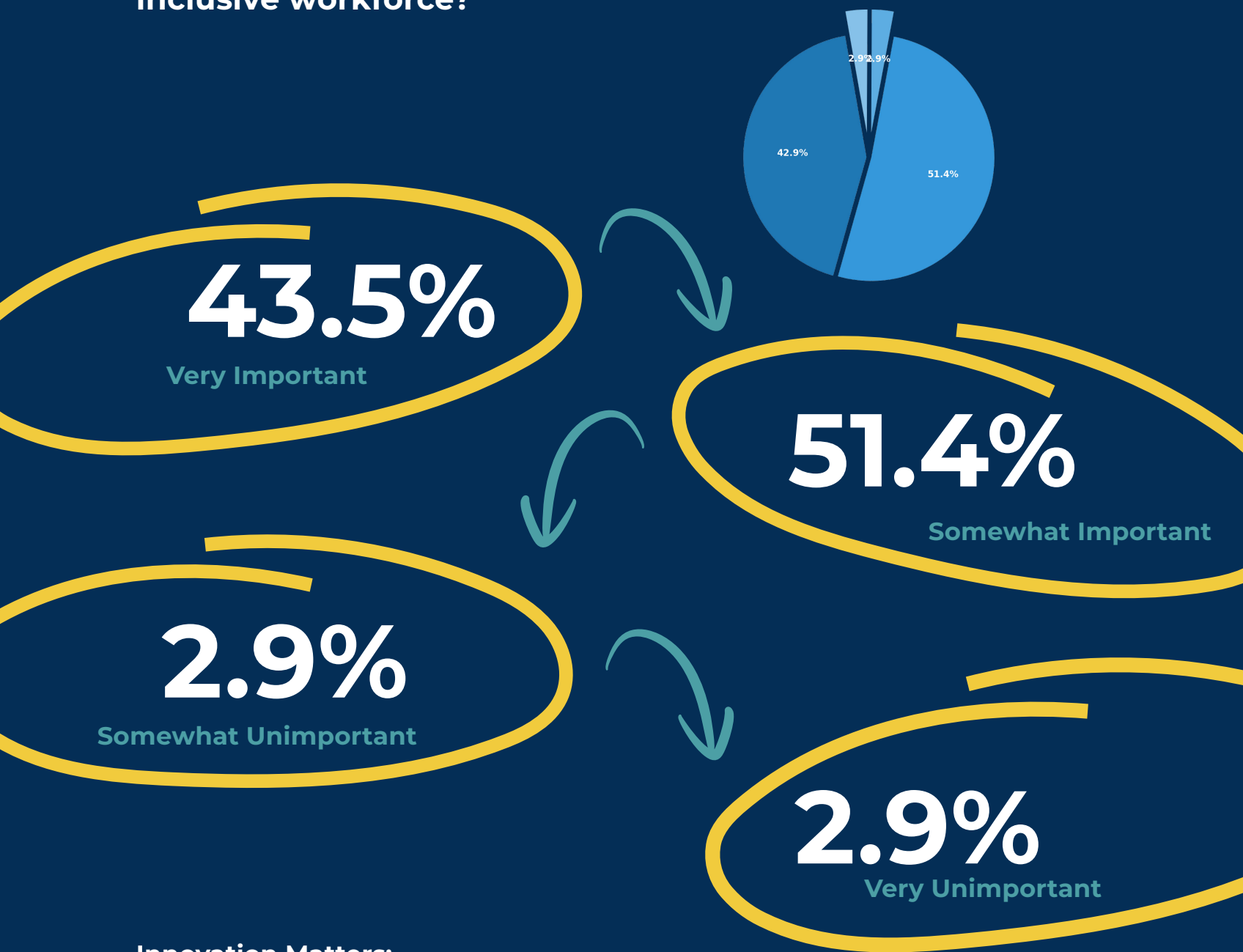
These insights are your PR and marketing north star. These are the qualities respondents want in a partner to help build workplaces where everyone belongs. Showcasing stories that highlight these attributes will deepen your connection with your audience and reinforce a commitment to inclusive workplaces.



Using these insights and leveraging the key findings from research, we will create a strategic direction of how you can effectively differentiate yourself in the competitive HCM market and drive significant business growth through impactful and engaging PR and marketing campaigns.

The Innovation Imperative

How important is it for your partners to demonstrate innovation in their solutions for managing a diverse and inclusive workforce?



Innovation Matters:

A whopping 95% of respondents think it's crucial for partners to show innovation in managing a diverse and inclusive workforce.

Resonance's Approach:

We tell stories in a composable way, ensuring every activity has angles for business, vertical, HR, and tech publications.

Resonance Recommends



HCM organisations should focus PR and marketing efforts on showcasing innovative solutions in DEI&B. Highlighting any proprietary technology, unique approaches, or successful case studies in managing a diverse workforce will resonate with the majority of potential partners.

Develop campaigns that emphasise your commitment to innovation. Use success stories and testimonials from clients who have benefited from your innovative solutions.

Position yourself as a thought leader in the HCM and workforce trends spaces by contributing to industry discussions through the media and content developed for the media.

Demonstrate the real-world impact of your solutions. Use data and metrics to show how your solutions have improved outcomes within client organisations.

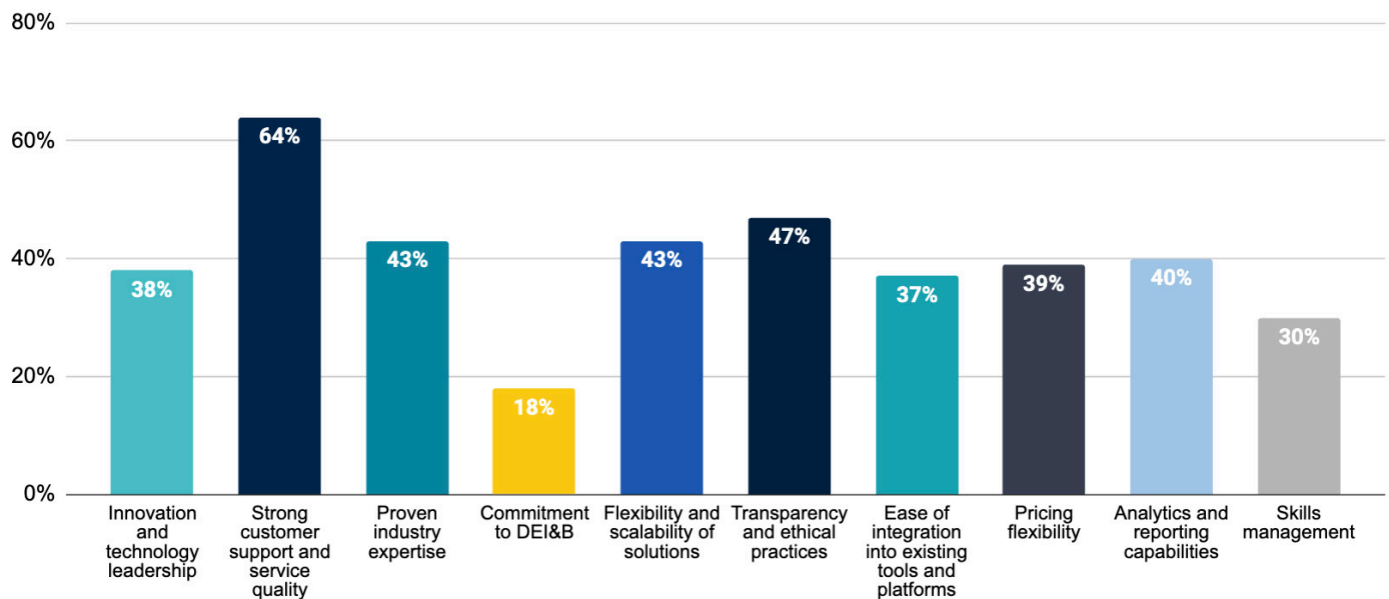
Strategic Integration of PR in Sales and Marketing for Buyer Engagement and Action

We'll ensure content meets top-tier press standards and drives engagement with target buyers.

Check out our CybSafe case study to see how we connect the dots between sales, marketing, and PR

The Media's Merit Throughout the Buyer's Journey

What values do you look for in an HCM provider?



The importance of one three letter word: Why?

We'll make sure that every step of the way, we ask the question WHY? Why are we making the strategic recommendations? Why are we chasing coverage in a particular publication? Why are we crafting the messaging in a particular way? We won't do anything unless we can clearly articulate the WHY, tying it back to the overarching strategic intent.



By understanding your buyers, we not only generate coverage, we create something for you that has impact.



Journey Through the Stages

When we asked your target audience about stages of their buyer journey, from identifying trends and finding HCM products and solutions through to making internal recommendations for shortlisting, it is clear PR is critical.

However, the buyer journey is not linear and requires different types of information along the way. Media is a way to amplify the important information, while delivering third-party credibility.



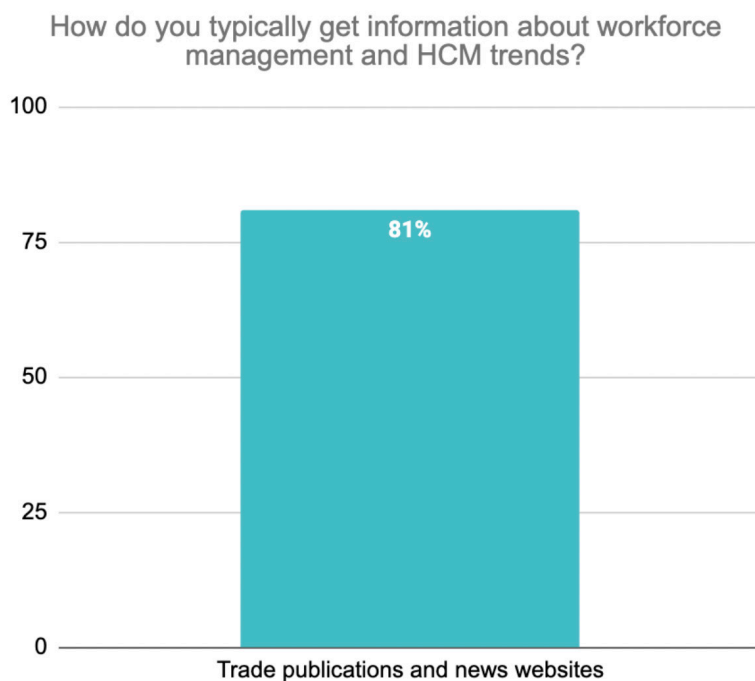
But what does that mean?



Trade Identification Stage



Trade publications and news sites are the bread and butter of workforce management and HCM trends. They dish out detailed, credible, and specialised info that beefs up insights from other sources.



Professional Networks, Conferences, and Analysts also score highly - but why?

In addition to media, professional networks, conferences, webinars, and analysts are your go-to for spotting trends. This stage is all about thought leadership, giving your customers and prospects a crystal ball view into the future. It not only boosts awareness but also makes you the partner everyone wants on their side.

Insight: Mix media across platforms and tie in media relations with conferences and webinars

By tapping into these sources, we can enrich our storytelling and ensure your message hits all the right notes across the board.

Integrating Various Mediums into PR Efforts

Mixing the the channels on the previous page will supercharge interest and engagement from your prospects.

Trade Publications and News Websites are the go-to, credible sources for in-depth analysis and reports. They back up interactive and network-driven content with detailed background and comprehensive coverage. Always accessible and reliable, they're the steady heartbeat of information.

By tapping into these sources, we can unlock more content and tools to amp up our storytelling and ensure your message is seen, heard, and engaged with.

Professional networks top the chart. Personal connections are like gold dust for gathering useful information. As a result, PR should always buddy up with community development and client success teams. **Conferences and Webinars** scored high alongside **LinkedIn**. These platforms are the playground for interactive and professional social conversations.

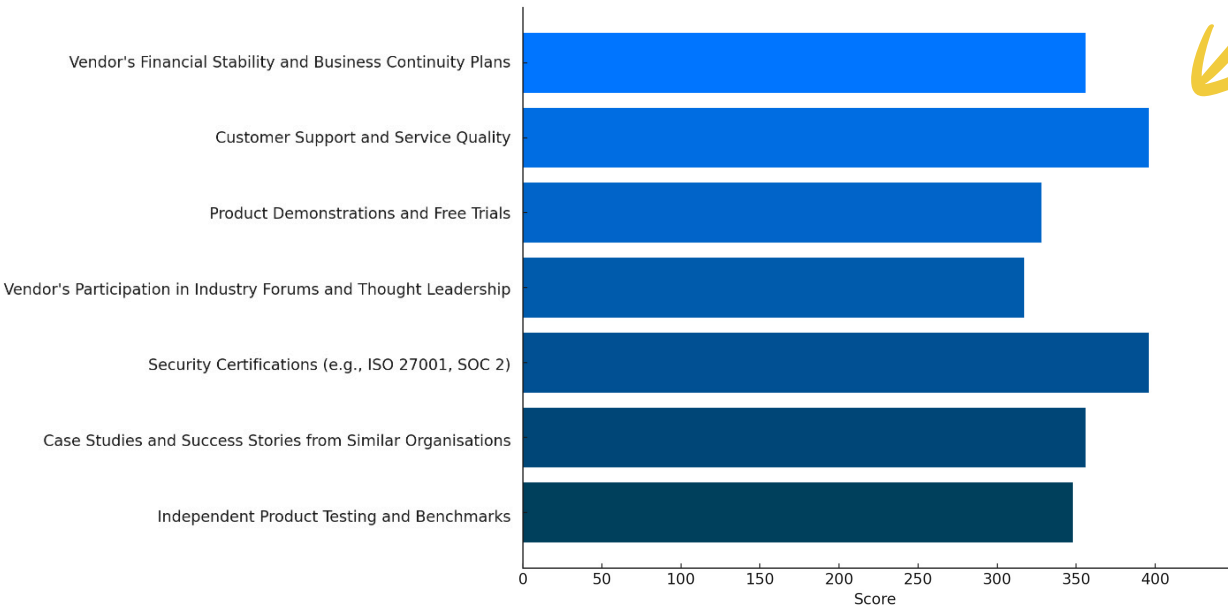
Insight: Leveraging media coverage on LinkedIn adds a layer of third-party credibility. It's not just about getting the coverage; it's about making sure your message sticks.

Insight: From securing journalist interviews to nailing down webinar themes, good PR will directly contribute to the success of events and webinars.



Credibility Creators

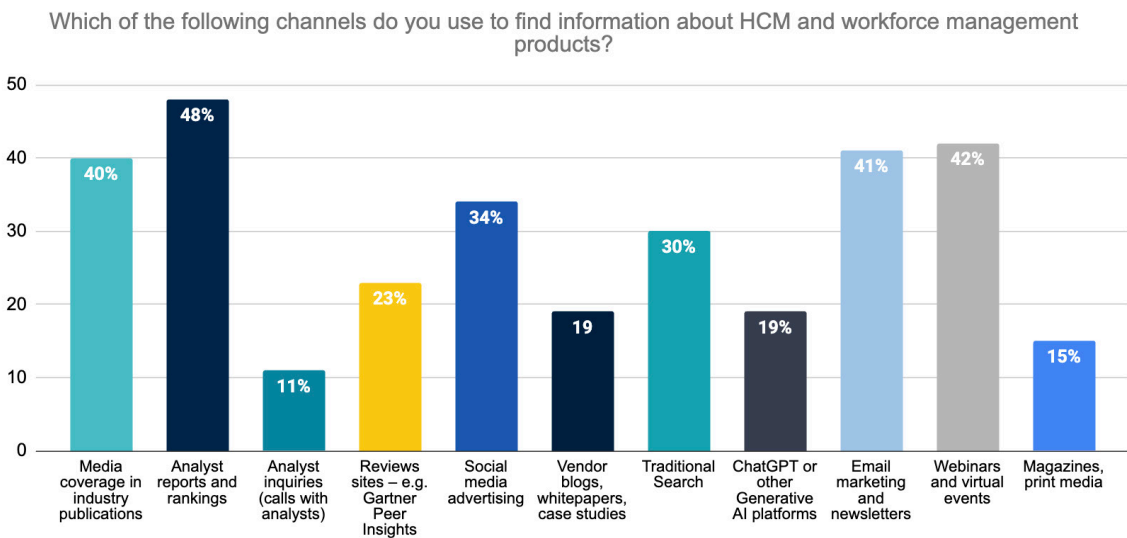
Getting to the next stage of the buyer journey requires credibility. Here's what your buyers need:



We'll make sure we understand your '**Credibility Creators**'. This will define some of the deeper dive messages we'll wrap into our PR activity with the goal of overcoming objections as the buyer moves through their information gathering journey.

Shortlisting Products and Solutions

The importance of media relations ramps up when it gets to the point of discovering solutions to problems. Specifically, media coverage in industry publications is critical at this stage, alongside business and news media, analyst reports, webinars and virtual events.



Resonance Recommends



The shortlisting stage is where your magic should truly shine. It's all about showing off the value and effectiveness of your solutions. By focusing on media coverage in top industry publications, leveraging glowing analyst reports, and integrating webinars into our media strategy, we'll make sure you catch the eye of decision-makers. Mixing these channels into a seamless PR strategy boosts visibility and credibility, driving engagement and turning interest into action.

Media Coverage in Industry Publications:

Insight: Getting your name in industry publications is crucial for making it onto those shortlist decisions.

Resonance Strategy: We'll make sure you have a VIP pass to top industry publications, building credibility and visibility when it counts. We've got the access to key journalists in your industry. We'll work our magic to ensure they get the scoop they need to feature you prominently.

Analyst Reports and Rankings:

Insight: Analyst reports and rankings are essential during the buyer's journey.

Resonance Strategy: Our AR division knows AR and its impact on growth inside out. We'll be plugged into your AR programme, using reports, mentions, and analyst quotes to boost our storytelling. By weaving AR into our media narratives, we'll add a layer of credibility. Plus, we'll bring these influential voices into the mix through media roundtables and meet-and-greet events.

Webinars and Virtual Events:

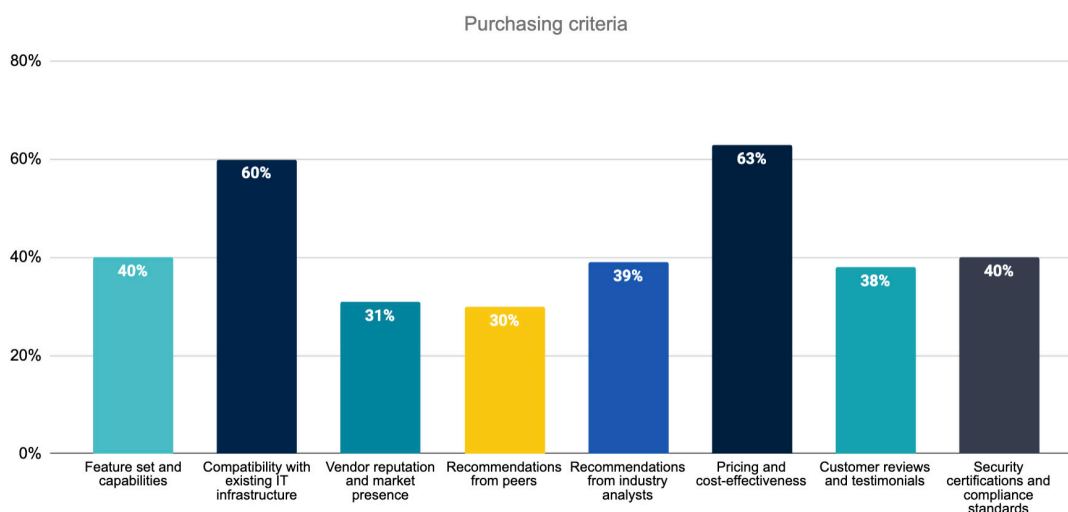
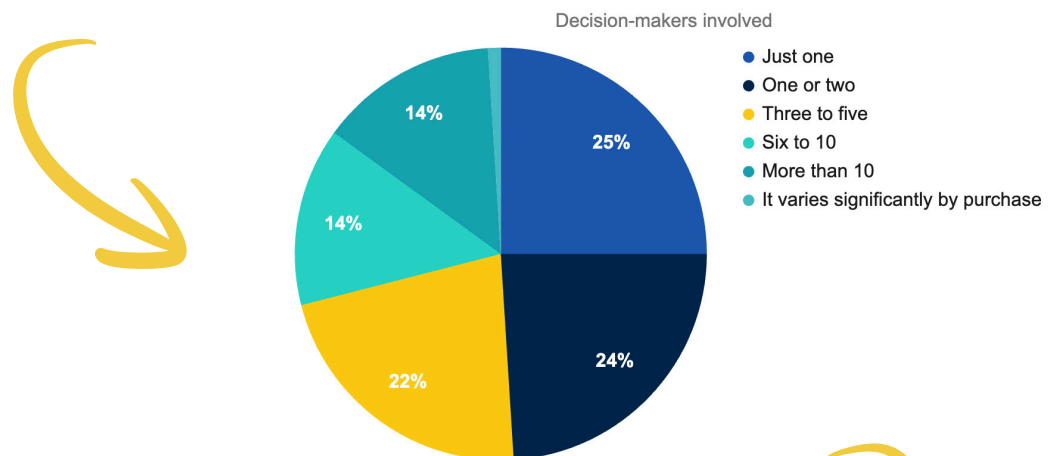
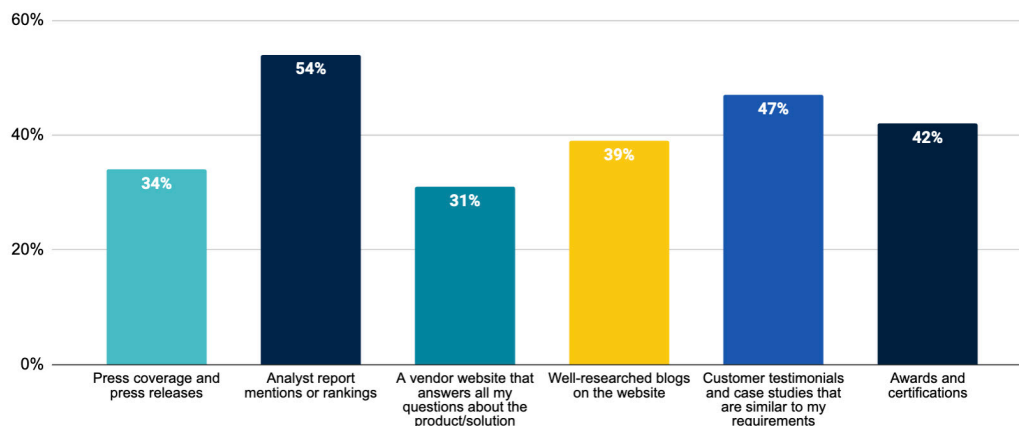
Insight: Webinars and virtual events play a key role in the shortlisting process.

Resonance Strategy: We'll work with you to help define themes for events, organise these events, get journalists to attend, and even participate in these events. This boosts credibility and shines a spotlight on your expertise and innovative solutions.

Getting Closer to the Decision

As potential buyers move past the initial shortlisting phase in the HCM and workforce management solution space, the journey towards finalising a decision intensifies. At this stage, the focus shifts to detailed evaluations and validations of the shortlisted solutions. Internal recommendations need to come from a credible source to make the cut.

When sharing information internally with your peers and managers about HCM or workforce management solutions, what methods or channels do you use to ensure your recommendations are viewed as credible?



Resonance Recommends



Insight: Press coverage is crucial for shortlisting. Combine it with analyst reports and customer testimonials, and you've got the secret sauce for internal recommendations.

Resonance Strategy: We'll weave analysts' insights into our PR storytelling. Where commercial relationships allow, we'll lean into analyst quotes to add extra credibility.

Customer testimonials? They're hidden gems—high value but hard to come by. When we have access to customer case studies and testimonials, we'll make sure to showcase real-world applications and success stories. This is the social proof needed for success.

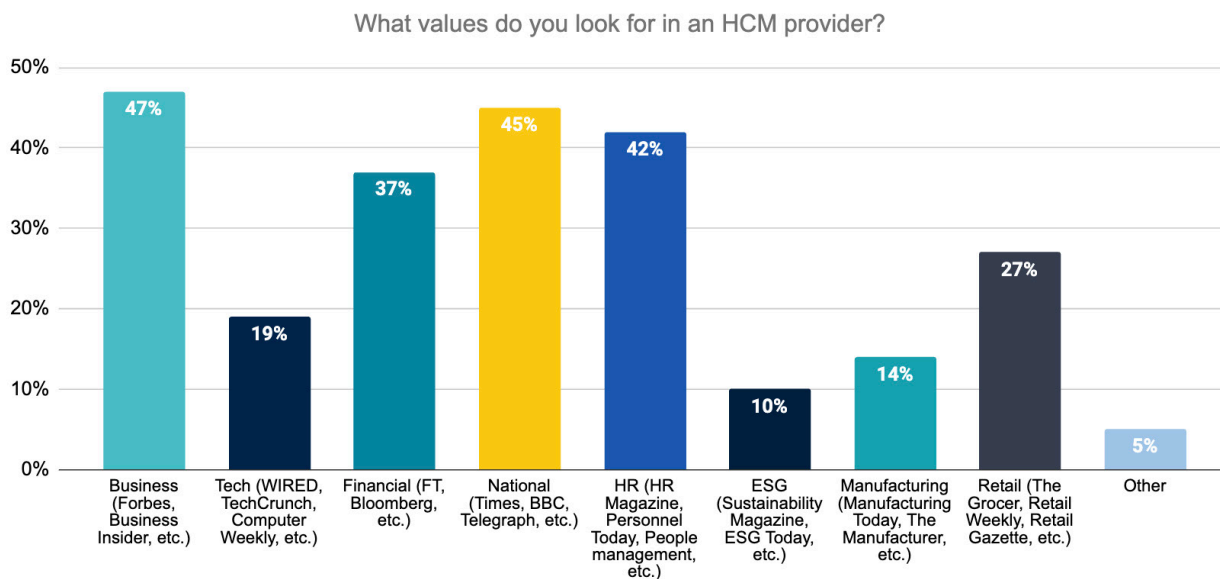
Summary: As potential buyers get closer to making a decision, your PR strategy should focus on reinforcing credibility and showcasing tangible proof of value. By leveraging analyst endorsements, customer testimonials, events, awards, well-researched content, and consistent press coverage, you can effectively guide prospects through the final stages of the decision-making process. This integrated approach will ensure that you remain the trusted and preferred choice for HCM and workforce management solutions.



What Publications do we Target



We've learned that industry publications are critical for the "finding a solution" stage of the buyer journey, but other publications are vital for building awareness and credibility. Here's where we need to focus our efforts to ensure you get the visibility you deserve.



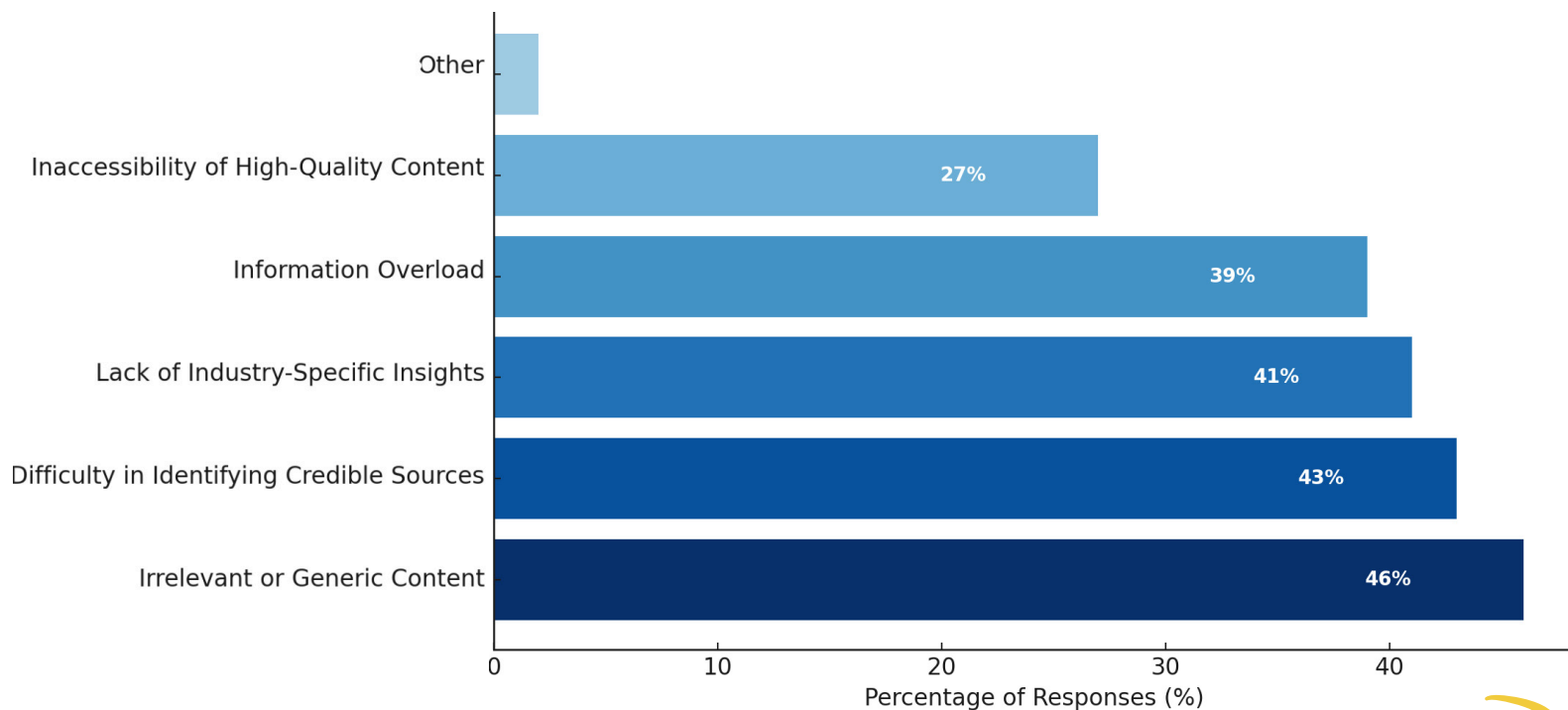
Resonance Recommends

Insight: Targeting these top publications will place you directly in front of decision-makers at the crucial "finding a solution" stage, while other publications will enhance overall brand awareness and credibility.

By engaging with the publications your target audience reads, we'll ensure your message gets in front of the right people at the right time, enhancing visibility and driving engagement. This comprehensive approach will solidify your presence in the market, making you the go-to choice for HCM and workforce management solutions.

The World of the Chaotic Buyer: Reliable, Relevant, Resonant Information

What are the biggest challenges you face in finding reliable and relevant information about workforce management and HCM solutions?



Resonance Recommends

What can you do to address your buyers' needs?

Focus on high-quality, industry-specific content:

Insight: 46% of respondents highlighted irrelevant or generic content as their biggest challenge.

Resonance Strategy: You should prioritise creating and distributing high-quality, industry-specific content. Resonance will lean into detailed case studies, research and industry reports that provide actionable insights into specific sectors. These gems can be used to craft pitches for industry-specific publications.

Combat information overload with clear, targeted messaging:

Insight: Information overload affects 39% of respondents.

Resonance Strategy: Keep it clear, concise, and targeted. Deliver information that's directly relevant to the audience's needs and skip the unnecessary jargon or overly complex details.

Resonance Recommends



Ensure Credibility and Authority:

Insight: 43% of respondents struggle to identify credible sources.

Resonance Strategy: Establish you as the go-to authority in the HCM space. Here's how:

- **Third-Party Endorsements:** Leverage endorsements from respected sources to boost credibility. Media endorsements are golden.
- **Analyst Quotes:** Use your analyst relations programme to get quotes in product-focused and market landscape stories in target media.
- **Social Proof:** Steady flow of case studies and anecdotes that showcase your effectiveness in solving real business challenges. Share these success stories far and wide via the media to build trust.
- **Thought Leadership:** Secure spots in high tier publications for your executives and experts to share their insights on HCM trends, workforce management, and DEI&B.
- **Data-Driven Insights:** Keep those data driven insights coming. Publish whitepapers, research reports, and articles highlighting the impact of your solutions using solid empirical data all pushed to the media.

In a nutshell

Use these storytelling assets to build strong relationships with business, industry, economy, and innovation reporters. Consistent, high-quality media coverage that aligns with your key messages and strategic goals is the name of the game.

We'll work with your content marketing team, field marketing, sales and AR to ensure PR activities not only land media placements but also support content creation that prioritises relevance, accuracy, and high-quality information. Every piece of PR content will be well-researched and packed with real value for your target audience.

The Final Word

The market is ripe for reward, and it's clear why. Human Capital Management (HCM) is pivotal to business success, societal progress, and economic growth. By understanding the nuanced needs of your buyers, we can craft PR strategies that truly resonate.



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Get in touch for more information, advice and ideas