

# A practical guide to HR's digital transformation

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Companies' human resource (HR) departments have been gradually altering over the years as technology has advanced. The global Covid-19 epidemic has prompted HR managers to respond quickly to essential business needs, manage workforce volatility, and use cutting-edge technology.



*Ralf Fletcher, CEO, Topco Media*

Employers all around the world are looking for tech-enabled solutions to manage, recruit, and engage their employees, with millennials and Gen Z making up most of the workforce. Artificial intelligence, diversity, the gig economy, cloud-based HR technology, and productivity skills will drive HR management in 2021 to develop, implement, and improve employee engagement to boost a business.

“People as resources are invaluable assets of an organisation,” says Ralf Fletcher, CEO, Topco Media. “For a business to be successful, every company is obligated to enhance their workforce by aligning their human resource strategies with the latest trends. That’s why it’s essential for HR professionals to attend the Future of HR Summit.”

## The 7th annual Future of HR Summit

[Southern Africa’s 7th annual Future of HR Summit](#), in partnership with Simplify, is an annual gathering in which business leaders and HR thought leaders can share their challenges and successes, to advance strategic HR within their organisations and across the economy.

“The Future of HR Summit will put the far future aside and recalibrate focus onto the definite near future: what you as a CEO, MD, HR director or manager can start doing now, or at least just now, to move towards your company’s digitally-driven future,” says Fletcher.

From 23–24 November 2021, Topco Media will bring delegates, relevant industry experts and solution providers to show you what your next step is in terms of automated recruitment, online employee engagement, scalable e-learning, data analytics, wellness programmes and other key aspects of HR.

You’ll be able to get effective solutions to assist with the implementation of your company’s HR digital transformation strategy and come away with concrete actions you can take during the next 12–18 months.

[Get your virtual seat here.](#)

## 2021 Summit Key Focus Areas

- Energising the organisation, teams, and individuals
- Fostering winning mind-sets in a Collaborative Culture
- Laying the foundation for HR’s digital transformation
- Transforming HR through Technology
- Choose Technology that fits your Business Model
- Best Practices in Strategic HR Process Automation
- Catapulting Skills Development beyond the 4th Industrial Revolution

- Youth skills for the 4th Industrial Revolution
- What is the future of RPA in HR?
- Redefining HRD through Data Analytics

This year's sponsors include Simplify, BMW, Quit Genius, Sage, Remote, Umgeni Water, and Old Mutual.

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## The future of HR Awards

The 6th annual Future of HR Awards will honour southern Africa's most outstanding, inspiring, and effective leaders in human capital management, HR innovation and HR tech; highlighting their achievements for local and international peers to emulate and moving the industry forward. Featuring new awards categories and entry criteria updated in collaboration with our advisory panel of HR industry experts, the awards have been attracting enquiries months in advance from South Africa, neighbouring countries and even Asia.

"A company operates by its workforce," emphasis Fletcher. "As a result, it's critical for HR experts to not only find the best employees, but also to try to establish a work atmosphere that encourages them to stay with your company. To elevate your company's reputation and make it perfect for young job seekers, improve employee experience, provide continuous learning and skills development programs, and provide continuous learning and skills development programmes."

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