

# What is the future of HR in South Africa?

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This was one of the pressing topics that was debated at Careers24 The Future of HR Summit, involving industry leaders and HR professionals in the country. Various concerns around people management were part of this heated discussion; however, the core subject remained the importance of recruiting people that fit the company culture to drive productivity.

It was also revealed in the 2015 Global Human Capital Trends, which Trevor Page, Director at Deloitte, presented to the delegation. These trends include:

- Leadership: Why a perennial issue?
- Learning and development: Into the spotlight
- Culture and engagement: The naked organisation
- Workforce on demand: Are you ready?
- Performance management: The secret ingredient
- Reinventing HR: An extreme makeover
- HR and people analytics: Stuck in neutral
- People data everywhere: Bringing the outside in
- Simplification of work: The coming revolution
- Machines as talent: Collaboration, not competition

Marc Privett, Head of Careers24, focused on online recruitment tactics, trends and challenges. According to Privett, 1.6 million candidates are looking for jobs online monthly hence growth in internet adoption. Although a significant number of candidates apply for jobs daily, he encouraged recruiters to provide them with feedback and should be treated as customers. "Candidates are looking at your brand, just like you are doing background checks," said Privett.

Employer branding is extremely vital - it is important to always question what people say about working for your organisation. Privett confirmed that referrals are still the most effective form of candidate acquisition.

If organisations today are affected by globalisation, so too are HR departments. "If HR does not become more heavily linked to strategic and economic roles of organisations, its role will be undermined," stated Darryl Thwaits, former CIO, Tiger Brands, who revealed practical steps in taking HR into the 'Cloud' and encouraged HR professionals to embrace technology.

Noncebe Molwele, MMC for Health and Social Development, challenged delegates to think about people as the most important asset in an organisation as they are often neglected.

Careers24 Head of Business Development for Africa, Zunaid Parker, mentioned that it is important to give HR a platform to be recognised and shows the importance of HR playing a more strategic role in business, where HR roles should be seen on more boards and advising CEOs of organisations.

Careers24 The Future of HR Summit took place from 22 to 23 July 2015 at Premier Hotel, O.R. Tambo and focused on the transformation of the HR function in the business environment; forecasting trends for the following year; sharing innovative and strategic approaches to overcoming challenges and discussing practical methods of employee engagement, talent acquisition and empowering leadership. The Summit attracted over 250 participants within various HR functions.



Marc Privett, Careers24



Darryl Thwaits, former CIO,  
Tiger Brands

Visit <http://futureofhr.co.za> for more details about the Careers24 Future of HR Summit and Awards and join our social media platforms: LinkedIn: <http://goo.gl/myGZj6> Twitter: [@Future\\_of\\_HR](https://twitter.com/Future_of_HR) and Facebook: <https://www.facebook.com/futureofhr>. Contact Rose Setshoge on 086 000 9590 or [rose.setshoge@topco.co.za](mailto:rose.setshoge@topco.co.za) for more information.

## About Careers24

Established in 2005, Careers24.com is South Africa's leading online career portal, listing thousands of jobs from a vast selection of recruiters and attracting over 1.6 million unique job seekers to the website monthly. Careers24 forms part of the Naspers Group which owns companies such as DSTV, MWEB and Media24. Jobs are therefore distributed across a network of leading sites including [News24.com](http://News24.com), [MWEB](http://MWEB) and [OLX.co.za](http://OLX.co.za). More than just a recruitment portal, Careers24.com uses innovative tools and easy-to-use functionality to help both recruiters and candidates find the best match.

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