

THE GREAT HR Experiment

Be a part of this pioneering initiative to understand the HR profession and shape a future of work that puts **people first**

A new long-term study to assess the changing nature of HR



What is THE GREAT HR Experiment?

1 The Nature of the HR Director

We are setting a new benchmark study for surfacing the Human and Hard Skills needed to be a HR professional.

How? - By carrying out a deep-dive into the skills and behaviours of over 1500 leading HR directors.

Providing an online portal where HR professionals can anonymously review their skills in real time against their peers.

This will evolve into a yearly pulse check into the changing nature of the HRD role.

2 The Evolving Priorities of HR

Using over 300 hours of ongoing interviews with leading HR professionals, we are conducting a comprehensive analysis on what really matters to the HR community.

The first round of results will use interviews from the past 5 years and will be published later this year.

This will then become an annual review and state-of-the-nation report for HRDs and CEOs to map out more clearly the changing priorities of the profession.

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HR has gone through many transitions in the recent past, but never on the scale we are seeing and about to see. This study will establish how we future-proof the profession for what's coming next”



Amy Stephenson

Managing Director
Human: People and Culture

“

This is the first time a study like this has been carried out and I am genuinely excited about sharing the results with the HR community”



Mike Beesley

Managing Director
The HR World

The people behind

THE GREAT HR Experiment



Amy Stephenson from “**Human . People & Culture**” is conducting the interviews for the “Evolving priorities of HR” study. Amy heads a consultancy that connects and supports HR and business leaders, and runs a weekly podcast called “The Human CEO”, plus regular webinars on the most pressing topics of discussion in the world of HR.



Dr Alex Hultin is the CTO at **Cognisess**, and is leading the project data analysis. Cognisess are also providing the battery of games and assessments for “The Nature of the HRD” benchmarking study. Using a robust combination of psychology, neuroscience and AI.



Dr Panos Panagiotopoulos is a **Fellow of The Alan Turing Institute and Senior Lecturer at QMUL**. Panos is bringing on board the Turing Institutes “Data Study Group” – where the country’s top talent from AI and data science work together on complex real life data challenges.



Mike Beesley runs **The HR World** - a network of senior HR professionals aimed at furthering the future of work. Mike will be showcasing “The Great HR Experiment” at upcoming live events and drawing upon his extensive HR network to drive participation and engagement.



Special Advisory Panel

A panel of senior HR professionals who are providing insight and guidance as the project evolves.

If you are a senior HR professional and are interested in joining this panel please do get in touch.



Samantha Miller

Head of People
Doddle



Sarnjit Kaur

Chief People Officer
Cox Automotive



Sharon Frost

Global HRD
Oxford PharmaGenesis



Jennifer Surtees

People Consultant



Katie Dominy

Director of People,
Development and
Governance

St. Margaret's Hospice



Dr Tracey Leghorn

Chief Business Services
Officer
SUEZ

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The pace of change has never been faster and HR professionals are at the forefront. We are so proactive in supporting and preparing for the future of work for others we can be guilty of forgetting about our own profession. Excited to be a part of a project that focuses on this topic and inevitably contributes to the way we work in the future”



Samantha Miller

Head of People at Duddle

The time to be proactive is now

The world of work is changing. From a new generation of workers to the widespread adoption of AI, the goalposts for People Leaders are moving faster than ever. It's no longer enough to simply react to these developments. It's time to be proactive in the pursuit of understanding and preparing for the future of HR.

In a brave new world of rapid change and uncertainty, the role of the People Leader has never been more vital. But whilst People Leaders are busy considering the careers of everyone else in the business, who's thinking about the careers of the People Leaders themselves?

The Great HR Experiment is for the first time, carrying out a deep-dive study into the HR profession itself and the people who are leading the charge

- Starting today with the **current pulse** of the HR community
- Monitoring the **ongoing HR heartbeat** for years to come
- Recording the **evolution of this vital community** through a monumental period of change
- Creating valuable insight that will help leaders positively shape the future of HR

We have written an article on the future of HR and how The Great HR Experiment is a proactive way of positively shaping that future.

Read the full article [here](#)



Current Pulse



HR Heartbeat



Vital Community



Shaping the Future

The science & tech behind

THE GREAT HR Experiment

The Nature of the HRD benchmarking study

The HR professionals that take part in this study will be invited to carry out a series of games and questionnaires on the Cognisess assessments platform. A series of interactive activities that will take about 40mins to complete.

The activities included have been specifically chosen to surface the following:

Behaviour – these are questionnaires that use cutting-edge psychology to understand a person’s behavioural preferences. They illuminate the type of work people enjoy doing and help create an understanding of motivation drivers, team dynamics, job satisfaction, and tendencies towards a range of human skills.

Cognition – these are game based activities that are fun to do but behind the scenes are revealing deep insight into cognitive ability – things like memory, spatial reasoning, task switching and critical thinking. Illuminating innate potential.

Current Skills – these are surveys that surface both the human and hard skills a person has today. Behind the scenes the Cognisess Deep Learn AI uses natural language processing to rate and map skill sets, to create comparisons and spot trends and patterns.

The unique combination of these cutting-edge assessments will provide a deep understanding of the Nature of the HRD. Once enough People Leaders have taken part, we will have a detailed, holistic understanding of the role in a way that has never been achieved before.

Over time we will be able to map this holistic understanding as the profession evolves.

You can find out more about the science & tech behind the project [here](#)

Combining The Nature of the HRD with The Evolving Priorities of HR

Whilst the assessments will provide quantitative data on the nature of the HRD role itself. Our interview analysis will use cutting edge AI to look for trends and patterns around what HR professionals are really thinking about, what they care most about and how these things change over time.

This will be combined with the Nature of an HRD data to create a full understanding of the profession and the people within it.

This powerful combination of quantitative and qualitative insight will illuminate the profession on a scale, and with a scientific rigour, that will revolutionise how the industry sees itself.

This study will provide the necessary insight to show Company Directors and the C-suite just how vital People Leaders are in our changing world.

We are all looking forward to finding out what it will reveal and how it can be used to positively shape HR for years to come.



How to get involved with THE GREAT HR Experiment

If you're an HR Professional, you can take part in the benchmarking study here:

[Take part](#)

Taking part will involve about 40 minutes of your time. You'll be asked to create a free Cognisess account, and then you'll be guided through a series of interactive games and questionnaires.

All results are anonymised. At the end of the study, you'll be sent a personalised report that will show how your skill-set compares to others across the industry.

If you would also like to be interviewed for our ongoing "Evolving priorities of HR" study please get in touch. Contact details below.

Don't miss the chance to be part of the initial cohort that we follow over the next 10 years.

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It's time to elevate HR to the position it deserves!”



Jennifer Surtees
People Consultant



To find out more please contact:

Dr Jared Skey

Managing Partner at Cognisess
jared.skey@cognisess.com

Or

Dr Kelly Neaves

Partner at Cognisess
kelly.neaves@cognisess.com

THE GREAT
HR Experiment

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For most organisations people genuinely are considered to be the most prized and valued asset that drives the culture and heartbeat of any business. With such a variety of people disciplines, it will be fascinating to see how the role of HR evolves and the impact and transition of HR professionals, in empowering people and society to build a better future for the next generation”



Sarnjit Kaur

Chief People Officer at Cox Automotive