

# People Strategies in 2025: Unlocking the Workforce of the Future.

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***The Employer Group***  
The Human Resource Resource™

What is your  
organization's most  
valuable asset?

# People Practice Trends in 2025



TALENT  
ACQUISITION  
& A.I.



RETENTION VIA  
PERFORMANCE  
MANAGEMENT

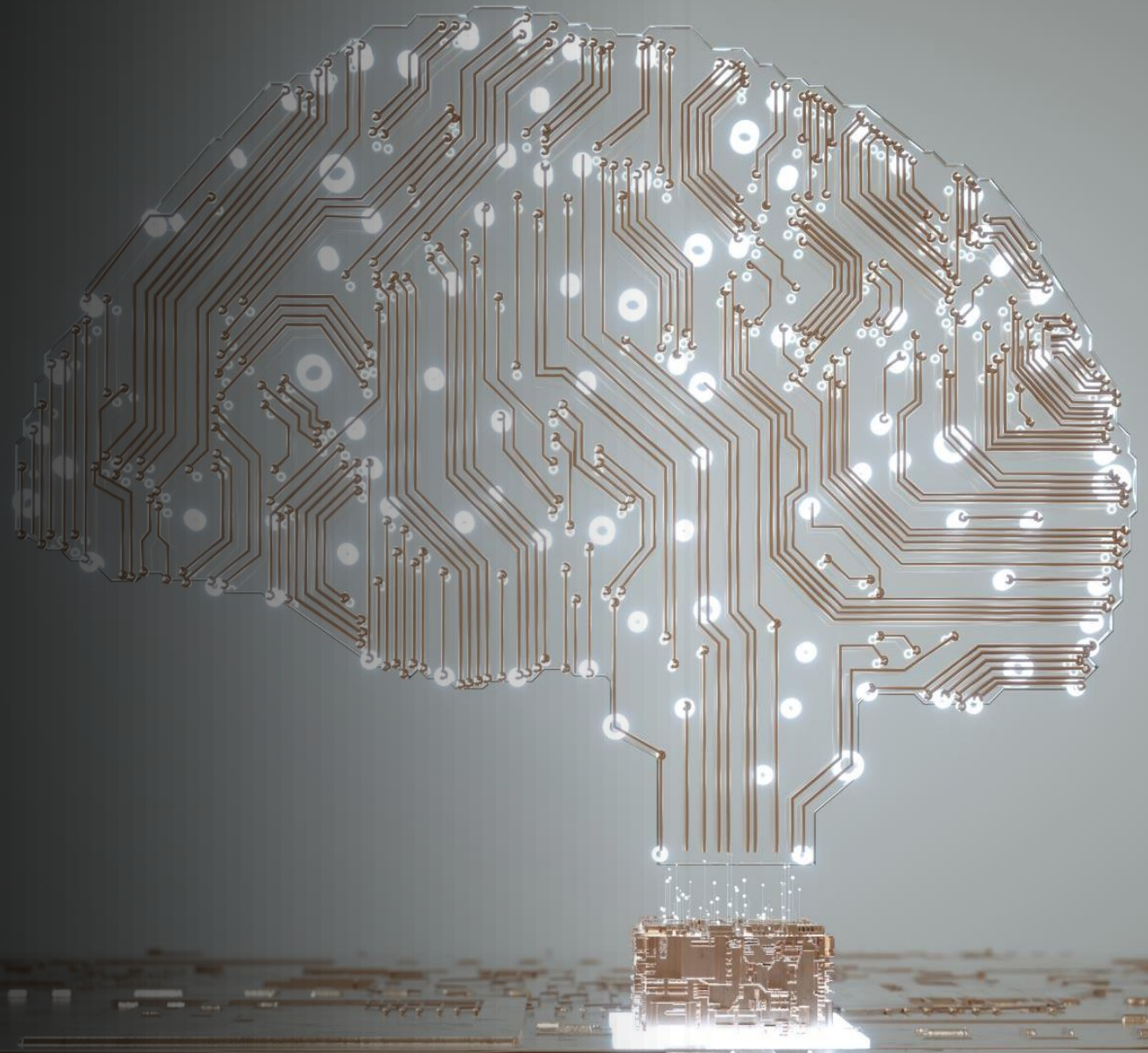


PROTECTED BY  
IRONCLAD  
PEOPLE  
POLICIES



ALIGNING  
PEOPLE  
PRACTICES

# Talent Acquisition and Artificial Intelligence



# A.I. has been a *game changer* for candidates



**Candidates have in-depth access to job relevant information they never had before.**



**Candidates can apply for a large volume of jobs with little effort.**



**Ability to generate instant responses to screening or interview questions.**



**Anyone can develop an eloquent cover letter or communication on the fly.**



Insights Global 2025 AI in Recruitment Survey  
LinkedIn users surveyed



# How do you use A.I. as part of your job hunt?

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**21%** - Research the company.

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**31%** - Prepare for their interviews.

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**40%** - Draft their application materials.

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**8%** - Determine salary expectations for the role.

# Do Managers Know?

Insights Global 2025 AI in Recruitment Survey

**88%** of hiring managers say they can tell when candidates are using AI to help with applications, cover letters or resumes.

# Do Managers Care?

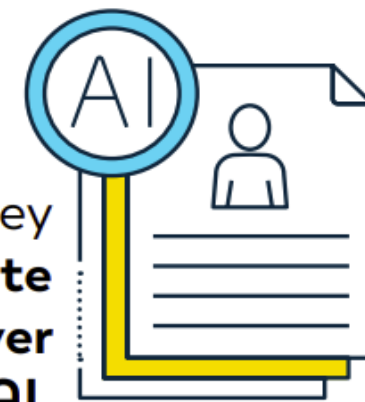


**54%**

of hiring managers say they **would care if a job candidate applied with a resume or cover letter that was written by AI.**

**46%**

of hiring managers say they **would not care if a job candidate applied with a resume or cover letter that was written by AI.**



Insight Global 2025 AI in recruitment Survey

# Employer Benefits



**Large-scale automation of repetitive tasks**



**Enhanced candidate sourcing efforts**



**Greatly improved efficiency and speed**



**Reduction of unconscious Bias**



**Data-driven decision making**



**Enhanced candidate experience**

# Why does this matter?

- ✓ **Improving operational efficiency:** 56% of business leaders report that TA complexity is increasing, driven by global workforces, remote hiring, and evolving regulations.
- ✓ **Automating key hiring tasks:** 45% of leaders spend over half their working hours on administrative TA tasks, which could be automated through AI.
- ✓ **Better decision-making:** 60% of business leaders doubt their hiring decisions six months post-recruitment, highlighting the need for AI-driven decision support.
- ✓ **Reducing bias:** 20% of leaders struggle with DEI compliance, an area where AI can enhance fairness and reduce bias in the hiring process.

SmartRecruiters: “25 Recruitment Statistic for 2025”

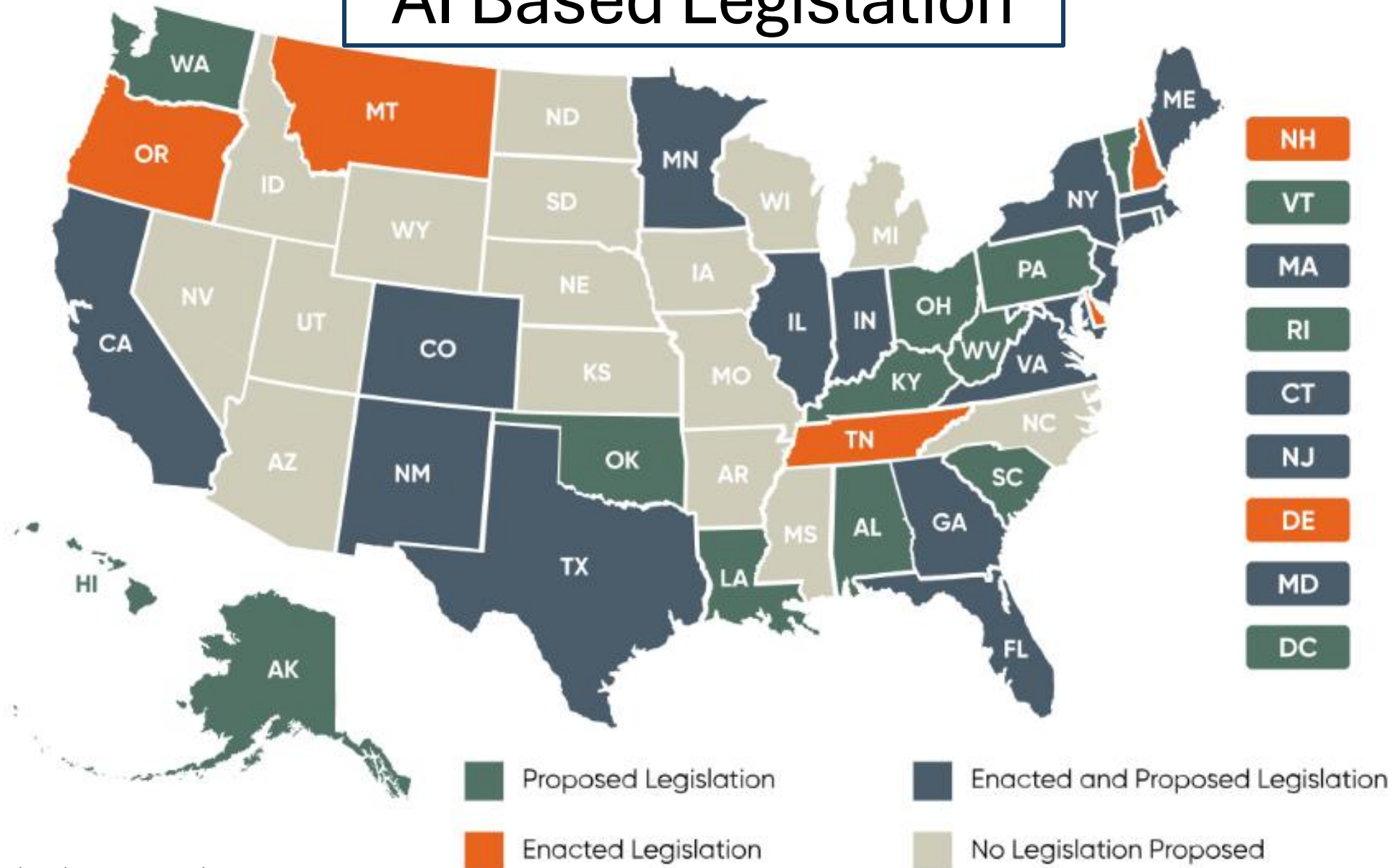


Where do we  
get started?

## Consider the following areas to implement A.I.?

- Proactively sourcing candidates.
  - Writing Job Descriptions, e-mails or interview questions.
  - Communicating with active candidates.
  - Objective assessments of candidates.
  - Automating recruitment pipeline or candidate “flow”.
  - Predictive analytics.
- 

# AI Based Legislation



<https://www.bclplaw.com/en-US/events-insights-news/us-state-by-state-artificial-intelligence-legislation-snapshot.html>

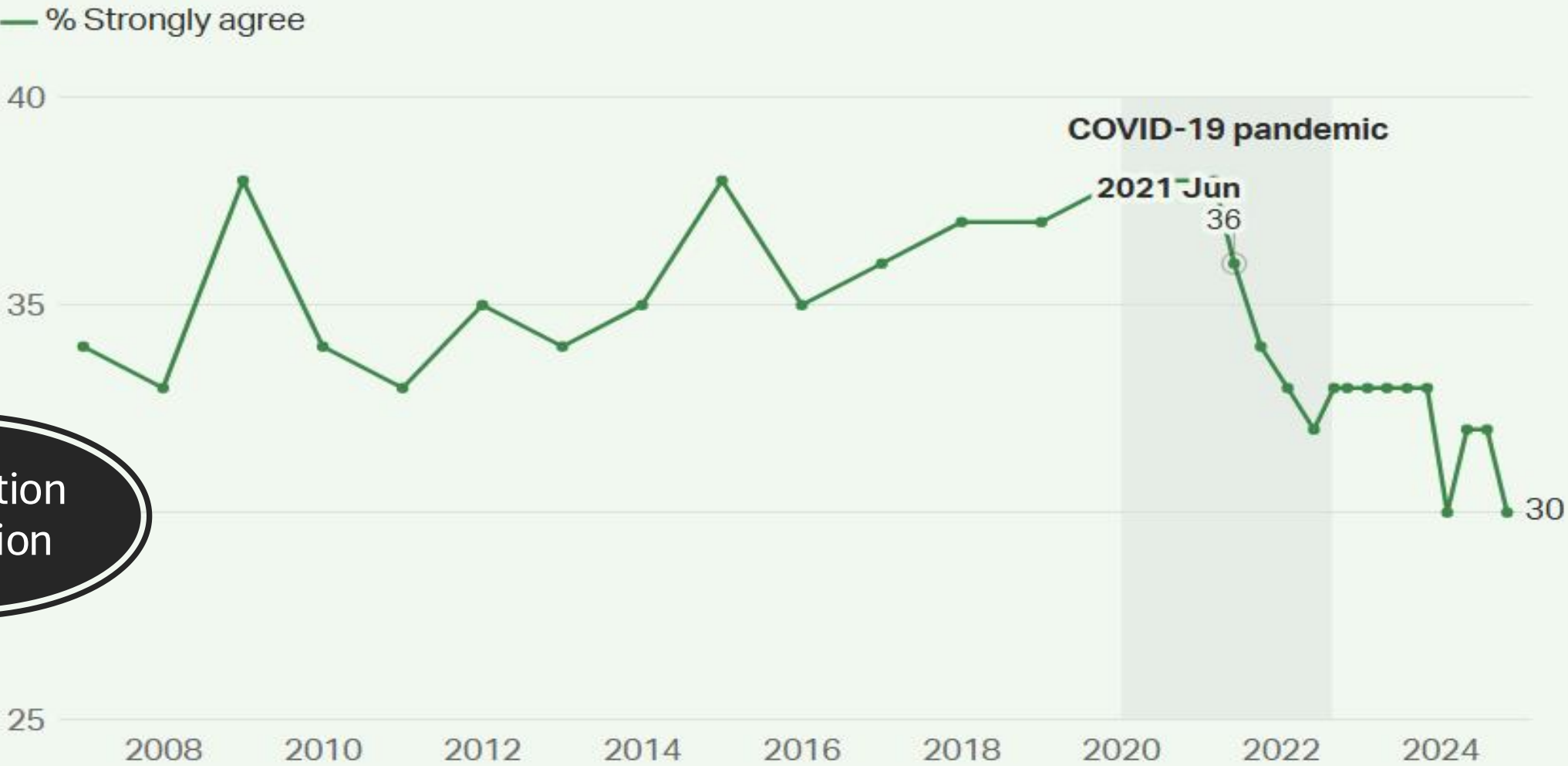


# Retaining Employees via Effective Performance Management



# U.S. Employees' Connection Between Mission/Purpose and Their Job

The mission or purpose of my company makes me feel my job is important.



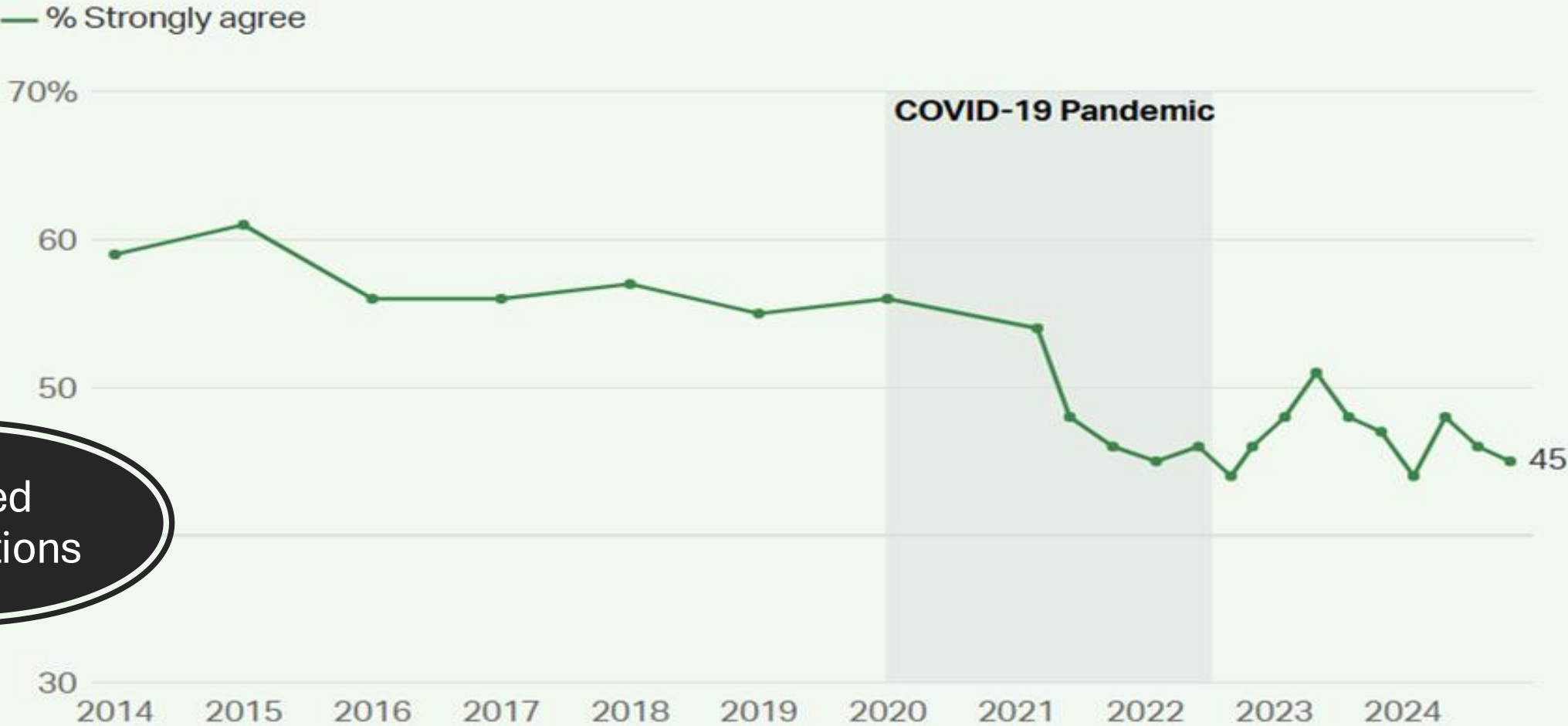
Connection  
to Mission

Get the data • Download image

<https://www.gallup.com/workplace/657629/post-pandemic-workplace-experiment-continues.aspx>

# Less Than Half of U.S. Employees Know What's Expected of Them at Work

I know what is expected of me at work.



Defined  
Expectations

Get the data • Download image

<https://www.gallup.com/workplace/657629/post-pandemic-workplace-experiment-continues.aspx>

GALLUP

The Employer Group



**Gallup  
Workplace**

**74%** Employees who receive a performance review once a year.

**21%** Employees who strongly agree their pay and incentives motivate them to achieve their goals.

**14%** Employees who strongly agree that their performance reviews inspire them to improve.

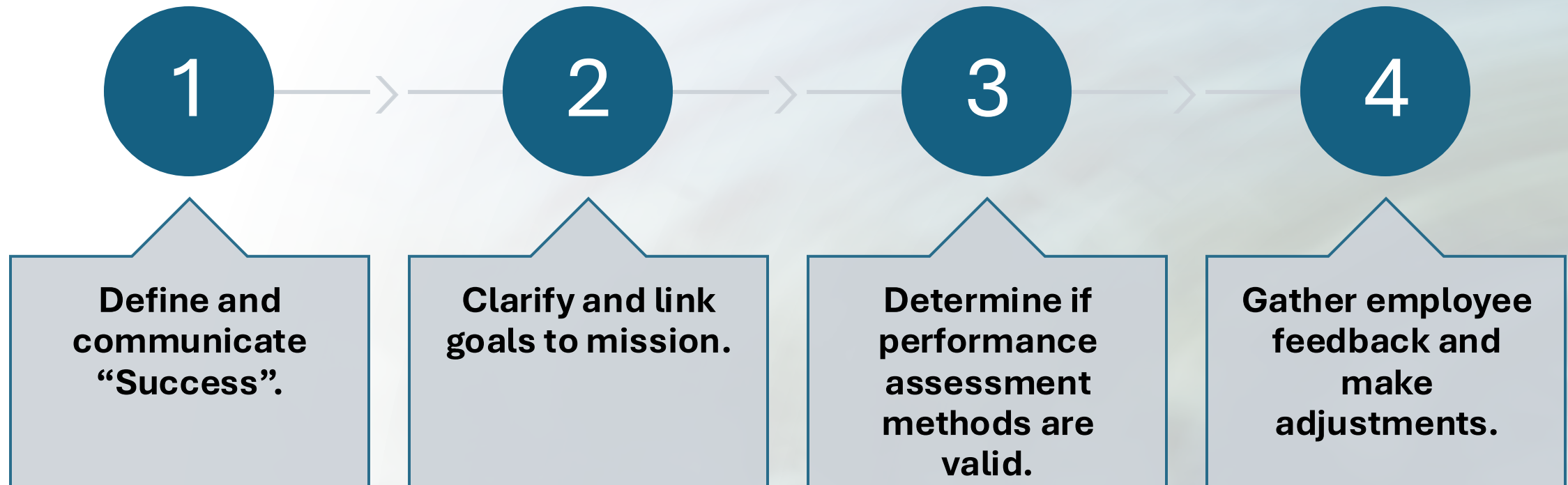
# What does this mean?

- Traditional methods of “once a year” performance management meetings are becoming less effective.
- Employees need a closer connection between their day-to-day work and the mission of the organization.
- Businesses are struggling to articulate what is expected of employees, including what success looks like.

# Career Conversations

- Gaining popularity over traditional performance management meetings and reviews.
- Especially effective in organizations that experience large, rapid, or ongoing changes.
- Involves more frequent, low-stakes, conversations with employees, generally conducted quarterly or monthly.
- Address same factors as performance reviews, but at a “micro level”. These may evolve over time.
- Focus on progress towards goals and include non-traditional items, like development and collaboration.

# Organizational Efforts





# Protect Your Business with Ironclad People Policies



# Employment Regulation Landscape



## PRIVATE EMPLOYERS

- **2025** = 150+ changes (through September)
  - 20 for Midwest states (WI, MN, IL, IA)
  - 15 Federal
- **2026** = 60+ scheduled
  - 16 for Midwest states (WI, MN, IL, IA)

# Most Common Regulation Updates in 2025

Time off  
requirements  
(paid & unpaid)

Minimum pay  
rates and  
calculations

Non-compete  
restrictions

Employee  
protected  
classifications

Retirement  
program  
offerings

Artificial  
intelligence  
business use



# Employment Handbooks & Policies

- Written employment policies are a MUST!
- An employee handbook can act as a first line of legal defense.
- Tool to help leaders manage your teams effectively.
- Aid in communication with employees.
- Ensure consistent approaches to employment situations.
- Compliance with new and changing regulations.

# Critical Employment Policy Practices

- ✓ Consolidated location or document for all employment policies.
- ✓ Regular schedule for updates and revisions.
- ✓ Implement off-cycle addendums when needed.
- ✓ Have employees sign an acknowledgement that they reviewed the policies.
- ✓ Consult with experts if you are unsure of the impact of new regulations.



# Align People Practices to Support Business Objectives







Organisational alignment  
is the extent to which people, processes  
and technology are coordinated, focused and  
effectively pursuing the strategic objectives of the organisation

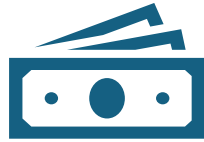
# What People Practices am I Aligning?



**Talent  
acquisition.**



**Work/life  
balance or  
integration.**



**Compensation.**



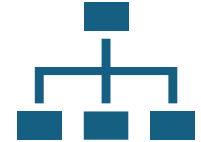
**Benefits.**



**Development  
and training.**



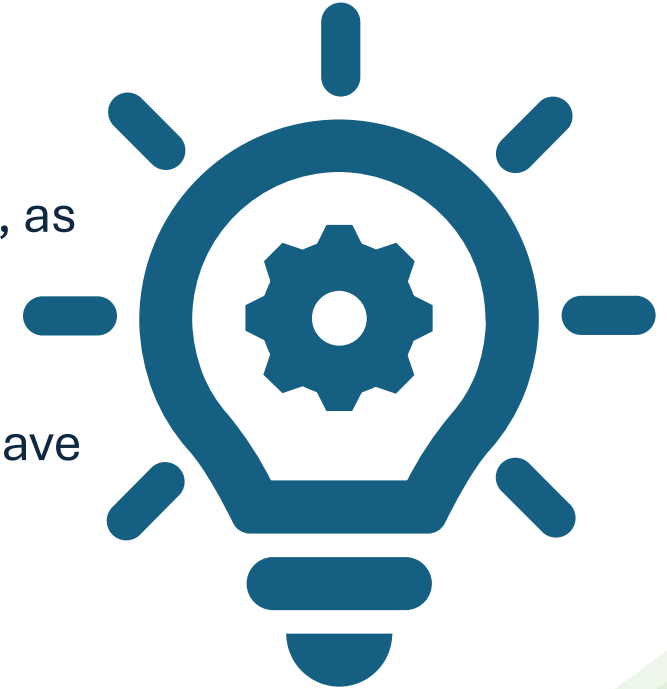
**Time off.**



**Performance  
Management.**

# Examples

- If your talent strategy involves hiring the best, most knowledgeable experience in the market, your compensation practices should be competitive.
- If you promote a healthy work/life balance, your time off programs, as well as workload, should allow for ample time off.
- If you want high performers to rise through the ranks, you should have promotional opportunities.
- If you want to create a culture of autonomy where workers have a large degree of flexibility to get their jobs done, you cannot micro-manage them.



# Key Benefits of Aligning People Practices

- More efficiency and production from your existing workforce.
- Clear goals and evaluation process.
- Increased employee engagement and satisfaction.
- Lower turnover rates.
- Better financial performance.



# Thank You

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