



## Business Forecasts and the Role of Human Resources in 2012

Well, it's January and that means it is time for all of us to reflect on the previous year as well as plan for the year ahead. We at PROXUS have been busy doing this for our business, and we know that all of you have probably been having similar planning discussions as well. Have you taken a look back at 2011? Did your business grow during the past year?

If you are like most U.S. businesses, you experienced at least some growth last year. According to the employment analysts interviewed in a recent article by Bloomberg BNA, the economy showed subtle signs of growth in 2011 and they predict that we can anticipate additional growth in 2012. Based on this growth, employment analysts have noted that among the HR organizations surveyed, most are increasing their budgets and preparing for a year of increased business and opportunity. In addition to the economy, there are some key trends that forecasters see to be important to organizations in 2012.

**Employee Engagement** - For the past few years, many employers have been asking employees to do more with less and work more hours. Given the tight economy, employees felt that they did not have many options, but now, many talented employees may find that there are options at other organizations.

**HR Technology** - Another trend analysts are noticing is the growing role that technology continues to play. Many organizations are moving toward more employee self-service options for forms and processes and are creating environments where instead of having several HR information and technology systems, they are striving toward implementing a single integrated technology solution to address all of their payroll, analysis and HR reporting needs. <sup>1</sup>

Finally, the other aspects of employment that business and HR leaders are forecasted to focus on in 2012 include:

- Finding, retaining and rewarding key employees with critical skills
- Managing a more globally diverse workforce
- Dealing with the increased federal regulations as are often the trend during the last year of any presidential term
- Managing the continued rise in employee health benefits costs

As you plan for economic growth in your industry for 2012, have you considered the role that your Human Resources function will have, and how it can play a part in your overall business strategy in addressing these issues?

To discuss how the PROXUS team can become a strategic business partner to develop custom solutions that support your specific business initiatives, please contact PROXUS Principal, Jeff Green at **215-654-9140, ext. 102** or [jgreen@proxushr.com](mailto:jgreen@proxushr.com).

**Source:** Bloomberg BNA, [HR Will Have More Opportunities to Demonstrate Value in 2012](#), by Rhonda Smith. January 17, 2012

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