CIPD

People Profession survey 2020

How do people professionals feel about what they do?

80% of people professionals feel their career is meaningful.

73% of people professionals feel they add value to their organisation.

What's driving change within organisations?

Economic change — **40%**

Digital transformation — **37%**

Industrial change and organisational agility — **34%**

How are people professionals developing themselves?

Online learning **51%**

Peer learning **50%**
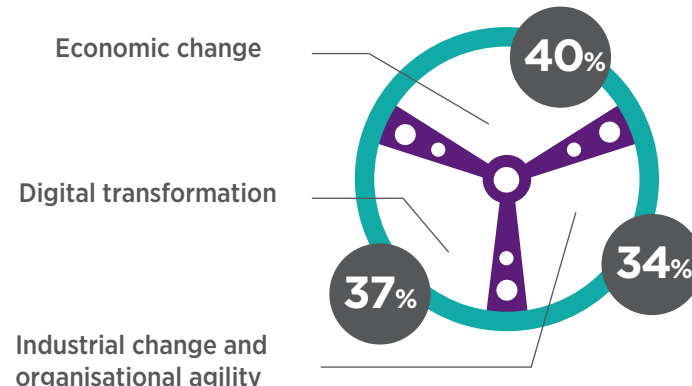
Conferences, workshops and events **48%**

But 33% of people professionals don't plan how to achieve their own development goals

How are people professionals using data and analytics?

89% of people professionals are planning to use people data and analytics.

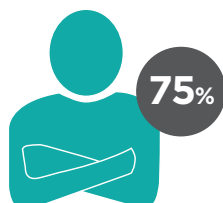There's far higher use of data and analytics in large firms (96%), than SMEs (77%).

36% of people professionals are using basic analytics and reporting.

6% of people professionals are using advanced analytics techniques.

Is the profession:

Principles-led?

75%

75% of people professionals would not compromise their principles due to business needs or pressure from senior leaders.

Evidence-based?

60% of people functions seek to define problems before recommending a solution.

60%

Outcomes-driven?

51%

51% of people professionals have clear measures of success to measure progress against agreed outcomes.

Do people professionals have the right skills for the job?

37%

37% of people professionals have the skills to cope with more demanding work. But almost 1 in 5 lack the skills they need to be able to do their role.

The People Profession Survey is the annual snapshot of the profession. Visit **peopleprofession.cipd.org/insights** to explore what these insights really mean for people professionals, along with resources to help you shape your future today.

CIPD

We're the professional body for experts in people at work. For more than 100 years, we've been championing better work and working lives by setting professional standards for HR and people development, as well as driving positive change in the world of work. We are a career partner to more than 150,000 members around the world and have a wealth of resources to keep you up to date.

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