

SERVICENOW CAMPAIGN REPORT

INDIA, SEA, ANZ



Campaign Overview

The New HR Frontier by People Matters and ServiceNow was an APAC-wide virtual campaign, engaging HR leaders through various content assets, podcasts, and exclusive leader discussions. The objective was to engage top talent leaders across major geographies in APAC, position ServiceNow as a key partner in future-proofing HR, generate sales leads, and deliver actionable insights and solutions to critical challenges.

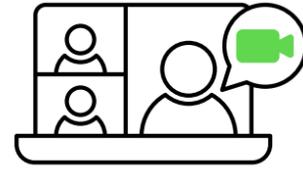
Regions Covered



Activities



**Dedicated
Micropage**



**Video Chat with
brand leaders**



**3 interview per
quarter for SN
leadership**



2 LinkedIn Live



2 Podcast



**2 Live Interaction
session**



**8 months of
lead gen campaign**



Campaign overall result

30+

articles/resources
on Micropage

3K

average readership

510

Subscribers

690

Overall downloads

391

Unique Downloads

756

Leaders registered
for live session

340

Live attendee
in live session

3K+

video view on
Linkedin Live Sessions

180

Social posts

25K

impressions



Designation Split

57.05

Manager

8.75

Vice President

16.48

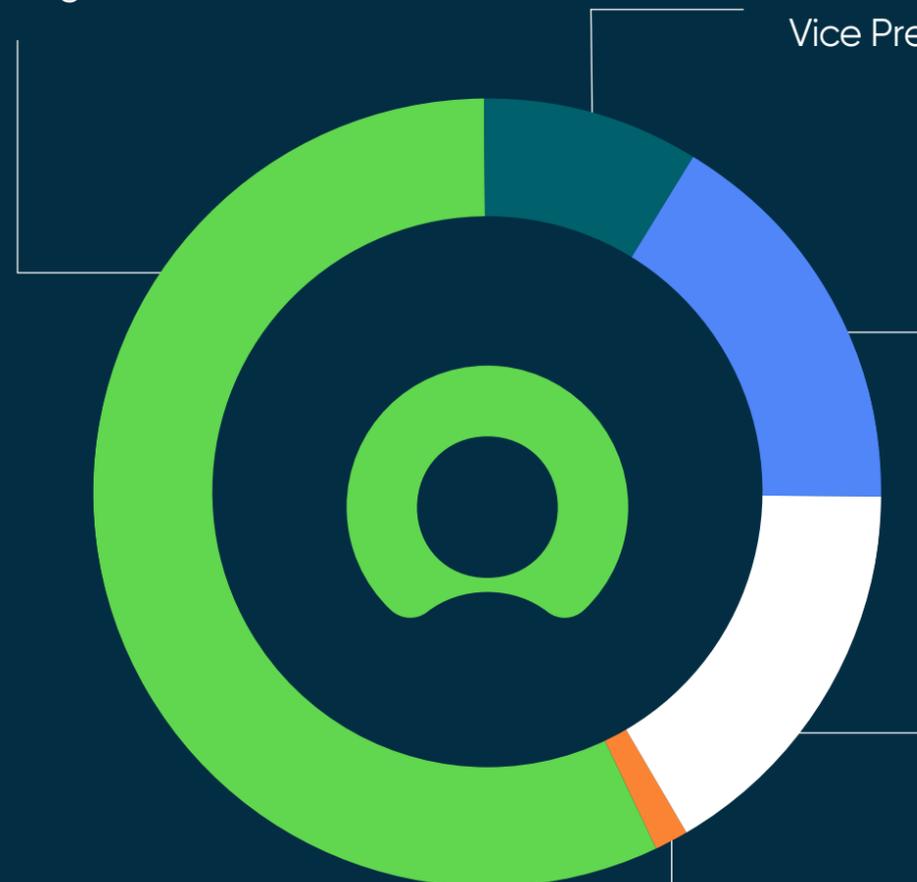
C Level

16.48

Director

1.25

Others



Region Wise Split

ANZ



14.9

SEA



30.2

INDIA



54.9



Talent Leaders and Experts Featured



Isaiah Das

Head, myHR & Digital Service
Standard Chartered Bank



Shveta Srivastava

General Manager & Head -
Employee Experience (EX)
Transformation
Wipro



Jayanti Shekar

Principal Director -
HR Digitization
LTIMindtree



Vaibhav Goel

SVP, Head of HR
Reliance Industries Limited



Manoj Kumar Sharma

Head HR
Adani Cement



Eugene Lam

SVP HR,
ST Engineering



Atul Mathur

Executive Vice President HR,
Aditya Birla Capital India



Samantha Liston

CHRO,
University of Sydney



Manavi Pathak

Head of L&D,
Samsung R&D India



Paul Jacob

Director - Talent/
HR Analytics,
Happiest Minds
Technologies

Talent Leaders and Experts Featured



Sumeet Mathur

SVP & Managing Director,
ServiceNow India Technology
& Business Centre,
ServiceNow



Danielle Magnusson

Director of Solutions Consulting,
Employee Workflows,
ServiceNow



Heather Jerrehian

VP, Product Management –
Employee Workflows,
ServiceNow.



James Della-Porta

Director, Solution Sales –
Employee Experience,
ServiceNow



Leena Wakankar

Head HR,
ASK Group



Diana Spalding

Sr Director Solution Sales,
Employee Workflows,
ServiceNow



Cian Zoller

Senior Director
HR Business Partner,
ServiceNow



Sri Lakshmi Kodali

Senior Director,
People Enablement Center,
ServiceNow



DEDICATED MICROPAGE

A customised page that highlighted the ServiceNow brand and hosted latest, region-relevant content assets created under the 'New HR Frontier' campaign.

Theme

The New HR Frontier Charting the Future of Work, Productivity, and Experience

30

Total articles/Interviews live on Micropage

3k+

Avg article read

510

Micropage Subscribers

30%

Mid - senior management engagement

40533

Page views

36625

Unique Page Views

1min 18sec

Average Time Spent



MICROPAGE'S CONTENT REPOSITORY:

- Virtual live discussions
- Trends-based articles
- Insights-driven features
- Podcasts
- Interviews
- Downloadable resources

The screenshot shows the 'Articles' section of the Micropage content repository. The navigation bar includes 'p.m', 'STRATEGY', 'RECRUITMENT', 'PERFORMANCE', 'CULTURE', 'TECH', and 'ABOUT', along with a 'Search People' field. The 'Articles' section features a grid of four article cards, each with a date, a title, a category tag, and a 'VIEW ALL' link with a right-pointing arrow.

- Article 1:** 4th Mar 2025, **HR's role in data security and privacy**, HR Technology.
- Article 2:** 14th Feb 2025, **The next step HR's transformation journey**, HR Technology.
- Article 3:** 11th Feb 2025, **Decoding agile leadership in 2025**, Leadership.
- Article 4:** 10th Feb 2025, **Transforming APAC's skills landscape**, HR Technology.

The screenshot shows the 'Podcasts' section of the Micropage content repository. The navigation bar is identical to the 'Articles' section. The 'Podcasts' section features a grid of two podcast cards, each with a date, a title, a category tag, and a 'VIEW ALL' link with a right-pointing arrow.

- Podcast 1:** 22nd Jan 2025, **Unlocking Workforce Agility with Heather Jerrehian**, Strategic HR.
- Podcast 2:** 5th Sep 2024, **Engaging a maturing hybrid workforce**, Strategic HR.

The screenshot shows the 'Interviews' and 'Resources' sections of the Micropage content repository. The navigation bar is identical to the previous sections. The 'Interviews' section features a grid of three interview cards, each with a date, a title, a category tag, and a 'VIEW ALL' link with a right-pointing arrow.

- Interview 1:** 6th Jan 2025, **Unlocking HR tech implementation success in 2025**, Strategic HR.
- Interview 2:** 5th Nov 2024, **Tailored learning for the present and future**, Learning & Development.
- Interview 3:** 5th Sep 2024, **Building Skills Intelligence within organisations**, Learning & Development.

The 'Resources' section features a grid of four resource cards, each with a date, a title, a category tag, and a 'VIEW ALL' link with a right-pointing arrow.

- Resource 1:** 13th Sep 2024, **Retaining employees with future-ready strategies**, Employee Engagement.
- Resource 2:** 16th Aug 2024, **Navigating the future of talent management**, Talent Management.
- Resource 3:** **Think BIG**, Strategic HR.
- Resource 4:** **BUILDING HR LEADERS FOR THE FUTURE**, Leadership.

VIRTUAL LIVE DISCUSSIONS

WEBINAR 1

Topic

AI for Productivity: How AI-driven, Self-Service Platforms Help You Unlock Success

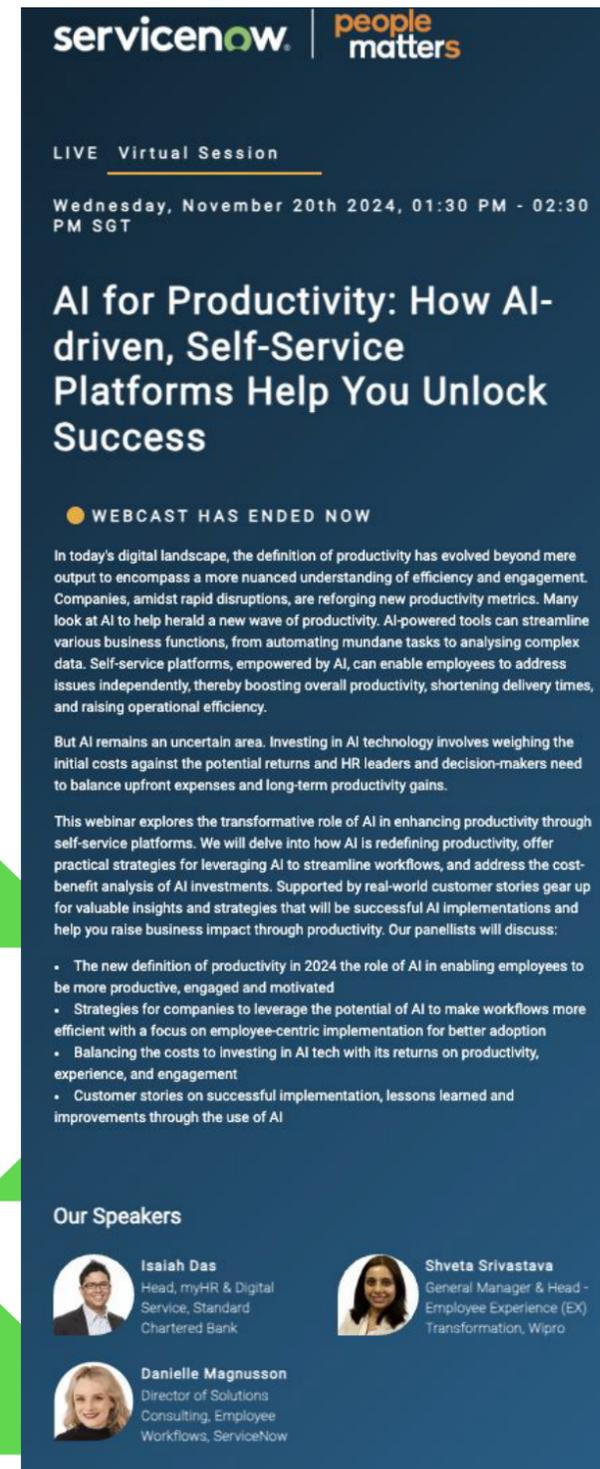
 20th November 2024

376
Registrations

176
Attedness

72
NPS

40%
Senior Management Attendance



servicenow | peoplematters

LIVE Virtual Session

Wednesday, November 20th 2024, 01:30 PM - 02:30 PM SGT

AI for Productivity: How AI-driven, Self-Service Platforms Help You Unlock Success

● WEBCAST HAS ENDED NOW

In today's digital landscape, the definition of productivity has evolved beyond mere output to encompass a more nuanced understanding of efficiency and engagement. Companies, amidst rapid disruptions, are reforging new productivity metrics. Many look at AI to help herald a new wave of productivity. AI-powered tools can streamline various business functions, from automating mundane tasks to analysing complex data. Self-service platforms, empowered by AI, can enable employees to address issues independently, thereby boosting overall productivity, shortening delivery times, and raising operational efficiency.

But AI remains an uncertain area. Investing in AI technology involves weighing the initial costs against the potential returns and HR leaders and decision-makers need to balance upfront expenses and long-term productivity gains.

This webinar explores the transformative role of AI in enhancing productivity through self-service platforms. We will delve into how AI is redefining productivity, offer practical strategies for leveraging AI to streamline workflows, and address the cost-benefit analysis of AI investments. Supported by real-world customer stories gear up for valuable insights and strategies that will be successful AI implementations and help you raise business impact through productivity. Our panellists will discuss:

- The new definition of productivity in 2024 the role of AI in enabling employees to be more productive, engaged and motivated
- Strategies for companies to leverage the potential of AI to make workflows more efficient with a focus on employee-centric implementation for better adoption
- Balancing the costs to investing in AI tech with its returns on productivity, experience, and engagement
- Customer stories on successful implementation, lessons learned and improvements through the use of AI

Our Speakers

 <p>Isaiah Das Head, myHR & Digital Service, Standard Chartered Bank</p>	 <p>Shveta Srivastava General Manager & Head - Employee Experience (EX) Transformation, Wipro</p>
 <p>Danielle Magnusson Director of Solutions Consulting, Employee Workflows, ServiceNow</p>	 <p>MODERATOR Dhruv Mukerjee People Matters</p>

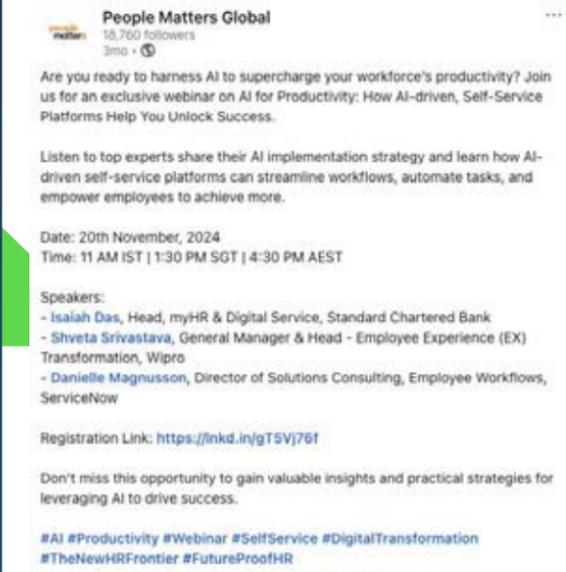


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AI FOR PRODUCTIVITY: How AI-driven, Self-Service Platforms Help You Unlock Success

WEDNESDAY, 20TH NOVEMBER | 11:00 - 12:00 PM IST | 1:30 - 2:30 PM SGT | 4:30 TO 5:30 PM AEST

[REGISTER NOW](#)



People Matters Global
18,700 followers
3mo · 🌐

Are you ready to harness AI to supercharge your workforce's productivity? Join us for an exclusive webinar on AI for Productivity: How AI-driven, Self-Service Platforms Help You Unlock Success.

Listen to top experts share their AI implementation strategy and learn how AI-driven self-service platforms can streamline workflows, automate tasks, and empower employees to achieve more.

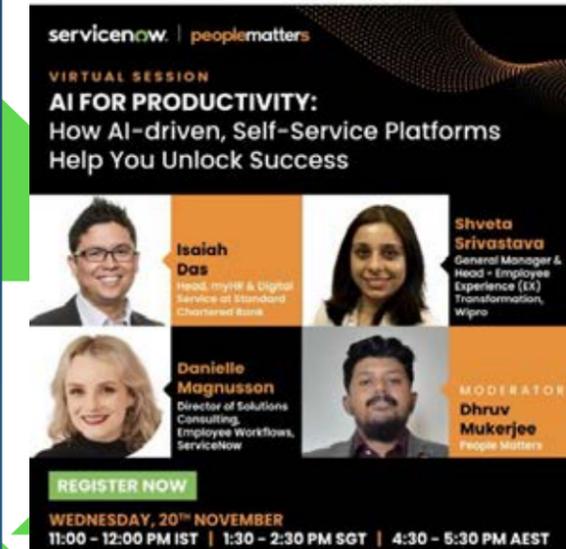
Date: 20th November, 2024
Time: 11 AM IST | 1:30 PM SGT | 4:30 PM AEST

Speakers:
- **Isaiah Das**, Head, myHR & Digital Service, Standard Chartered Bank
- **Shveta Srivastava**, General Manager & Head - Employee Experience (EX) Transformation, Wipro
- **Danielle Magnusson**, Director of Solutions Consulting, Employee Workflows, ServiceNow

Registration Link: <https://lnkd.in/gT5VJ76f>

Don't miss this opportunity to gain valuable insights and practical strategies for leveraging AI to drive success.

#AI #Productivity #Webinar #SelfService #DigitalTransformation #TheNewHRFrontier #FutureProofHR



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VIRTUAL SESSION

AI FOR PRODUCTIVITY: How AI-driven, Self-Service Platforms Help You Unlock Success

 <p>Isaiah Das Head, myHR & Digital Service at Standard Chartered Bank</p>	 <p>Shveta Srivastava General Manager & Head - Employee Experience (EX) Transformation, Wipro</p>
 <p>Danielle Magnusson Director of Solutions Consulting, Employee Workflows, ServiceNow</p>	 <p>MODERATOR Dhruv Mukerjee People Matters</p>

[REGISTER NOW](#)

WEDNESDAY, 20TH NOVEMBER | 11:00 - 12:00 PM IST | 1:30 - 2:30 PM SGT | 4:30 - 5:30 PM AEST

WEBINAR 2

Topic

Rewiring the Workplace: Enhancing Experience and Engagement in our Digital Organisations

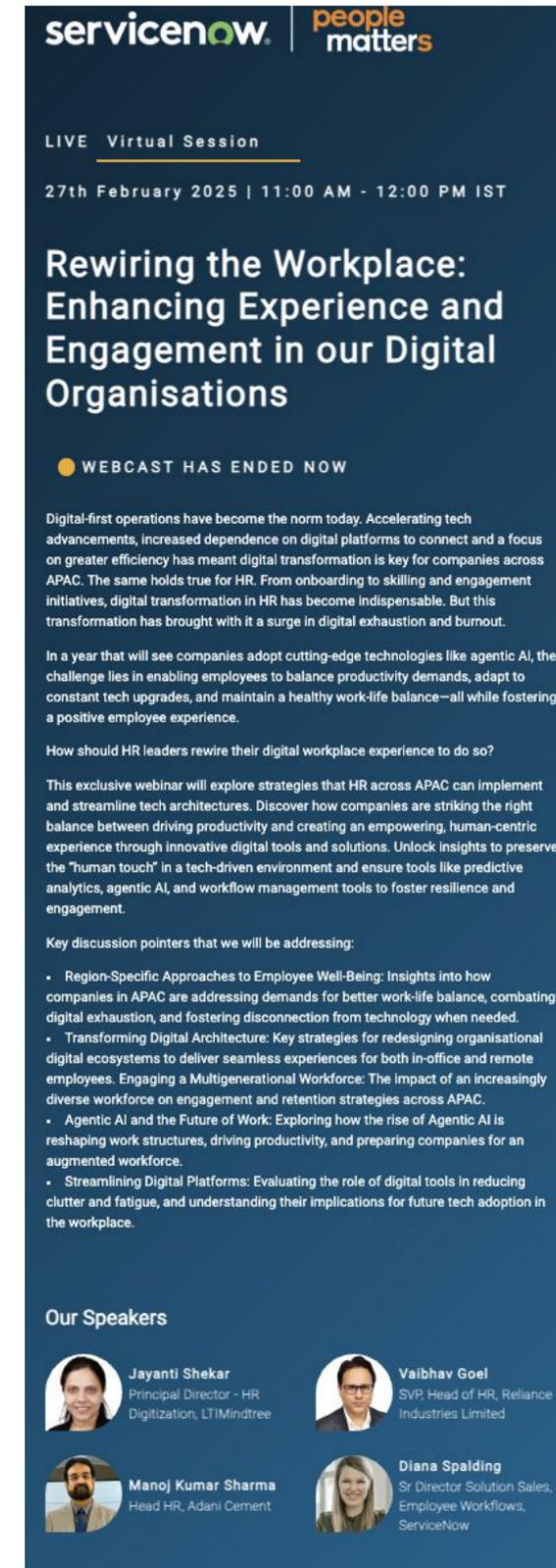
 27th Feb 2025

387
Registrations

164
Attendees

62
NPS

43%
Senior Management Attendance



servicenow | **people matters**

LIVE Virtual Session

27th February 2025 | 11:00 AM - 12:00 PM IST

Rewiring the Workplace: Enhancing Experience and Engagement in our Digital Organisations

● WEBCAST HAS ENDED NOW

Digital-first operations have become the norm today. Accelerating tech advancements, increased dependence on digital platforms to connect and a focus on greater efficiency has meant digital transformation is key for companies across APAC. The same holds true for HR. From onboarding to skilling and engagement initiatives, digital transformation in HR has become indispensable. But this transformation has brought with it a surge in digital exhaustion and burnout.

In a year that will see companies adopt cutting-edge technologies like agentic AI, the challenge lies in enabling employees to balance productivity demands, adapt to constant tech upgrades, and maintain a healthy work-life balance—all while fostering a positive employee experience.

How should HR leaders rewire their digital workplace experience to do so?

This exclusive webinar will explore strategies that HR across APAC can implement and streamline tech architectures. Discover how companies are striking the right balance between driving productivity and creating an empowering, human-centric experience through innovative digital tools and solutions. Unlock insights to preserve the "human touch" in a tech-driven environment and ensure tools like predictive analytics, agentic AI, and workflow management tools to foster resilience and engagement.

Key discussion pointers that we will be addressing:

- Region-Specific Approaches to Employee Well-Being: Insights into how companies in APAC are addressing demands for better work-life balance, combating digital exhaustion, and fostering disconnection from technology when needed.
- Transforming Digital Architecture: Key strategies for redesigning organisational digital ecosystems to deliver seamless experiences for both in-office and remote employees. Engaging a Multigenerational Workforce: The impact of an increasingly diverse workforce on engagement and retention strategies across APAC.
- Agentic AI and the Future of Work: Exploring how the rise of Agentic AI is reshaping work structures, driving productivity, and preparing companies for an augmented workforce.
- Streamlining Digital Platforms: Evaluating the role of digital tools in reducing clutter and fatigue, and understanding their implications for future tech adoption in the workplace.

Our Speakers

 Jayanti Shekar Principal Director - HR Digitization, LTIMindtree	 Vaibhav Goel SVP, Head of HR, Reliance Industries Limited
 Manoj Kumar Sharma Head HR, Adani Cement	 Diana Spalding Sr Director Solution Sales, Employee Workflows, ServiceNow



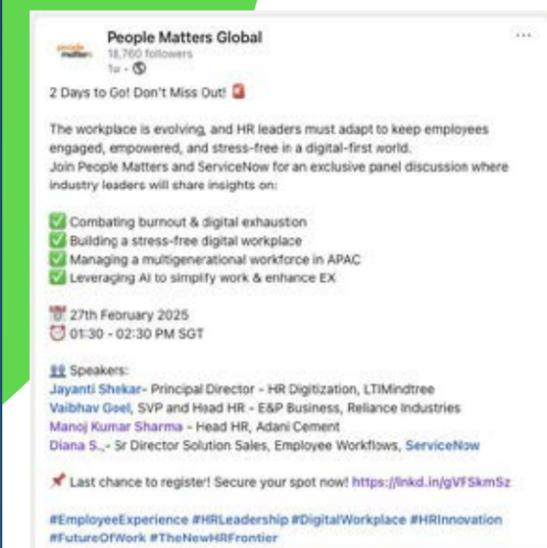
servicenow | **peoplematters**

REWIRING THE WORKPLACE

Enhancing Experience and Engagement in our Digital Organisations

27TH FEBRUARY, 2025
11:00 AM IST | 1:30 PM SGT
4:30 PM AEDT

REGISTER NOW



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18,700 followers

2 Days to Go! Don't Miss Out!

The workplace is evolving, and HR leaders must adapt to keep employees engaged, empowered, and stress-free in a digital-first world. Join People Matters and ServiceNow for an exclusive panel discussion where industry leaders will share insights on:

- ✓ Combating burnout & digital exhaustion
- ✓ Building a stress-free digital workplace
- ✓ Managing a multigenerational workforce in APAC
- ✓ Leveraging AI to simplify work & enhance EX

27th February 2025
01:30 - 02:30 PM SGT

Speakers:
Jayanti Shekar - Principal Director - HR Digitization, LTIMindtree
Vaibhav Goel, SVP and Head HR - E&P Business, Reliance Industries
Manoj Kumar Sharma - Head HR, Adani Cement
Diana S., Sr Director Solution Sales, Employee Workflows, ServiceNow

Last chance to register! Secure your spot now! <https://lnkd.in/g/VfSkmSz>

#EmployeeExperience #HRLeadership #DigitalWorkplace #HRInnovation #FutureOfWork #TheNewHRFrontier



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REWIRING THE WORKPLACE

Enhancing Experience and Engagement in our Digital Organisations

 Vaibhav Goel SVP, Head of HR, E&P Business, Reliance Industries	 Manoj Kumar Sharma Head HR, Adani Cement	 Jayanti Shekar Principal Director - HR Digitization, LTIMindtree	 Diana Spalding Sr Director Solution Sales, Employee Workflows, ServiceNow
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27TH FEBRUARY, 2025
11:00 AM IST | 1:30 PM SGT
4:30 PM AEDT

REGISTER NOW

LINKEDIN LIVE 1

Topic

Solving the Tech-for-HR Equation in 2024: Strategies from ServiceNow's Implementation Journey

 25th Sep 2024

215

Attendees

238

Event page visitors

368

Impressions

1,511

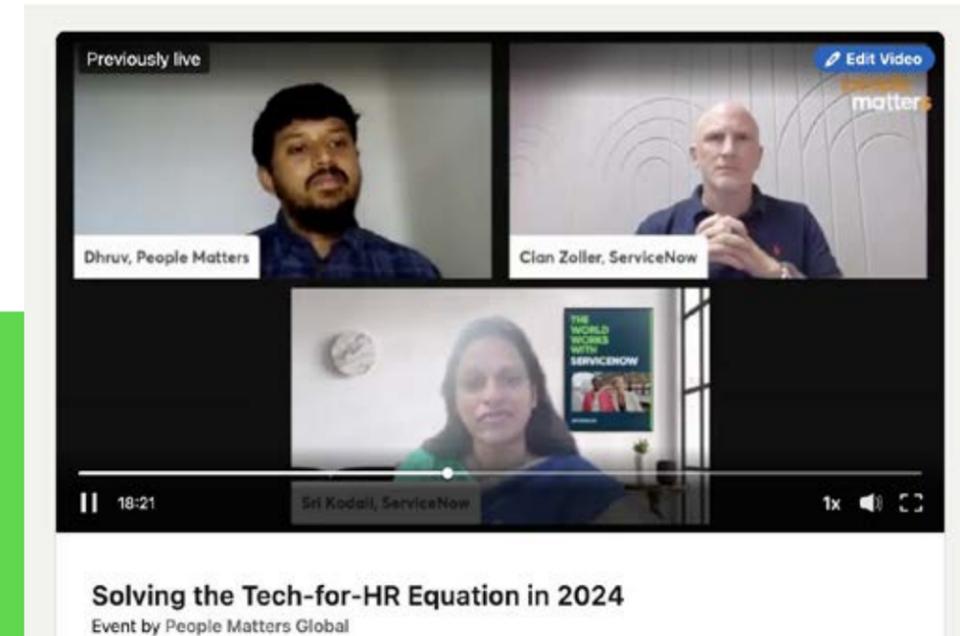
Video Views

1,144

Lifetime unique viewers

53h 15m 52s

Watch time



LINKEDIN LIVE 2

Topic

Build vs Buy: Strategies for HR to Elevate Talent Tech Stack and Drive Growth

 3rd Dec 2024

257

Attendees

320

Event page visitors

1,213

Impressions

2,142

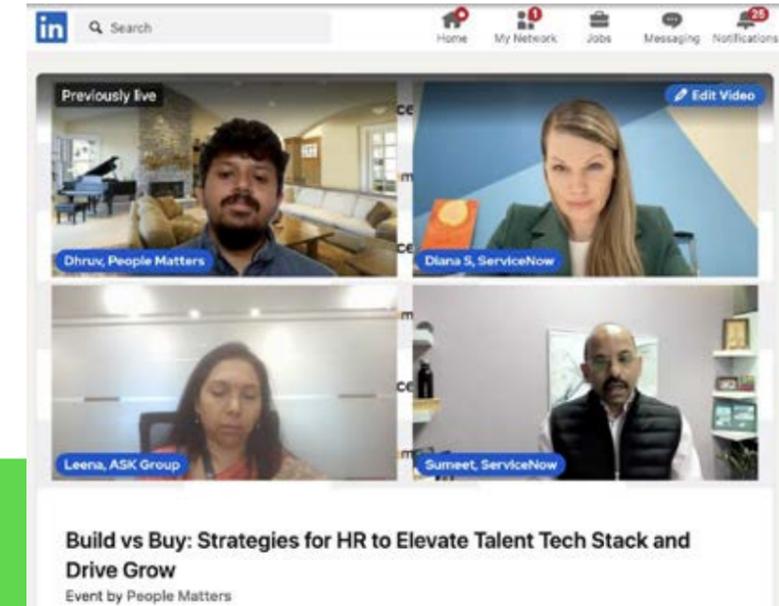
Video Views

1,853

Lifetime unique viewers

52h 14m 4s

Watch time



servicenow. | peplematters

BUILD vs BUY
Strategies for **HR** to
Elevate Talent Tech
Stack and Drive Growth

LinkedIn Live

**Leena
Wakankar**
Head HR
ASK Group

**Sumeet
Mathur**
SVP &
Managing Director,
ServiceNow India

**Diana
Spalding**
Sr Director Solution
Sales, Employee
Workflows,
ServiceNow

BOOK YOUR SEAT NOW

TUESDAY, 3RD DECEMBER
12:00 PM IST | 2:30 PM SGT | 5:30 PM AEDT

PODCASTS

PODCAST 1

Theme

The Digital Next: Engaging a Maturing Hybrid Workforce

With Cian Zoller

3200+

Plays

1 min 15 sec

Article time spent

People Matters Global
18,760 followers
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What makes for a winning hybrid work management strategy?

In our latest podcast episode with [ServiceNow](#), we had the pleasure of chatting with [Cian Zoller](#), Senior Director, HR Business Partner - APAC to discuss the future of hybrid work.

We dove deep into the evolving hybrid work ecosystem and explored how cutting-edge technologies and digital platforms are reshaping productivity and enhancing employee experiences.

Tune in to gain insights on how to navigate the future of work and leverage digital tools to create a thriving work environment.

<https://lnkd.in/gzSTyKaQ>

Sarah Siah

#Podcast #ServiceNow #HybridWork #EmployeeExperience

Engaging a maturing hybrid workforce with Cian Zoller, Senior Director, HR, ServiceNow
peoplesmattersglobal.com

servicenow | peoplesmattersglobal

PODCAST ON

THE DIGITAL NEXT: ENGAGING A MATURING HYBRID WORKFORCE

With
CIAN ZOLLER
Senior Director HR Business Partner,
ServiceNow

LISTEN NOW

05
05 min read

3.2K
READS

Engaging a maturing hybrid workforce with Cian Zoller, Senior Director, HR, ServiceNow

As part of our podcast series with ServiceNow, we sat with Cian Zoller, Senior Director, HR Business Partner - APAC at ServiceNow to discuss how the hybrid work ecosystem is evolving and how technologies and digital platforms can help companies maintain productivity and provide a robust EX.

Join Us Follow Us

THE DIGITAL NEXT:
ENGAGING A MATURING
HYBRID WORKFORCE

With
CIAN ZOLLER
Senior Director HR Business Partner,
ServiceNow

LISTEN NOW

The rise of hybrid work models has fundamentally changed the way organizations operate. As businesses adapt to the evolving needs of their workforce, technology plays a crucial role in enabling a seamless and productive experience for both office and remote workers.

Challenges of Hybrid Work

One of the primary challenges of hybrid work is balancing the need for in-person collaboration with employee preference for remote work. As Cian Zoller, Senior Director, HR Business Partner for APAC at ServiceNow, noted, one of the biggest challenges of hybrid work is to balance experience and productivity.

For Cian, companies need to convince employees that coming into the office is worthwhile by demonstrating how they can be equally productive, if not more so, compared to working from home. Many employees complain about being less productive in the office, so we must provide technological solutions to counteract this perception.

Organizations must find ways to maintain a strong company culture and foster effective teamwork while accommodating diverse workstyles. Additionally, ensuring a seamless and productive experience for both office and remote workers can be complex, requiring careful consideration of technology infrastructure, communication tools, and policies.

Technology Solutions for Hybrid Work

Technology offers numerous solutions to address the challenges of hybrid work. Implementing a central portal can simplify access to information and resources, reducing the need for employees to navigate multiple systems. As Cian observed, "technology is ultimately the biggest enabler to employee experience moving forward." AI-powered chatbots can provide natural language understanding and personalized experiences, making it easier for employees to find answers to their questions and complete tasks.

Automating tasks like capacity planning and workplace services can free up HR teams to focus on more strategic initiatives. AI can also facilitate information sharing and collaboration across time zones, breaking down barriers and enabling effective teamwork.

The Future of Hybrid Work Technology

The future of hybrid work technology is promising. Low-code/no-code platforms are enabling organizations to rapidly develop and deploy solutions, empowering employees to create custom tools and processes. As Cian Zoller stated, "The pace of change is now so radical and so crazy." AI is evolving from a concierge service to taking action and making decisions, further automating tasks and improving efficiency.

Optimizing workplace utilization based on real-time data and environmental considerations is another emerging trend. By understanding when and where employees are most likely to work, organizations can reduce costs and improve sustainability.

Conclusion

As hybrid work continues to evolve, organizations that embrace technology will be better positioned to succeed. By leveraging technology to address the challenges of hybrid work and optimize the employee experience, businesses can create a more productive, engaging, and sustainable workplace. As Cian emphasized, "It's the organizations that are thinking about that, it's the organizations that are looking at technology as being essential to the employee experience."

Topics: Strategic HR, #Future Proof HR, #Podcasts

PODCAST 2

Theme

Unlocking Workforce Agility in 2025

With Heather Jerrahian

2000+

Plays

1 min 3 sec

Article time spent

People Matters Global
18,760 followers
1mo · 🌐

Workforce Agility is essential for companies across APAC to mitigate threats of tech and business disruptions.

We sat with **Heather Jerrahian** VP, Product Management — Employee Workflows at **ServiceNow** to discuss how agility can be converted from a buzzword to meaningful HR practices that leaders across APAC can today implement.

Our conversation explored the impact of technologies such as AI, delved into impactful frameworks, and highlighted real-world use cases where solutions like ServiceNow have enabled companies to build workforce agility and drive transformation

Listen to the full conversation here: https://lnkd.in/g_qH3FXj

#WorkforceAgility #APACBusinessDisruption #TechHRTransformation #ServiceNowSolutionsn #FutureOfWork Sarah Siah

servicenow | peoplematters

PODCAST ON

UNLOCKING WORKFORCE AGILITY IN 2025

servicenow | peoplematters

PODCAST ON

UNLOCKING WORKFORCE AGILITY IN 2025

With **HEATHER JERREHIAN**
VP Product Management,
Employee Workflows,
ServiceNow

LISTEN NOW

Unlocking Workforce Agility with Heather Jerrahian Product Management — Employee Workflows at ServiceNow

As the rate of tech advancement rises, HR needs the right tools and frameworks to build a more agile workforce.

22
2K

UNLOCKING WORKFORCE AGILITY IN 2025
HEATHER JERREHIAN
VP Product Management Employee Workflows

ing Workforce Agility with
Heather Jerrahian
VP Product Management Employee Workflows

The past few years have underscored a stark reality: companies that lack a forward-looking vision and fail to invest in developing capabilities, organizational structures, and robust HR frameworks risk being left behind. Building workforce agility is not just about responding to immediate challenges but fostering an adaptable, future-ready workforce capable of sustaining long-term growth and competitiveness in a volatile business landscape.

As business and technological disruptions accelerate, workforce agility has emerged as a strategic imperative for CIOs across APAC. This concept extends beyond flexibility—it encompasses an organization's ability to rapidly realign employees, manage resources, and pivot processes to meet evolving market demands.

To break down what agility means for a diverse region like APAC and map the structure changes needed to create a more agile workforce, we spoke with Heather Jerrahian, VP, Product Management — Employee Workflows at ServiceNow.

With business success tied to workforce productivity, skills, engagement and retention, agility needs to be assessed across these parameters.

Focus on skills and continuous learning

Technology is going to be the biggest force of change across APAC in 2025. What HR leaders can do to mitigate threats and take agility to focus on how they see their workforce for the future. Their gaps are best development through the combination of enhancing workforce agility and empowering employees to adapt quickly and effectively. It is also important in building leaders and ensuring they have the right digital and behavioral skills required to lead their companies.

For Heather, addressing skill gaps and empowering employees begins with a strong focus on skills intelligence. This dynamic approach that assesses current capabilities and closes gaps, while aligning with emerging opportunities, provides the right blend of a real-world environment.

This also helps HR recognize the workforce and allow cross-functional collaboration, which as Heather describes is all about allowing talent to flow where it is needed the most. Skills around digital and AI readiness need to be prioritized. Along with technical skills that allow employees to be more productive in an augmented workplace, skills like creativity need to be prioritized.

Finally, these initiatives need to be supported by a culture of continuous learning. Heather shares how companies can embed learning in the everyday work of employees and make it personalized will be key for companies to remain agile.

A 4-dimensional framework to be more agile

The challenge with workforce agility often is to anchor it through actionable strategies and frameworks. Research shows that factors like resistance to change, lack of internal knowledge on workforce capabilities, leadership lag in fostering workforce agility, to overcome such challenges, it is necessary for HR leaders to take a structured approach to creating agility. In our conversation, Heather highlights a 4-dimensional framework that enables HR leaders to enhance agility.

1st dimension: Workforce Skills

This is the dimension of roles and job titles. There is no intelligence at this level, only the structure of the organization.

2nd dimension: Roles and skills

At this level, organizations have begun looking at their skills architecture. It's at this level that companies, according to Heather, by modeling and create a robust skills intelligence network. HR leaders get a clear view about the capabilities and skills needs that the organization currently has. It is key to have the right insights into employee skills and assess that reflects their abilities holistically.

It is most necessary to use this knowledge to have the right people at the right roles and ensure companies are able to easily adapt.

3rd Dimension: Strategy and vision

Building on the knowledge of previous dimensions, HR leaders now need to align the short-term vision of the business. It's all about where you want to be in the next six, nine, twelve, and twenty-four months and using workforce intelligence to build your strategy. Adds Heather, by aligning right people, right role with business strategy and vision, HR enables workforce to be more productive and loyal to business expectations. This means short-term business decisions reflect how employees are valued and in the roles they are assigned.

4th Dimension: Impact of AI

This dimension is where HR looks at the impact of AI in their day-to-day work and where processes can be augmented or automated for better results. This is a new frontier of task intelligence where technologies like Agents AI, where humans and AI agents are going to be in parallel — need to be actively considered. Adds Heather

With technologies like AI becoming increasingly relevant to workforce engagement and productivity, it is essential that leaders don't miss out on leveraging their strengths while they address the previous three dimensions.

By integrating these different dimensions together, Heather adds, would be able to drive through agility in a way that can be used to target action.

EXCLUSIVE INTERVIEW

Learning & Development A BRAND REACHOUT INITIATIVE

AI can help build Skills Intelligence within organisations: James Della-Porta, ServiceNow

AI can today help bridge skill gaps and ensure companies are able to remain ahead of the curve. In an exclusive conversation, we see how the technology can enable workforce productivity and help script the business growth story.

3.3K READS

THURSDAY 05 SEP 2024

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AI is transforming the way employees across the board gain job-ready skills.

We talked with James Della-Porta, Director, Solution Sales - Employee Experience (Australia & New Zealand) at ServiceNow to discuss how AI can be an asset to companies. We explore the present, and future, of AI in learning and how addressing skill gaps has a new ally. James helps unpack the future of AI-powered learning, its potential to create a more engaging experience, and how it empowers individuals to continuously develop and keep pace with the evolving job market.

Below are the excerpts from our conversation

With **James Della Porta**

3.3K reads **1 Min 23 Sec** Time Spent

Learning & Development A BRAND REACHOUT INITIATIVE

Learning needs to be tailored not just to current skills but also to future career trajectories: Heather Jerrehian, VP ServiceNow

In a conversation with Heather, we go from larger trends impacting economies across APAC to exploring strategies that make customised, self learning good for employees and the business.

2.9K READS

TUESDAY 05 NOV 2024

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Labour markets across APAC are rapidly evolving, leaving many to rethink established, traditional ways of managing and skilling employees.

In this in-depth conversation with Heather Jerrehian, VP of Product Management, Employee Workflows, ServiceNow we unpack the evolving skills landscape and provide HR leaders with actionable strategies on what needs to be improved within how we design learning programs across major economies in APAC.

The key takeaway: As the external ecosystem evolves, companies that integrate customised self-learning as part of their larger skilling efforts gain competitive advantage. Heather offers a closer look at how enabling employees to craft their own learning paths can improve experience, address skill gaps and ensure .

With **Heather Jerrehian**

2.9K reads **1 min 2 sec** Time Spent

Strategic HR A BRAND REACHOUT INITIATIVE

Employees need a unified, seamless experience: ServiceNow leaders on supercharging HR tech impact

The HR tech landscape is getting complicated, leaving companies answer critical questions like whether to build or buy and what's the right implementation strategy.

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SVP & Managing Director, ServiceNow India

Diana Spalding
Sr Director Solution Sales, Employee Workflows, ServiceNow

The external HR tech landscape is evolving. But are current tech architectures helping HR leaders deliver business value? Recent research from Gartner posits that while HR tech stacks are supporting talent functions, they remain a fair distance away from enabling strategic results.

Businesses are faced with a critical decision: Should they build their talent technology solutions or partner with HR tech companies?

Looking at 2025, what should be the strategy to build future-ready tech stacks that not only help HR prepare for change but also execute for success? We spoke with Diana Spalding, Sr Director of Solution Sales, Employee Workflows, at ServiceNow and Sumeet Mathur, SVP & Managing Director, ServiceNow India Technology & Business Centre, ServiceNow to unpack how the tech leaders see the debate evolving and what is critical today for an impactful tomorrow.

With **Sumeet Mathur & Diana S**

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THE DIGITAL NEXT: ENGAGING A MATURING HYBRID WORKFORCE

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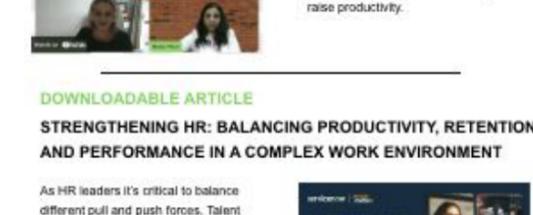
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PREPARING WORKFORCES FOR THE COMPLEXITIES OF 2025

If 2024 was a year of tumultuous changes and resilience, 2025 will be one of navigating and simplifying complexities. Read on as we decode the impact of AI on skills, innovation, and productivity and find how you can prepare for the next 12 months.



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This expert-led conversation breaks down the evolving nature of employee productivity and presents you APAC wide strategies on how to leverage AI to raise productivity.

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REWIRED THE WORKPLACE: ENHANCING EXPERIENCE AND ENGAGEMENT IN OUR DIGITAL ORGANISATIONS

As part of our podcast series with ServiceNow, we sat with Sumit Jaiswal, VP, Product Management - Employee Workforce at ServiceNow to discuss how workforce agility in the age of AI is shaping up across APAC. Listen in to discover how HR leaders can today unlock the benefits for agile working with strategic planning and skills intelligence.



DECODING THE SECRET TO SEAMLESS EX

Looking at 2025, what should be the strategy to build future-ready tech teams that not only help HR prepare for change but also excels for success? We spoke with Diana Spalding, VP, Director of Solution Sales, Employee Workforce, at ServiceNow and Sumit Jaiswal, VP & Managing Director, ServiceNow India Technology & Business Centre, ServiceNow to speak from the tech leaders on the debate on building and what is critical today for an impactful experience.



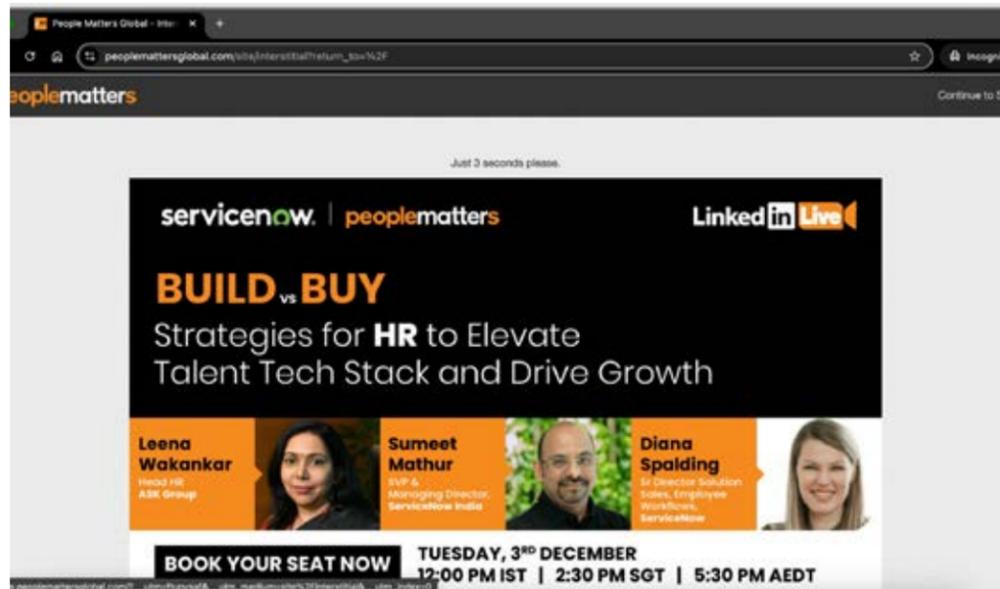
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