

July 2024

Dear Colleagues, welcome back!

In the age of evolving workplace jargon, does ‘office peacocking’ ring a bell?

One of the biggest current trends is companies deploying this method to lure employees (who’d rather work from home) back to the office. But how? Think swankier offices straight out of Suits, tastier grub on the house, and what we now know as breakout zones for collabs, casual meetings, and a few relaxing power naps as well! By the looks of it, ‘office peacocking’ could well be a successful bet in massively overturning WFH.

Any workplace upgrade is always a good thing right? And on that note, we’ve lined up all that you need to know lately.

This month's HR headlines:

95% CXOs to Ramp Up Skilling in Next 12 Months Says Accenture Report

An Accenture [report](#) confirms what many anticipated all along- 95% of CXOs expect to invest more in skilling over the next 12 months. Progressive companies will opt to build infra and workplace architecture bases, with skills being the preferred weapon for rewiring present models to ensure future agility. The report interestingly says how human-focused change and engagement should be the foundation of all these efforts, i.e. leaders convincing teams why skilling matters for them and the company.

And there’s the back story to it:

Just a mere 34% of workers have confidence in their skills being useful or valued around 3-5 years into the future. Where does HR come into the picture? By creating conducive environments for agile and collaborative skill development and teaming, while codifying talent pools simultaneously.

Is AI making us lonelier workers?

What’s the connection between prolonged AI interactions and needy colleagues? A recent Journal of Applied Psychology study claims that AI can make workers feel lonelier and socially disconnected. The entire experiment covered four studies and 794 participants across industries and regions.

The take-away?

Those interacting more with AI reported higher feelings of loneliness and more need for affiliation. Learn more about this [here](#).



DEIB Initiatives Boost Female Participation At Work- IT Leads The Pack

Research by ManpowerGroup India shows how 54% of Indian employers are optimistic about their company DEIB (Diversity, Equity, Inclusion and Belonging) initiatives helping scale up female participation at various levels. What's heartening is that this is higher than the global average (46%).

The IT sector deserves a pat on the back too, since it leads the rest in beefing up its diversity ratio, followed by healthcare and life sciences, financials and real estate. Read more about it [here](#).

Don't you feel pumped up already? Here's another reason to celebrate (and do some extra cardio to burn it off!)

Stuff We Are Watching Now

1 [Tata Consultancy Services](#), India's biggest IT services company, has just confirmed that 70% of its employees are back in office and how the numbers keep going up each week. The secret sauce apparently lies in linking variable pay to working from office. Chief HR officer Milind Lakkad also said that people not coming five days a week were penalized financially. The rules now reportedly do away with variable pay for those spending less than 60% of their time working from office for each quarter. Ouch!

2 There'll be more people looking for jobs in Europe soon. Consumer giant Unilever has planned to cut a third of all office roles by end-2025 in Europe in a bid to revive the company's growth. 3,200 jobs could be on the chopping block as per reports. We only hope those affected by this turnaround strategy find work at the earliest. Read more about it [here](#).

3 Four-day work weeks have been making quite some noise lately. But Greece has stumped even the most seasoned of industry watchers with its move towards implementing a six-day working week. Businesses that function on a 24-hour basis can opt for this provision, with workers getting 40% more overtime pay for the extra day. Learn more about it [here](#).



Your monthly dose of humour

Marketing bosses, it's okay to be pranked by your CEOs

This is according to Don Melton, the engineer who spearheaded the development of Safari, Apple's web browser. He talks of a rehearsal that Steve Jobs was going through. The occasion? A MacWorld keynote in 2003 where Safari was to be announced.

Melton narrates how Steve Jobs suddenly decided to prank Phil Schiller, Apple's marketing chief, during this rehearsal.

Jobs, while flipping through the presentation, comes to one talking about the brand's retail stores, i.e. stating how there were *1.4 million visitors in the month of December alone*. And all of a sudden Jobs says, *So to all of you in the press who doubted us...* and he flashed the slide image.

Right after, he looked to Schiller in the audience and seriously blurted What do you think Phil? Too much?

Drumroll! And then the entire room started laughing their guts out, since it was clear that Steve Jobs wouldn't include it in the official launch presentation (thank God!).

And as for Schiller, let's just say he was in that classic state- don't know whether to laugh or cry. So much for being pranked by THE Steve Jobs himself.

That's all for this month!

💡 Revenue issues? Hiring logjams? Whatever it is, in case you are seeking HR solutions for your company, [get in touch](#) with us pronto.

See you next month!

Team OMAM

