



White Paper – The CHRO Agenda

10/12/2021 HR directors accompany and shape the transformation of their companies - more intensively than ever since the Covid-19 pandemic.

The three driving forces are demographic, diversity and digitization. Demographic change alone will reduce the number of employed persons in Germany from more than 50 million in 2018 to around 45 million in 2039.

But how do CHROs manage to put the right topics on their agendas? The following three strategic HR requirements can be identified from megatrends: Future decisions will be based on data and evidence, the importance of learning will change fundamentally in the knowledge age, and individualization, self-determination, and freedom of choice will play a central role in working life. The white paper from Porsche Consulting provides insights into success factors of HR directors and interviews with experts for innovative approaches to solving the three key challenges.

**MEDIA
ENQUIRIES**



Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

Link Collection

Link to this article

<https://newsroom.porsche.com/en/2022/company/porsche-consulting-chro-agenda-hr-transformation-27372.html>

Media Package

<https://pmdb.porsche.de/newsroomzips/3fd1f264-6c18-448d-9905-dc0601284169.zip>

External Links

<https://www.porsche-consulting.com/en/home/>