

SHRM 2022: THE STATE OF THE SOCIETY

Nick Schacht
Chief of Strategy and Chief
Global Development Officer



SHRM's North Star



- ❖ **Our Purpose:** Elevate HR
- ❖ **Our Vision:** HR building a world of work that works for all
- ❖ **Our Mission:** SHRM empowering people and workplaces by advancing HR practices and maximizing human potential
- ❖ **Our Guiding Principles:** Bold Purpose, Excellence & Accountability, Flexibility & Agility, Smart & Curious, Collaborative Openness, Push Back to Move Forward

2021 – SHRM's Strongest Year Ever!



- Most members – 307,458
- Most certificants – 32,482 applications and at 12/31, 120,036 active certificants
- Highest SHRM overall revenue - \$225 million system-wide
- Highest brand recognition (Net Promoter Score) - 53

SHRM Audience Segments



Member Segments

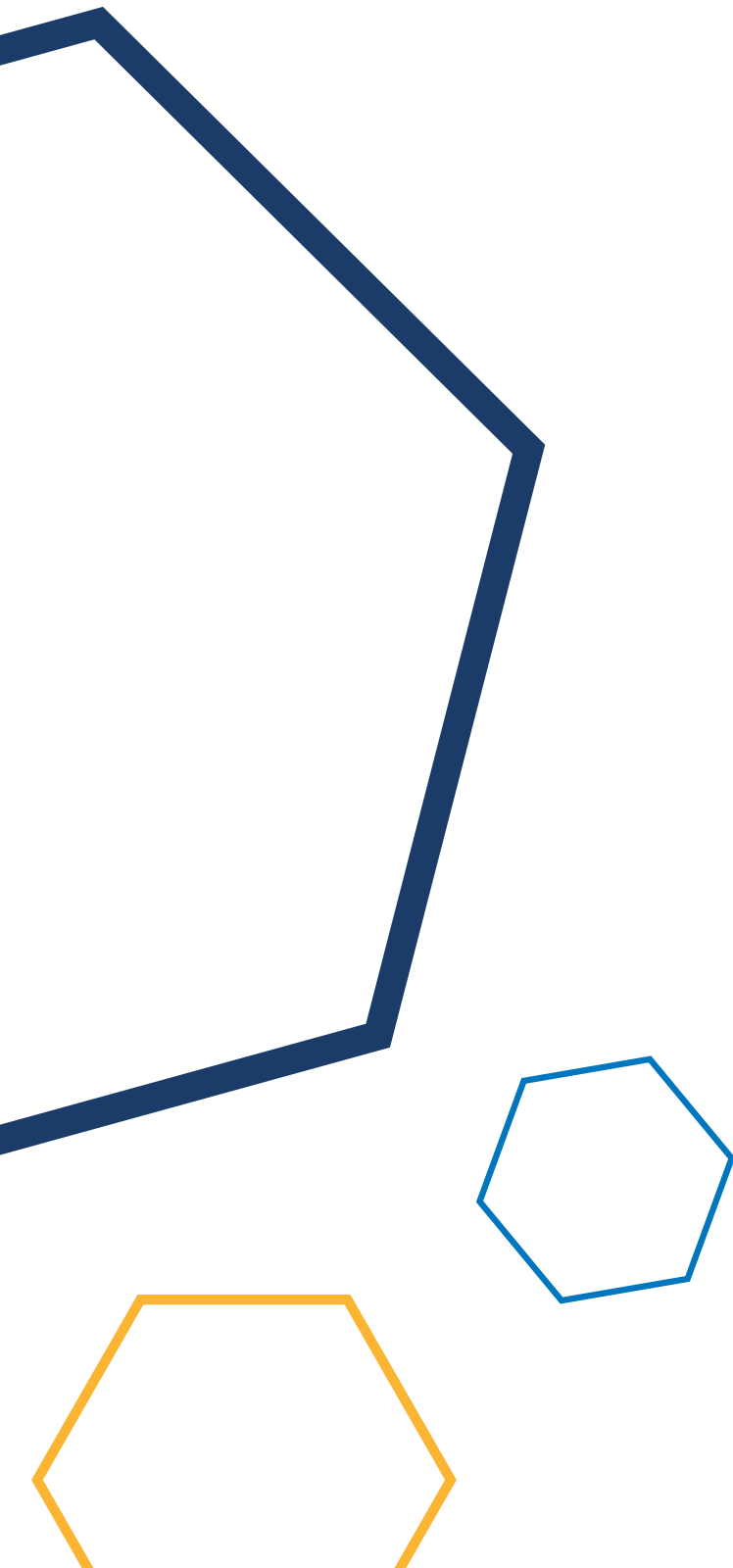
Customer Segment



SHRM Market Segmentation



| | | | Market Size | Notes |
|---------------|------------------|--------------------|-------------|--|
| Individuals | HR Professionals | Emerging | 100,000 | Students and people new to the HR profession |
| | | HR Pros | 1,400,000 | Established HR professionals - people who work HR full-time (excluding executives and emerging professionals) |
| | | Executives | 25,000 | CHROs of mid-market and large organizations, and CHRO direct reports for large organizations (Fortune 1000) |
| | Non-HR | Staff Accountables | 5,400,000 | Individual (junior) staff members who have HR as a part-time responsibility (typically admin staff in smaller organizations) |
| | | People Managers | 14,590,000 | Individuals who have direct reports (excluding managers in other segments) |
| | | C-Level Executives | 130,000 | CEOs and C-Level executives for mid-market and large organizations (including HR Accountables) |
| | | Board Members | 100,000 | Board members for mid-market and large organizations |
| Organizations | | Enterprise | 1,069 | Organizations with 2,500+ employees |
| | | Mid-Market | 20,516 | Organizations with 501 - 2,500 employees |
| | | Small | 644,241 | Oorganizations with 20 - 500 employees |
| | | Government | TBD | Federal, State and Local government organizations |



This is Not the Future of HR



This Is: Future Trends in HR



➤ Key topics in **technology**:

Artificial Intelligence

Big Data

Cybersecurity

Systems Thinking

Blockchain

Augmented Reality

Cloud Computing

Multi-Dimensional Data Modeling

➤ Key topics in **strategy**:

Design Thinking

Leading Change

Workforce 4.0

People Manager 4.0

Crypto Concepts

Marketing/Segmentation

Innovation Frameworks

Agility

Opportunities for Growth



- HR Professional career pathing
 - Continue to drive SHRM Certification
 - SHRM Specialty Credentials
- PMQ – People Managers
- Executives – Executive Network
- Enterprises
- Future of Work topics – what do your customers/constituents want?



The Solution

SHRM PEOPLE MANAGER
QUALIFICATION (PMQ)



A unique, interactive virtual learning experience designed for People Managers to develop critical skills to manage more effectively and transparently.

A network of HR leaders & innovators—built to train, connect and empower executives to create the future of the workplace.

EN

SIRM EXECUTIVE
NETWORK

Three Strategic Pillars of the SHRM Executive Network



Our Philosophy

As part of the audience-centric strategy, SHRM entered the executive market with a new positioning & senior offering. This gateway to SHRM is the Executive Network, building interest at the individual level leading to deeper engagements including enterprise-level and SHRM Foundation. An Executive Network engagement includes level appropriate guides provided to each member, at the CHRO-level it is Executive Advisors with similar backgrounds, credibility and a unique understanding of HR leadership. CLV is our north star to create a market entry point and increase opportunity long-term.



Segment Launch – Executive Network

MEMBERSHIP EXPERIENCE | STRATEGIC PILLARS



