



Education Partners Meeting

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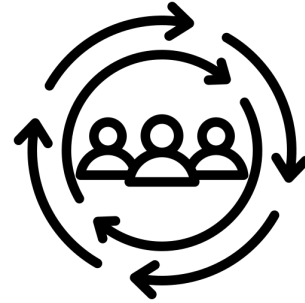


SHRM's Transformation Guiding Principles



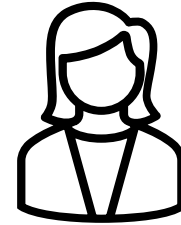
Trusted Advisor

We are the world's leading credible researcher, analyst, advocate, and thought leader on all things work



Dynamic Relevance

We are constantly sensing, pulsing, and studying the world of work to translate our insights into action for our audiences



Personalized Experience

We meet our audiences where they are and create a custom experience for them based on their needs and aspirations

SHRM'S EIGHT STRATEGIC AUDIENCES

At its core, an audience centric model places our audiences at the center of everything we do. This approach goes beyond simply delivering products and services; it is a strategic commitment to deeply understanding and anticipating the needs and preferences of those we serve.

Through comprehensive research into our audiences' demographics, psychographics, and behaviors, we deliver personalized experiences that empower people and workplaces.





Business Trends: Headwinds vs. Weather Patterns

SHRM Total Available Market (STAM)

- Contraction of HR profession in US
- Decline of I&D field
- AI and automation of HR tasks

Proliferation of Free Resources

- Freely available HR learning, content and research
- Freely available AI tools

Political Environment

- Executive Orders (Visa programs, DEI)
- Tariffs and global trade increasing operating costs

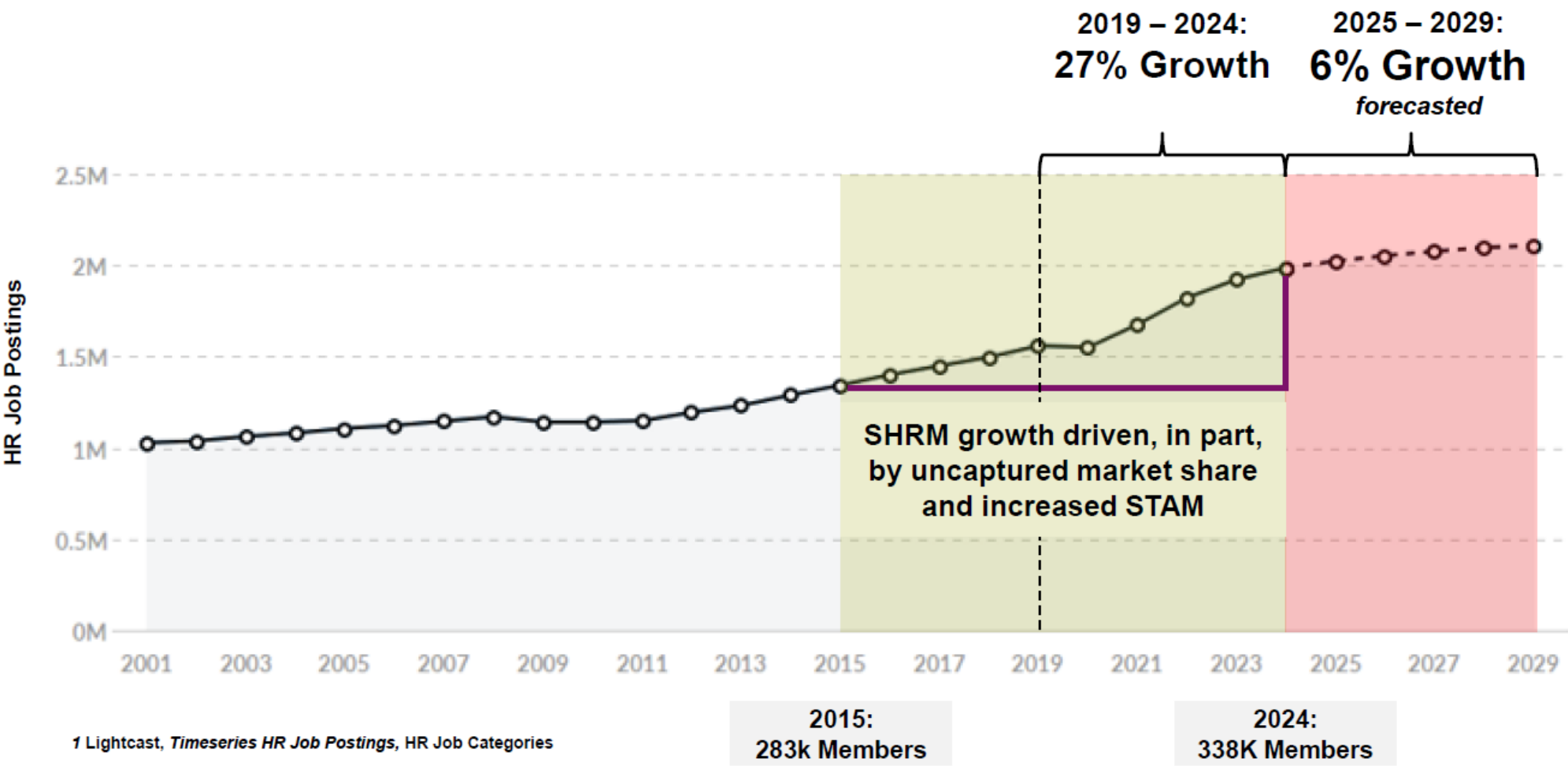
Economic Uncertainty

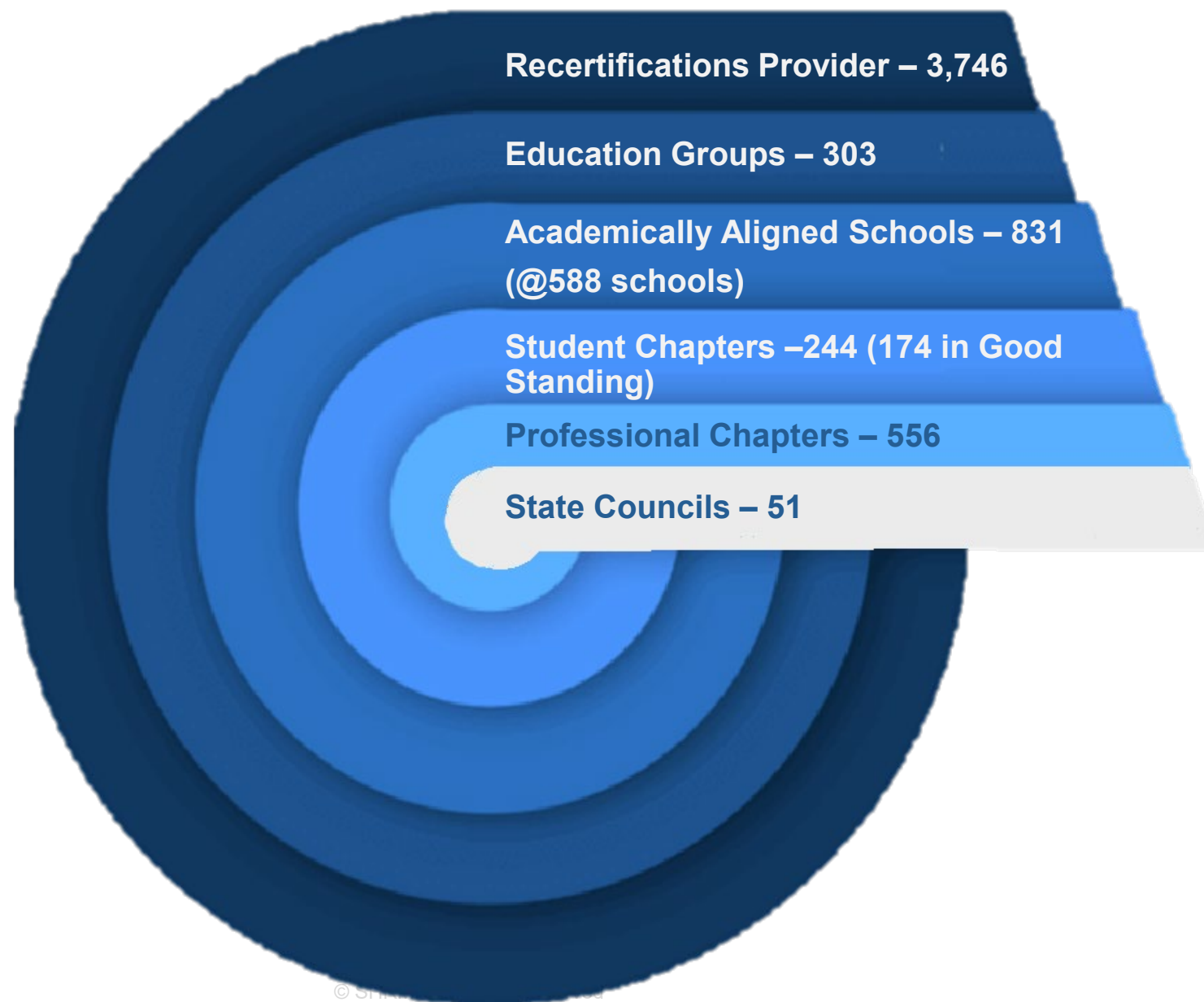
- Unpredictability, market turbulence
- Recession/stagnation likelihood
- Reduction in business expenditures for professional dues, conferences, and travel



Workforce Trends: SHRM Total Available Market (STAM)

Total Number HR Job Postings in the U.S.¹







SHRM's Transformation Guiding Principles



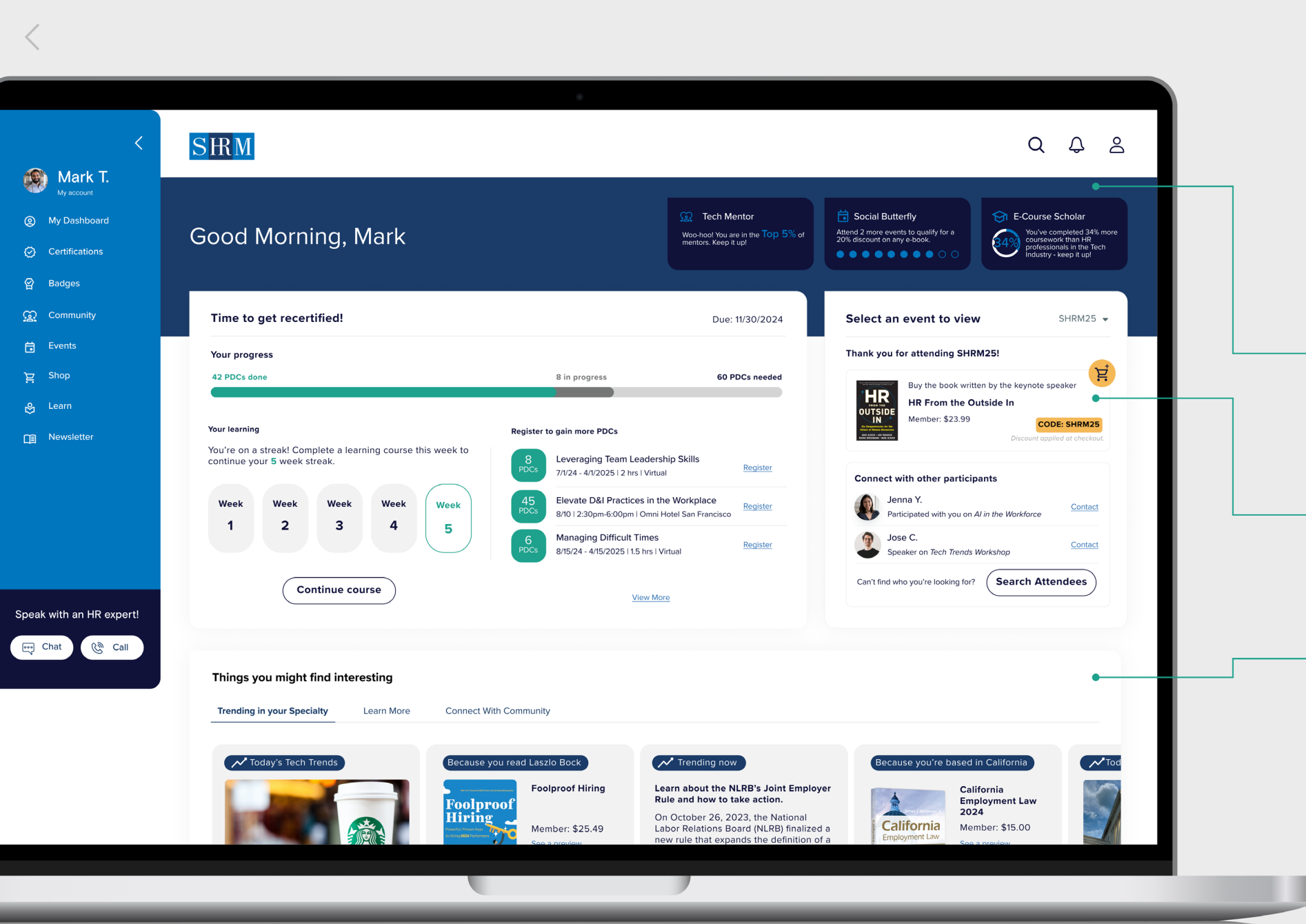
MARK

Meet Mark. He works for a **medium-sized tech company** and lives a **fast-paced, dynamic work life**. With all the recent layoffs in the tech industry, Mark's small team has been extremely busy. Mark is due for **recertification**, and is always looking for ways to **stay up to date with employment laws**.



JESSICA

Meet Jessica. Jessica is young and highly motivated individual pursuing **a Master's in HR management** at the University of Rochester. She uses SHRM to stay up to date with **HR trends**, but more importantly - to **explore career opportunities**. She is relatively new to SHRM and is excited about the community she has been able to access.



MARK

Meet Mark. He works for a medium-sized tech company and lives a fast-paced, dynamic work life. With all the recent layoffs in the tech industry, Mark's small team has been extremely busy. Mark is due for recertification, and is always looking for ways to stay up to date with employment laws.

Value-Added Member Dashboard

One-stop shop for resources, events, and certification across digital & in-person activities. For Mark, the dashboard surfaces an easier and guided path to recertification and uses gamification to increase engagement.

Product Recommendations & Promotions

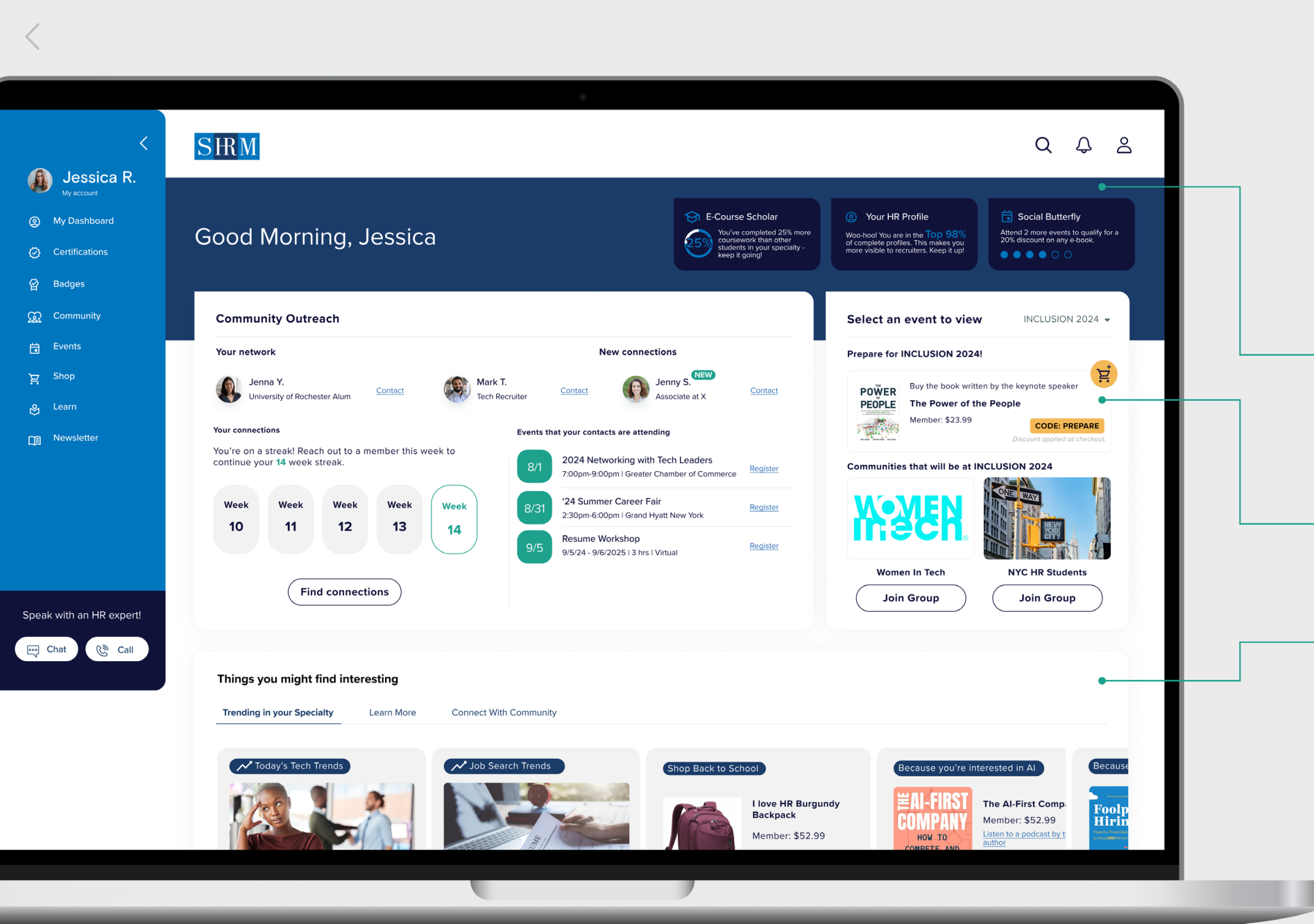
E-book purchase recommendation and promotion based on Mark attending the SHRM25 conference, with the ability to connect with participants and speakers.

Tailored Content at Fingertips

Demographic and behavioral data drive the content, and is mixed with upselling opportunities.

+ Personalized & Relevant Communications

Personalized email alerts with relevant content and upcoming events in Mark's region.



JESSICA

Meet Jessica. Jessica is young and highly motivated individual pursuing a Master's in HR management at the University of Rochester. She uses SHRM to stay up to date with HR trends, but more importantly - to explore career opportunities. She is relatively new to SHRM and is excited about the community she has been able to access.

Value-Added Member Dashboard

One-stop shop for resources, events, and certification across digital & in-person activities. For Jessica, the dashboard helps her manage her connections in the HR environment and uses gamification to increase engagement.

Product Recommendations & Promotions

E-book purchase recommendation and promotion based on Jessica registering for the INCLUSION24 conference, with content to prepare for the event.

Tailored Content at Fingertips

Demographic and behavioral data drive the content, and is mixed with upselling opportunities.

Personalized & Relevant Communications

Personalized email alerts with relevant content and upcoming events in Jessica's region.