Research Calendar

Learning and Development

Talent Management

Diversity and Inclusion

Leadership Development

Talent Acquisition

Workforce Management

Research Calendar

Brandon Hall Group's survey community ranges from small and mid-size organizations to enterprises with more than 100,000 employees. Respondents represent more than 30 industries worldwide from one of the industry's largest databases. We provide research in the areas of Learning & Development, Talent Management, Leadership Development, Talent Acquisition, Diversity, Equity and Inclusion, and Workforce Management. Those surveyed include:

- Executives and senior business leaders
- Learning and Leadership Development leaders
- HR/Workforce Management leaders
- Talent Acquisition leaders
- Talent Management leaders
- DE&I leaders
- Learning and Leadership Development professionals
- HR/Workforce Management professionals
- Talent Acquisition professionals
- Talent Management professionals
- DE&I professionals
- Operations and technical leaders and individual contributors

The dates in this calendar reflect the quarter the research is slated to launch. The focus of research and the projected launch dates are subject to change based on research needs. Initial results will be available 6-8 weeks after launch.

Our Research Team is laser-focused on the corporate buyer. We take a "due diligence" approach to thoroughly understand why organizations struggle to integrate talent processes, technology, AI and analytics to effectively drive organizational performance. We start each research project with hypotheses, which we thoroughly vet with HCM executives and practitioners and technology providers. We then develop questions that generate quantitative data that inform our strong, future-focused point of view. We follow that up with qualitative interviews with survey respondents and Brandon Hall Group Excellence Award-winning organizations that provide deep insights about challenges that influence the corporate technology buyer. We generate an unparalled perspective on the technology buyer that we use to develop frameworks, tools and templates for them and reports and tools for technology providers to leverage in many different ways.

Research Studies of 2020

- **COVID-19: Impact on the Workplace (5 studies)**

- **Learning Measurement**

- **Extended Enterprise Learning**

- **Learning Benchmarking**

- **Optimizing Learning to Drive Performance**

- **Team Development**

- **Career Development**

- **Performance Management**

- **Talent Management Maturity**

- **Employee Engagement**

- **Women in Leadership**

- **Diversity and Inclusion Benchmarking**

- **Diversity and Inclusion: What's Changing?**

- **Onboarding**

- **HR Service Delivery**

- **Workforce Management Maturity**

- **Wellness and Well-being**

- **HCM Outlook 2021**

Learning and Development – 2021

Q1

How Do You Personalize Upskilling and Reskilling at Scale?

If we want our workforce to be in a position to win, they need to learn more and at a fast pace. Each individual has their own learning needs. We need to create and deliver personalized learning at the scale our organization needs and expects.

How Do You Reimagine Compliance Training to Drive Employee Performance?

Compliance training is time consuming, expensive, and often not very engaging. Organizations need to rethink the time spent on compliance training and transform it into another opportunity to drive employee performance.

Q2

How Do We Create a Learning Strategy for the Future of Work?

Learning is the catalyst for talent to take on with confidence what the future of work holds. Organizations need to create a learning strategy that builds agility, flexibility and adaptivity into the talent pool.

Q3

Learning Drives Performance: How Do We Supercharge Learning?

Great learning is the fuel for great performance. Choose the wrong fuel and performance suffers. Organizations need to understand the relationship between learning and performance and identify the key elements of learning that unlock the full potential of people and unleash breakthrough performance.

Talent Management/Talent Acquisition – 2021

Q1

Career Development: Are You Considering What Employees Want?

Employees have their own thoughts on their personal and professional development and advancement. Organizations have their thoughts. Marrying the two is the only way to ensure career development and advancement is mutually beneficial.

Q2

Organizations are Communities: How Do We Care for and Engage our Employees?

Inclusiveness means organizations need to understand they are a community and have a responsibility to their citizens. Caring for them as individuals and understanding their motivations in work and life, builds a highly engaged workforce.

How Do You Build Teams for the Future of Work?

The future of work will be rooted in teams. In an inclusive environment, collaboration and teamwork is essential The nature of work requires the wisdom of crowds. Organizations need to prepare their teams for the future.

How to Win the War for Talent

Winning the war for talent is essential. Talent is the sustainable competitive advantage of any organization. Organizations need to do everything they can to win by optimizing their sourcing, screening and onboarding processes.

Q3

How Can You Predict Future Performance?

Organizations focus predominately on reviewing, rating and rewarding past performance. But even the best employee in the past and present may not be the best employee for the future. Organizations need to learn how to leverage past performance as predictor of future performance.

Diversity, Equity and Inclusion – 2021

Q2

An Inside Look into How to Develop Diverse, Equitable and Inclusive Leaders

Setting the tone for diversity, equity, inclusion and belonging for all employees starts at the top. Organizations need leaders who embody diversity, equity and inclusion. Developing diverse, equitable and inclusive leaders requires a unique and concerted effort.

Q3

The Current State of Women in Leadership: How Do We Best Help Them Advance?

Increasing the number of women in your leadership is the most important initiative in any leadership development program. The benefits of doing so are many and long-lasting. Organizations need to learn all of them and set a course of action.

Q2

How Should You Develop More Great Coaches and Mentors?

Organizations understand the need for great coaches and mentors. Being a great manager is not synonymous with being a great coach or mentor. Managers are only one source of coaching and mentoring for employees. Organizations need to create and execute a coaching and mentoring strategy.

Q4

Great Leaders Are in Short Supply: How Do We Develop More?

Organizations have many leaders and the opportunity to add many more. Quantity is not the issue. Quality is the issue. Organizations need to develop a model for what a great leader is and does for their organization. This is not an easy task for many organizations and therefore leadership development processes are suboptimal.

Q2

AI, ML, RPA, Bots, Apps: How to Transform HR into a Digital Powerhouse

HR needs to completely step into the digital age. Preparing for this exciting transformation is critically important. Enhancing the technical prowess and digital skills of HR is critical for the future of work.

Q3

Preparing the Workforce for the Future of Work

For many organizations, the future of work is uncertain and will unfold quickly with not much time to react. Organizations need to put strategies in place to prepare the workforce to operate at peak performance in a VUCA world.

Q4

How to Become an Evidence-Based, Data-Driven HR Organization

HR needs to join the ranks of other functional areas and base their decision making in data driven, evidence based methodologies. HR organizations have been resistant because they feel it diminishes the human element of decision making. With inherent biases in HR professionals like all professionals, does it really? How can we predict the future needs of talent with data and analytics?

Tell Us What the Future of Work Looks Like for You

Predicting the future is more complicated than ever but necessary. Looking for the next practices across all of areas of HCM based on the predicted future needs of work is the way forward.

Additional Studies – 2021

COVID-19 and Its Impact on Workplace Practices

COVID-19 has brought more change to the workplace in one year than was previously predicted for the entire decade. This quarterly study reveals how COVID, its economic fallout and vaccinations have impacted the workplace and how all areas of human capital manage are responding to the challenges.

HCM Outlook 2022

Business and HCM leaders across the globe reveal their investment priorities for the following year and share what they are most optimistic about and what keeps them up at night. This study helps Brandon Hall Group set its research agenda for the following year.