Bravely

The three biggest issues facing Human Resources today

How People leaders can rewrite the narrative and encourage employees to have the conversations they've been avoiding.

Overview

As the world of work evolves, HR departments have had to adapt along with it in order to keep employees happy and productive. We've seen them:

- Rethink programs and policies for a growing millennial workforce
- Establish new ways of working for distributed teams
- Put diversity, equity, and inclusion at the forefront
- Provide people with opportunities for learning and development
- Double down on initiatives that support engagement and retention.

Missing from the above? A focus on fostering a conversation culture.

Bravely provides employees at companies like Zillow and Chipotle with access to professional coaches for confidential conversations in the moments they need them most. Regardless of their title or tenure, they can book a session to talk about anything from manager conflict to performance-related stress to unfair treatment—and develop the tools, confidence, and clarity they need to be successful.

Our coaches (we call them "Pros") have held thousands of sessions with employees at every level. Along the way, they've learned a lot about how employees perceive HR, where People teams are falling short, and what employees need from their HR leaders.

Here's what you need to know.

I. People don't know when to go to HR.

We hear it all the time:

"My problem isn't big enough for HR."

"HR is just for putting out fires."

"I wouldn't go to HR over a little conflict."

Employees don't necessarily think of their HRBPs as resources to help them grow, or as a place to go proactively—before their issue becomes majorly problematic. The fact is that many employees are operating under an outdated understanding of HR and the initiatives they champion. As a result, they're not making the most of what's available to them, from diversity, equity, and inclusion programming to opportunities for development.

Even those employees who do understand the many functions of HR may think their People Team doesn't have time for them—and in organizations where HR is under—resourced, this is sometimes the case.

The solve? Over—communicate the purpose and priorities of your HR team. Consider supplementing your new-hire onboarding with use cases for HR, including ways HRBPs can help with non—urgent issues. Foster transparency by regularly updating the entire organization about new initiatives and programs.

II. Many employees don't trust that going to HR will help.

In our research on the ways in which the Conversation Gap is impacting workplace health, we found that only 19% of employees go to HR when they have an issue—even when they're tried everything else to resolve their situation. Why? Many think HR will act in the companies' interests over the employees'. Others even fear retaliation.

45% According to our research on the Conversation Gap, 45% of employees said they didn't think speaking up would help their situation.

The solve? Provide your people with multiple channels for communication, and know that one size doesn't fit all. Factors to take into account in your channel mix include: different degrees of anonymity, written vs. verbal communication, and varying comfort levels with technology.

III. Even employees who do trust HR don't want to have difficult conversations.

We've found that most people would rather stay uncomfortable—or even leave their jobs—than face a tough conversation at work.
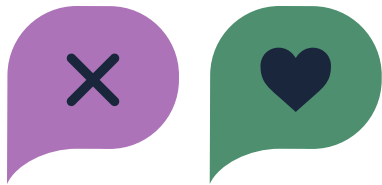
An overwhelming **70%** of employees are avoiding these conversations, even though **60%** say they have an HRBP they trust.

The solve? Bravely supplements HR teams by helping them support employees in totally new ways. By providing employees with access to confidential coaching in the moments they need it, progressive HR leaders are acknowledging that some conversations are hard to have. We've found that once Bravely helps build that trust, employees are actually more likely to go forward and approach the situations they've been avoiding.

They're also acknowledging that they may not be able to help every employee in every moment: after all, an HRBP can't be in multiple places at once. Because Bravely provides companies with aggregated and de—identified session insights, HR teams still have their finger on the pulse—even if employees aren't going straight to them.

In conclusion, forward—thinking HR teams need a solution that:

- Reaches employees who are reluctant to engage with HR
- Allows HR to keep a finger on the organizational pulse
- Sends a message to employees that HR is here to support all of them

To see for yourself how Bravely does all three, visit **workbravely.com/request-a-demo/**.