



Covid-19 as revolution accelerator - 10 theses for HR after Corona

Our opinion for the time after Corona

We are currently often asked, what will change for HR after Corona and when will we return to normality? Unfortunately, no one can foresee how long the coronavirus will continue to influence our living conditions.

However, the impact of Corona on companies and our professional life will be far-reaching and sustainable. Cost pressure, new work, the employer market and digitalisation are just some of the effects. Together with HR experts, customers and partners, we discussed the post-crisis period for HR and derived 10 theses from this. Conclusion: Covid-19 acts as an evolutionary accelerator and changes the HR world for the better.

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1. Strengthened **corporate culture** due to a jointly overcome crisis situation (coping feeling) and a changed closeness due to physical distance lead to a new "we" feeling as an **employer brand**.
2. Covid-19 is changing working life in a direction in which it was intended to change in any case - giving meaning and sustainability as central values in the **company's mission statement**, and adapting existing **remuneration and incentive models**.
3. Passing the baptism of fire of "new" **working methods** (e.g. home office) and digital technologies (e.g. video conferencing) lead to a change in the working culture and in **the way we deal with travel > sustainability**.
4. In addition to **digitalisation**, the **social form of behaviour** and the human-social intelligence of companies is essentially a success factor and is leading to a shift in the relationship between technology and culture in the field of HR.
5. Renaissance outdated cultural techniques like politeness, commitment and honest renaissance of outdated cultural techniques such as politeness, commitment and honest messages form a **new leadership model**.
6. Trust in employees replaces old management models and forms a **new management style**.
7. **HR processes of the future** require digitalization, localization of the global, strong networks and sufficient resources.
8. **HR strategies and personnel planning** require more than ever future intelligence and future mind of all participants as well as the ability to react and adapt quickly.
9. **HR Reporting Basis** for data-based decisions and transparency in the company.
10. Real **HR contribution** in the crisis has led to a positive image building, voice and weight.