OpenHR

The human capital framework for a blended workforce

Even before the Covid-19 Pandemic catalysed a global questioning of our approach to work, seismic shifts were already taking place altering the composition of our workforce indefinitely. In 2023, the World Bank estimated there are as many as 435 million online gig workers across the world, which could be around 12.5% of the global workforce. When this is integrated with other forms of independent or contingent workers and permanent employees, it paints an illuminating picture of the rich diversity present in our emerging blended workforce.

However, in order to make the most of this new work paradigm and ensure all employees, regardless of their location or contract type, feel valued and appreciated, we need to shift our current HR focus and framework. This is the rallying cry of Jeremy Blain, multi-award-winning author and CEO of Performance Works International, and Dr. Rochelle Haynes, Global Speaker, Senior Lecturer and CEO of Crowd Potential, in their new book **OpenHR: The Human Capital Framework for a Blended Workforce.**

OpenHR offers a comprehensive argument for the urgent necessity of fundamental people management transformation to embrace the blended workforce. Thoroughly investigated, the book is grounded in astute market analysis, their own research including social media sentiment analysis via MySocialPulse, interviews with industry-leading professionals and the latest industry white papers that have been circulated on the topic. Firstly, the authors delve into the pain points and opportunities the blended workforce presents before diving into their complete OpenHR framework: The OpenHouse. The OpenHouse shows readers how they can reformulate their work including 4 principal rooms; rules, tools, skills and thrills. This framework encompasses technology, company culture, learning and development, wellbeing, performance management and more to ensure their workplace is inclusive and responsive to the requirements of the non-permanent employees on their team.

As the workforce evolves, HR frameworks need to progress with it, therefore the authors also provide strategies to measure success and effectiveness. By reframing their focus, HR teams can ensure every member of their team, however or wherever they choose to work, feels respected for their contribution and supported with a bespoke career roadmap.

From regulation and budget challenges to evolving employee requirements, the authors keenly recognise the unique pressures faced by the HR profession. However, with employees actively sharing both positive and negative experiences online, ignoring the detrimental impact of a solely permanent employee-focused HR strategy could prove damaging to hiring, engagement, and talent development prospects. Whilst transformation is not easy, it is a business necessity and can be achieved within the parameters of each firm's unique context, as the authors demonstrate.

By embracing a new way of marshalling human capital and an evolved roadmap of how to engage with both permanent employees and open talent, organisations can build for the new workforce. **OpenHR** provides human resource and talent professionals with the ideal blueprint for unlocking the potential of this new working era via a future-fit, employee-focused open framework.

> "Open HR is a groundbreaking guide that provides the essential framework for embracing the blended workforce, a necessity in today's rapidly evolving work environment. Jeremy Blain and Dr Rochelle Haynes brilliantly articulate how organizations can harness the power of both permanent and independent talent to drive innovation, collaboration, and success.
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> This book is a must-read for any leader looking to stay ahead in the war for talent by creating a truly inclusive and high-performing workforce."
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> — John Winsor Founder and Chairman – Open Assembly; Executive in Residence – Laboratory for Innovation Sciences at Harvard; Co-Author of 'Open Talent - Leveraging the Global Workforce to Solve Your Biggest Challenges'

About the Authors

Jeremy Blain is the multi-award-winning Chief Executive of Performance Works International (PWI), a modern leadership research and learning journeys company that helps organisations, executive boards, leaders, and teams succeed in the digital climate amidst disruption, opportunity, and uncertainty. Jeremy combines business and digital transformation expertise, leadership knowledge and commercial success as an international CEO and executive board officer in the UK and Asia, with his experience as a corporate learning and human capital professional of over 25 years. He is also one of the foremost global experts on empowered distributed leadership, backed up by his award-winning, international #1 best-selling book: 'Unleash the Inner CEO – Make Distributed Leadership a Reality'.

Dr. Rochelle Haynes, BA, MA, PhD, CIPD, HEA is a recognised and published author, global speaker, HR consultant, senior lecturer, and the Founder and CEO of Crowd Potential Consulting Inc. She holds a Master's (with Distinction) in Human Resource Management and a PhD in International Human Resource Management. Rochelle's passion lies in ensuring that people management practices are fit for the ever-evolving work environment. She currently lectures at the Nottingham Trent University, a multi-award-winning institution known for its business focus and management innovation. She has been featured several times in Forbes and other well-known industry publications, and has delivered keynote and consultancy services to companies including Sky News, CIPD, Financial Times and BambooHR. A few of her most recent appointments include Head of Research for the Association for the Future of Work, and Future of Work Advisor with Future Catapult within the Barbados Prime Minister's Office.