

# **Reshaping HR Operating Models:** From the Despair of “Do More With Less” to the Dream of “Do Better, However”

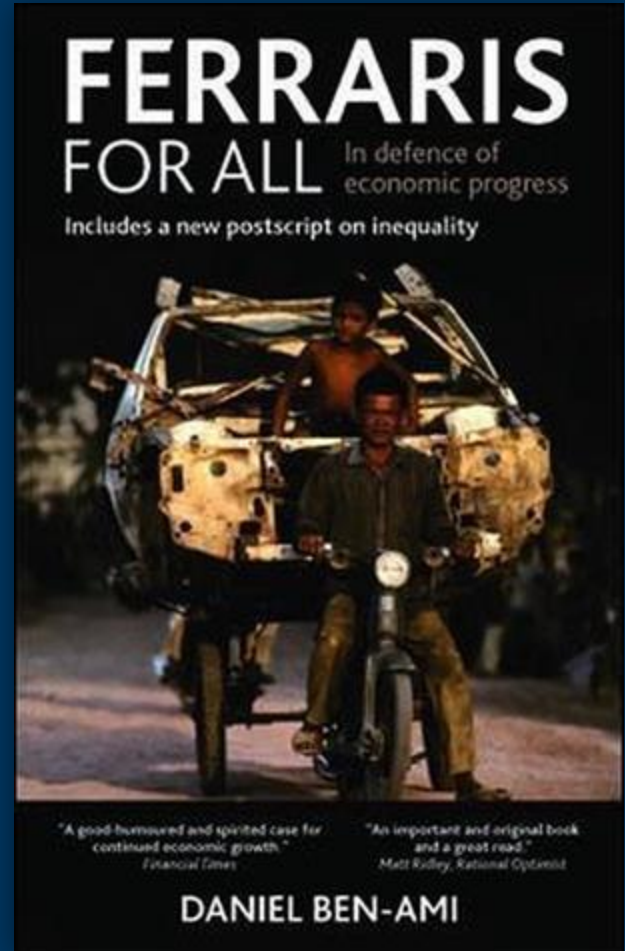


**Perry Timms**

Chief Energy Officer and Founder,  
People & Transformational HR Ltd

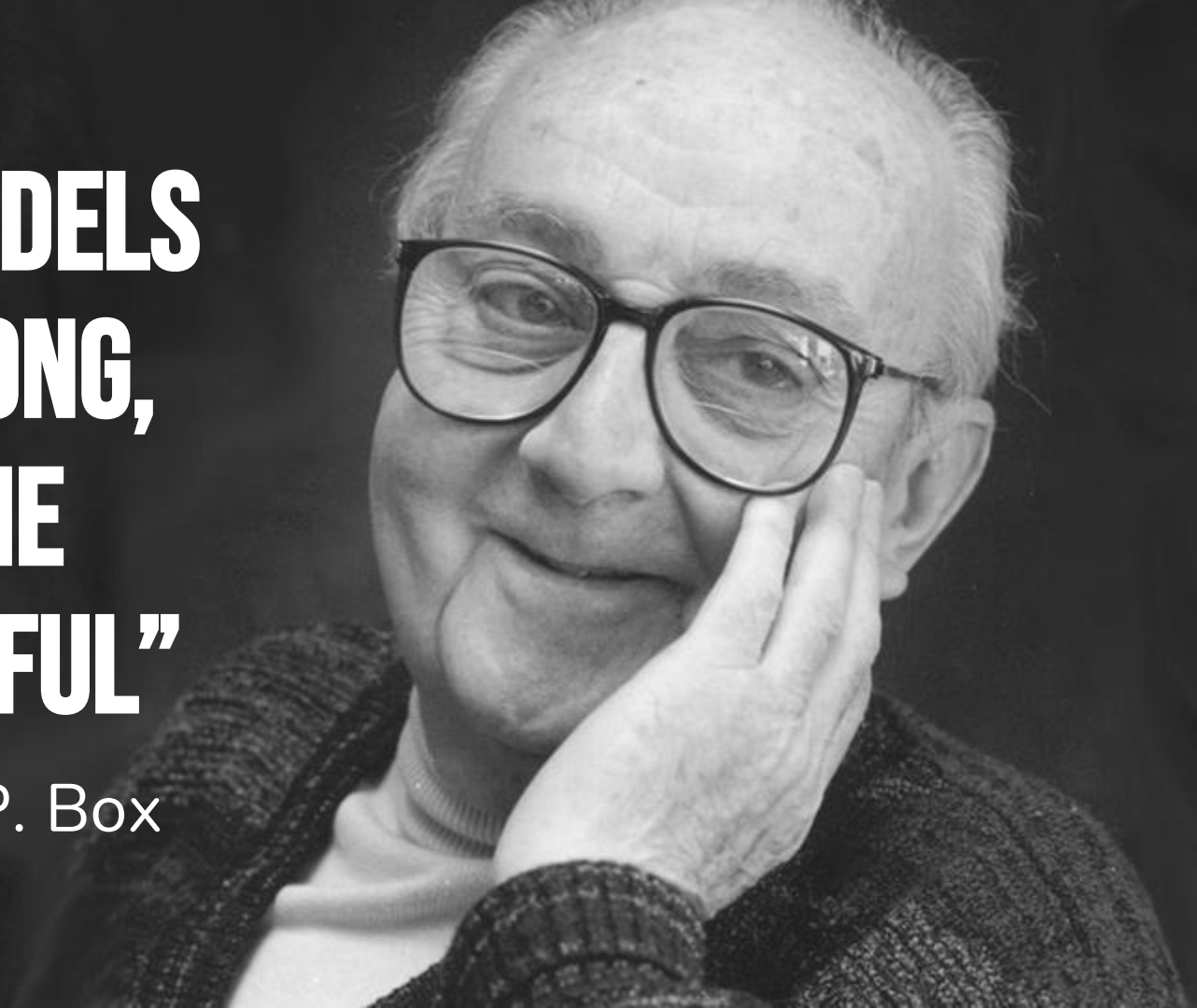
[slido.com #RGERLive](https://slido.com/#RGERLive)

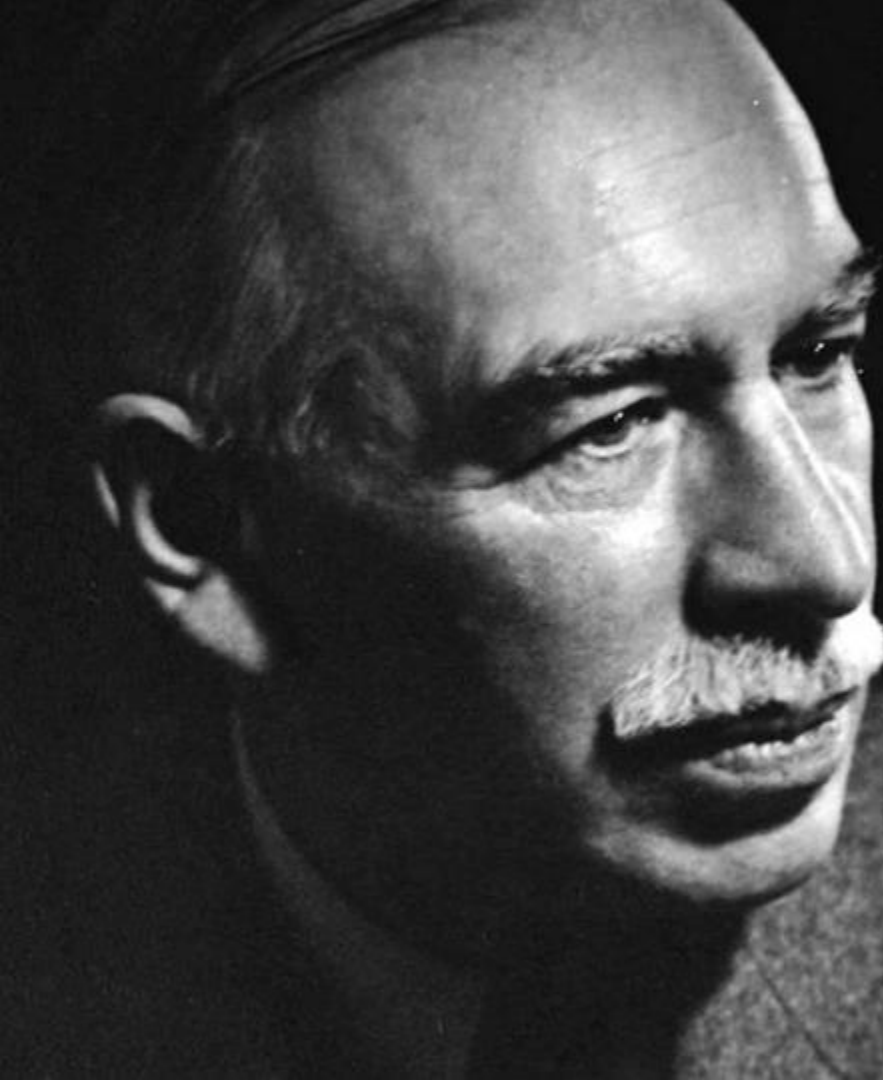
- Challenges the idea that economic growth is harmful, **arguing it drives human progress**
- Advocates for **widespread prosperity rather than austerity** or limits on wealth
- Criticises **exaggerated fears of overconsumption** and environmental decline
- Rejects the ‘limits to growth’ argument, **emphasising human innovation**
- Links anti-growth sentiment to cultural pessimism, urging a **pro-progress mindset**



**“ALL MODELS  
ARE WRONG,  
BUT SOME  
ARE USEFUL”**

George E. P. Box





**“THE DIFFICULTY  
LIES, NOT IN THE  
IDEAS, BUT IN  
ESCAPING FROM THE  
OLD ONES”**

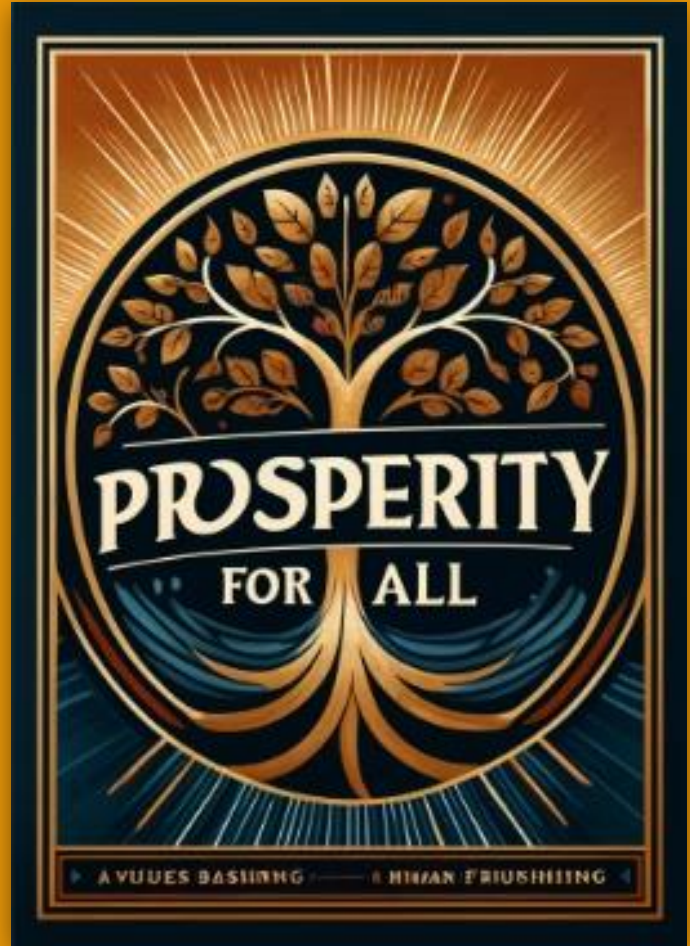
John Maynard Keynes “The  
General Theory of Employment,  
Interest and Money” (1936)



**WE DON'T WANT  
MORE OF THIS!**

We do want more of this...

**DO BETTER,  
HOWEVER**



**“DO THE BEST YOU  
CAN UNTIL YOU  
KNOW BETTER.  
THEN WHEN YOU  
KNOW BETTER,  
DO BETTER.”**

Maya Angelou



# THERE'S VALUE IN VALUE

\$232.61bn in 2024 > \$407.04bn by 2032

**Aggregated global employee benefits platform market:**

2023 value: \$98bn

2030 expected value: \$300bn

**Estimated % of working population accessing benefits:**

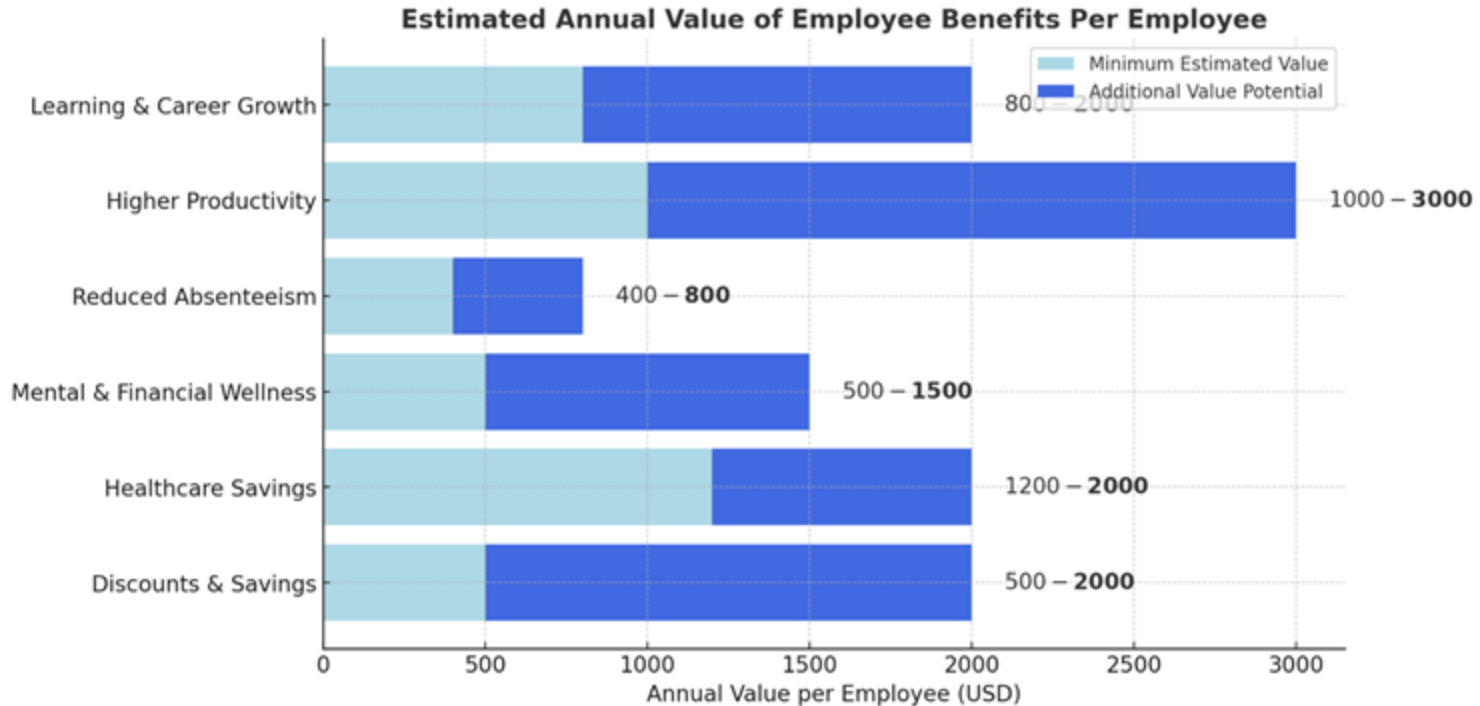
- North America 45%
- Europe 30%
- AsiaPac 25%





# ESTIMATED ANNUAL VALUE PER EMPLOYEE

Category	Estimated Value (USD)
Discounts & Savings	\$500 – \$2,000
Healthcare Savings (US)	\$1,200 – \$2,000
Mental & Financial Wellness	\$500 – \$1,500
Reduced Absenteeism	\$400 – \$800
Higher Productivity	\$1,000 – \$3,000
Learning & Career Growth	\$800 – \$2,000
<b>Total Potential Value</b>	<b>\$4,400 – \$11,300 per year per employee</b>



## CONCLUSION: WHAT'S THE TOTAL ECONOMIC VALUE GLOBALLY?

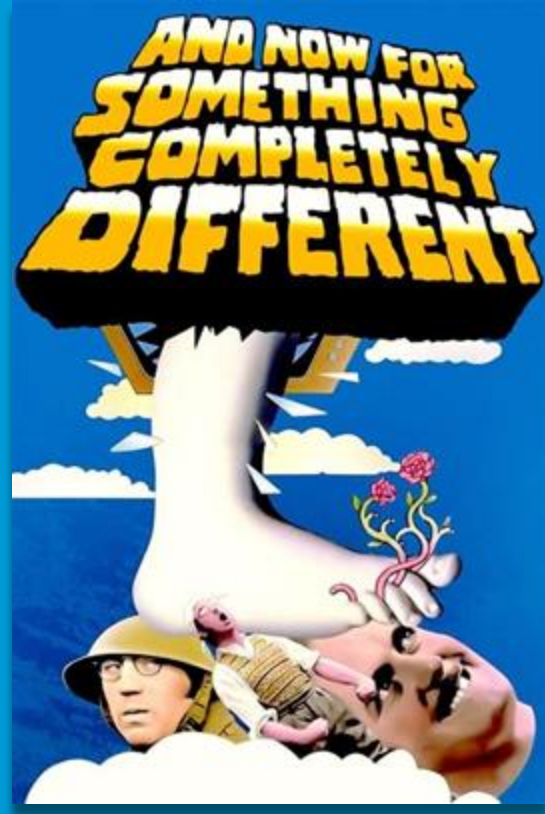
If **250M-350M** employees use these platform, and each employee gets **\$4,400-\$11,300 per year** in value, the total value created globally is **between \$1.2 trillion and \$3.9 trillion annually.**

**“I WAS ASKED WHAT I  
THOUGHT ABOUT THE  
RECESSION.**

**I THOUGHT ABOUT IT  
AND DECIDED I DID NOT  
WANT TO TAKE PART”**

Sam Walton - Founder of  
Walmart





**BENEFITS IN THE  
FLOW OF LIFE...**

LIFE  
IS  
NOW

# WHAT'S OUR GOAL? DO BETTER, HOWEVER

Create more value  
by positioning benefits  
in the flow of life



An aerial photograph of a large, intricate maze made of green hedges, with a path leading towards the center. The maze is set in a well-maintained garden or park.

# WHAT'S OUR GOAL?

## DO BETTER, HOWEVER

Create more value by positioning benefits in the flow of life

### *HOW DO WE DO THAT?*

Initially - move from a *Benefits Maze* and passive bolt-ons like an EAP\* to a **Colleague Participation Programme**

Seamless, friction-free, where I “programme” my benefits with ease in the flow of life.

*\*(that doesn't even sound inviting - Employee Assistance Programme - I'm not a broken down car by the side of the road...)*

# WHAT'S OUR GOAL?

## DO BETTER, HOWEVER

### Firstly, in the flow of work

Sign in - HR Portal or ChatCPP

#### **ART - Achievements; Reflections; Today**

- How's my energy?
- What's on my mind?  
Who will I link with today?
- What am I grateful for?
- How will I feel fulfilled today?

#### **Calendar events prompts:**

- School play coming up;
- Partner's big day;
- Bills to pay;
- Yoga class tonight





# WHAT'S OUR GOAL? DO BETTER, HOWEVER

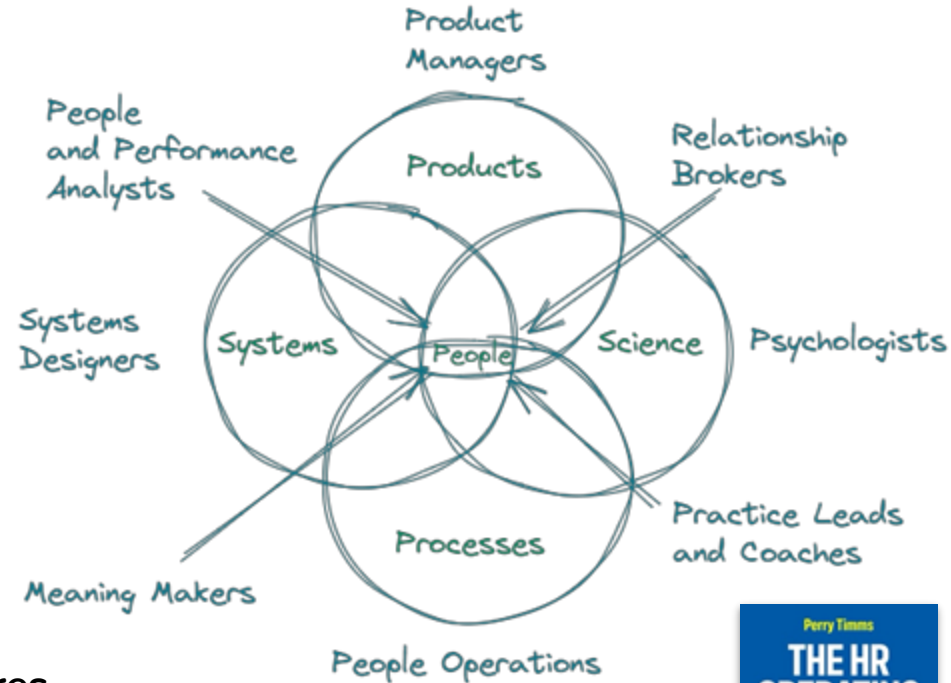
How do we (in HR) make this happen?

A **Systems** redesign:

- 1) Using **Sciences**
- 2) Creating new **Products**
- 3) Underpinned by refreshed **Processes**
- 4) Measured by **People Analysts**
  - Linked to performance data
  - Reported as holistic **Prosperity Measures**

To deliver *benefits in the flow of life*

HR 3.0 - A 3-D Operating Model for the People Profession  
Deliberate; Diversified; Dynamic



# WHAT'S OUR GOAL? DO BETTER, HOWEVER

Designed by people  
Who know the flow of their lives  
And aligned to our benefits platforms  
And integrated with our workflow tech  
To give people one space to “play”  
And all to gain

A Colleague Participation Programme

To realise \$3.9trn and  
Create prosperity for all, not *more from less*  
**Doing better, however**





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Founder and  
Chief Energy Officer

# HR Most Influential



Perry Timms 5x Ranked HR Most Influential Thinker List (4x Top 10)  
Ranked the Number 1 Most Influential Thinker in HR 2022  
Inducted into the HR Most Influential Hall of Fame in 2023



Shortlisted - Business Book of the Year 2021



In 2024, Perry was awarded the WorldBlu Lifetime Achievement Award for services to democratic freedom-centred organisations



Certified



This company meets the highest standards of social and environmental impact

Corporation



2022 PTHR Ranked in the Top 5% Globally of all Certified BCorps



Your OD Membership Community

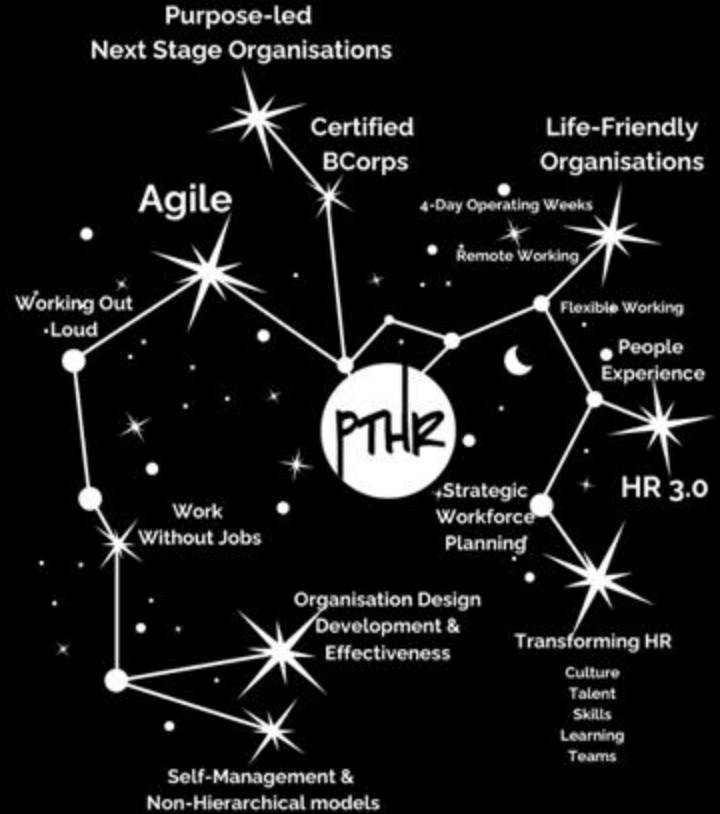


# BETTER BUSINESS *FOR A BETTER WORLD*

*Doing better, however*



SEMCO  
STYLE  
INSTITUTE



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