



TEAM OPPORTUNITY PREDICTION

**ROADMAP 2025**

# Analysis & Strategies Facing HR Challenges



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# INTRODUCTION: ECONOMIC AND HR FORECASTS FOR 2025

The year 2025 marks a critical turning point for businesses facing economic, technological, and societal transformations. With the acceleration of changes in the world of work, human resources play a fundamental role in anticipating skills needs and managing talent. According to several economic studies, the job market in 2025 will be marked by clear trends: an increased shortage of talent in technological sectors, an aging population that reshapes employee expectations, and growing needs for ecological transition.

Companies will need to adjust their HR strategy to meet these new challenges, not only to attract and retain talent but also to ensure their competitiveness on the international stage. Proactive management, particularly through the integration of advanced technologies such as artificial intelligence (AI), will play a key role in overcoming these challenges.

According to an analysis by the **World Economic Forum (WEF)**, the global job market could see the creation of 395 million jobs by 2030, particularly in green technologies, digital health, and cybersecurity. However, this will also require a reshaping of skills, as half of the workforce will need to retrain for new roles to adapt to the evolving market demands. This rapidly transforming context presents several major challenges, which we will address in the following sections.



**395 Million  
jobs by  
2030**



# ECONOMIC AND HR CHALLENGES IN 2024: A PIVOTAL YEAR FOR HR STRATEGIES

In 2024, several complex trends are already shaping the workforce. Companies must navigate **talent shortages**, **increasing demands for flexibility and diversity**, and **stricter environmental requirements**.

## Shortage of Skilled Talent: A Growing Challenge

One of the decade's biggest hurdles is the shortage of qualified talent, especially in digital technology and renewable energy sectors. Aging populations and declining birth rates in countries like France add extra pressure to the labor market. The OECD predicts that demand for specialized skills, such as cybersecurity and artificial intelligence, will far outstrip the available supply. Furthermore, **reports estimate that by 2025, over 75 million tech-related positions will remain unfilled due to this talent shortage.**

## Evolving Employee Expectations

Employee expectations have shifted significantly post-pandemic. Remote work, once limited to specific industries, is now the norm, prompting a redefinition of corporate policies. According to a study, **79% of employees now prefer a hybrid work model.** Moreover, the search for purpose at work, the desire for a better work-life balance, and diversity and inclusion concerns have become decisive factors for employees. These evolving priorities compel HR teams to rethink retention strategies by fostering flexible and inclusive workplace environments.

## PROPOSED SOLUTIONS

To address this gap, companies should focus on developing internal talent through continuous **training programs**. Partnerships with universities and research centers, along with professional reskilling initiatives, can help nurture new talent pools. Additionally, leveraging artificial intelligence to optimize recruitment processes—through algorithmic matching tools—can better identify candidates with transferable skills or high learning potential.

## PROPOSED SOLUTIONS

To meet these expectations, companies should adopt retention strategies that include:

- **Flexible Work Models:** Offer remote work options and adaptable schedules.
- **Corporate Culture:** Foster diversity and inclusion within teams.
- **Employee Well-Being:** Implement mental and physical health support programs.

# ECONOMIC AND HR CHALLENGES IN 2024: A PIVOTAL YEAR FOR HR STRATEGIES

## Increase in Resignations and Turnover Rates

Following the "**Great Resignation**" that began in the United States, Europe and other regions worldwide have also experienced a surge in resignations. In France, sectors such as healthcare and technology saw record-high **turnover** rates in 2024. Employees, seeking better working conditions or a greater sense of purpose in their roles, are now more willing than ever to leave their jobs.

To address this challenge, companies must strengthen their **retention** strategies. Employees today are not just looking for financial benefits but are also drawn to workplaces that foster learning, recognition, and career growth.

## Resistance to Technological Change

While digital transformation is essential, it often faces resistance within organizations. Many employees fear that widespread adoption of automation and new technologies could make their roles obsolete. This resistance is frequently rooted in a lack of communication and transparency about the true benefits of these changes.

**Studies by McKinsey and Prosci reveal that 50% to 70% of change initiatives fail.** Additionally, surveys indicate that employees often feel their organizations do not provide adequate training or support to adapt to new technologies.

## PROPOSED SOLUTIONS

Companies must enhance their retention strategies by offering:

- **Learning Opportunities:** Develop personal and professional growth programs.
- **Recognition and Rewards:** Implement systems to acknowledge employees' contributions.
- **Engagement:** Actively listen to employee feedback and adjust practices accordingly.

## PROPOSED SOLUTIONS

Managers play a pivotal role in overcoming this resistance by **fostering clear and open communication** about the advantages of digital transformation. Alongside this, companies must enhance **training programs** to equip employees with the skills needed to adapt to new tools and processes. **Developing a culture of continuous learning** will be critical to ensuring a smooth transition and sustaining long-term success.

# SECTORS UNDER PRESSURE IN 2025: SPECIFICS AND HR CHALLENGES

## Key Sectors in 2025

Digital Technology

Health and Well-being

Energy and Ecological Transition

E-commerce and Digital Marketing

Education and Continuous Training



# Digital Technology

The technology sector is experiencing rapid growth but is also one of the most impacted by the talent shortage. Companies not only need to recruit specialists in niche areas like cybersecurity and AI but also adapt their organizational structures to sustain continuous innovation. Cybersecurity is a particularly pressing concern.



According to a report by Cybersecurity Ventures, losses from cyberattacks are expected to reach \$10.5 trillion by 2025, driving increased demand for skilled professionals in this field.

## PROPOSED SOLUTIONS

### Partnerships with Academic Institutions:

Collaborating with universities and specialized tech schools to develop tailored programs that bridge the skills gap between supply and demand.

### Automating Recruitment Processes:

Companies should adopt AI-powered tools to identify and attract qualified talent while minimizing biases associated with manual selection.

### Professional Retraining:

Offering internal reskilling and upskilling programs to enable current employees to acquire critical tech skills, reducing the costs and time associated with external hiring.

# Health and Well-being

The healthcare sector is undergoing significant transformation, driven by the emergence of digital health technologies, telemedicine, and AI applications in diagnostics and treatment. The pandemic accelerated digitalization in healthcare, and this trend continues to expand.

## CHALLENGES TO MENTION

### Adopting Digital Technologies:

Healthcare professionals must quickly integrate tools such as remote monitoring devices, AI-powered diagnostic platforms, and telemedicine services.

### Training the Workforce:

There is an urgent need to train healthcare personnel in using these technologies while maintaining high standards of patient care.

## PROPOSED SOLUTIONS

### Hybrid Training Programs:

Integrate digital training modules into medical education curricula to prepare healthcare professionals to use advanced technologies.

### Collaboration with Digital Health Startups:

Partner with innovative companies to implement technological solutions tailored to healthcare, focusing on usability and system interoperability.

# Energy and Ecological Transition

The shift towards renewable energy and a low-carbon economy requires new skills in engineering, project management, and regulatory compliance. According to a **report by the International Labour Organization (ILO)**, the renewable energy and green economy sectors will create **over 24 million jobs by 2030**. However, these positions demand specific skills that companies struggle to find.

## PROPOSED SOLUTIONS

### Green Technology Training Programs:

Businesses must invest in continuous training for their workforce on renewable energy technologies and sustainable management practices.

### Collaboration with Governments and Training Organizations:

Develop targeted programs with governments to accelerate training in sectors linked to the ecological transition and offer subsidies to encourage learning.

# E-commerce and Digital Marketing

## E-commerce and Logistics

The rapid growth of e-commerce demands expertise in logistics and supply chain management. Companies must navigate a complex, often international landscape where speed and delivery efficiency are crucial for customer satisfaction.





## CHALLENGES TO MENTION

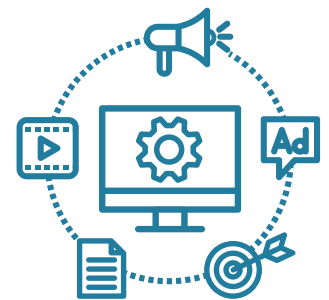
Hiring experts capable of managing the entire e-commerce process—from user experience to inventory management and logistics—remains a constant challenge in a highly competitive environment.

## PROPOSED SOLUTIONS

Develop automation solutions for repetitive tasks while providing talents with personal and professional development opportunities in an innovative and dynamic environment.

### Digital Marketing

With the rise of social media and online commerce, digital marketing has become a strategic focus for all companies. Digital branding is essential to stand out and attract consumers.



## CHALLENGES TO MENTION

Recruiting creative and versatile profiles capable of constant innovation is crucial to thrive in a saturated market. Adapting marketing strategies to shifting consumer behaviors makes finding skilled talent even more critical.

## PROPOSED SOLUTIONS

Offer creative autonomy, stimulating projects, and strengthen digital marketing teams with analytical tools that optimize campaigns.

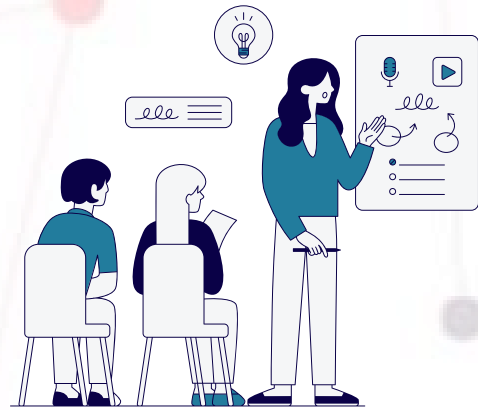
# Education and Continuous Training

Career transitions are a reality for many employees as jobs evolve rapidly with technological advancements. Continuous learning has become essential for **retaining talent** and enabling them to adapt to constant skill demands, creating pressure on both employees and employers.

## PROPOSED SOLUTIONS

### Continuous Training Programs:

Invest in personalized training paths to help employees adapt to changes in the job market. These can include online courses, certifications, and seminars, providing flexible options suited to employees' schedules.



### Support for Career Mobility:

Facilitate transitions to new roles through tailored training and career guidance. Companies can partner with training organizations to offer customized retraining programs that account for employees' transferable skills.

# HR SOLUTIONS TO ADDRESS THE CHALLENGES OF 2025

## 01.

### Artificial Intelligence and Automation in HR Processes

Artificial intelligence is a game-changer for HR departments, enabling the automation of processes like recruitment, talent management, and performance evaluation:

- **Recruitment Process Automation:** Streamline recruitment by using algorithms and predictive analytics to identify the best candidates.
- **Predictive Resignation Analysis:** Use data science tools to anticipate resignation risks by monitoring employee engagement indicators.
- **Personalized Career Paths:** Design tailored career paths based on employees' skills and aspirations to maintain motivation.

#### Example

AI tools, such as predictive recruitment platforms, analyze millions of data points to identify candidates with the highest potential. Companies like **LinkedIn** already use these technologies to improve hiring quality and reduce turnover.



## 02.

### Continuous Training and Skills Development

Continuous learning is **crucial** to help employees adapt to emerging technologies and evolving labor markets. Organizations need to implement personalized training programs tailored to employees' specific needs.

#### Example

Platforms like **Coursera** and **Udacity** collaborate with companies to offer specialized courses in areas such as AI, cybersecurity, and sustainable development, empowering employees to stay ahead of market demands.

## 03.

### Community Engagement and Agile Leadership

Managers play a pivotal role in transforming human resources. They lead change management efforts, particularly in adopting new technologies and optimizing processes.

#### Example

**Agile Management** is increasingly embraced by companies to respond swiftly to market shifts. This approach grants teams greater autonomy and flexibility, fostering innovation and improving **talent retention**.

# CONCLUSION: TOWARD A SUSTAINABLE TRANSFORMATION OF HR

Companies that wish to thrive in 2025 must adopt a proactive approach to HR and economic challenges. By integrating innovative strategies, investing in talent development, and creating inclusive work environments, they will be better prepared to tackle the challenges of a constantly evolving market. Human resources must play a central role by anticipating changes and implementing tailored solutions to meet the needs of employees while ensuring the competitiveness of businesses on the international stage.

Therefore, companies will need to invest heavily in continuous training, leverage artificial intelligence to optimize their HR processes, and actively engage in the ecological transition.

Managers will play a key role in guiding teams through these transitions and promoting a culture of continuous learning and innovation. Now more than ever, adaptability will be the key to success in a constantly changing environment.

Thank you for reading!

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holidays

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