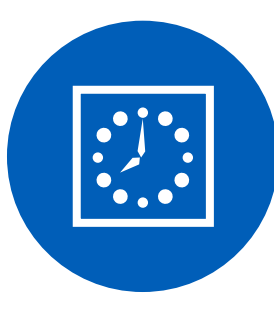



# A history of HR

The beginning of **employment rights** and **industrial relations**




**1910s**  
Tata Steel and Ford Motor Company introduce the 8 hour work day

**Personnel Management** focused on **enforcing rules** and **workforce administration**




**1960s**  
Rise of Industrial Relations


**1940s**  
Maslow's Hierarchy of Needs - a precursor to employee engagement



**1970s**  
Personnel Management adopts social science theory




**Human Resource Management** shifts the focus to driving **employee commitment** and **motivation**




**1980s**  
Human Resource Management brings an emphasis on employees as assets


**1990s**  
Balanced scorecards and the Ulrich Model



**2000s**  
The rise of HR outsourcing and offshoring




**Technology revolution** brings automation and self-service. HR needs to **transform** to **demonstrate value**




**Early 2010s**  
Big data and HR analytics

**Late 2000s**  
Social media and the emergence of Cloud HR



**Mid 2010s**  
Robotics and the advent of cognitive automation



## "Me too" to "My HR"

- 1 Create a differentiated HR function that drives value creation through people
- 2 Invest in big data and analytics to make evidence-based decisions that positively impact business outcomes
- 3 Enable Cloud to access insights on-demand and become uniquely configured to meet the needs of the organization

## What's next?

To understand why the move to "My HR" is happening visit [kpmg.com/HRT](http://kpmg.com/HRT)