



### 1 **ATTRACTING THE RIGHT TALENT**

Coming in at #1 for the third consecutive year, “Attracting the Right Talent” is a moderate to significant challenge for 92% of HR Trends survey respondents. Similarly, 61% rank recruitment or retention as their top priority for 2024.

### 2 **IMPROVING LEADERSHIP DEVELOPMENT**

2023’s #6 HR challenge, “Improving Leadership Development,” jumped four spots to #2 for 2024, with 84% of respondents rating it a moderate to significant challenge.

### 3 **MEETING HIGHER TOTAL REWARDS DEMANDS**

Landing at #3, last year’s #2 HR Challenge, “Meeting Higher Total Rewards Demands,” was rated as a moderate to significant challenge by 83% of respondents. In addition, 46% rank compensation and benefit planning as one of their top three priorities for 2024.

### 4 **ENHANCING EMPLOYEE ENGAGEMENT**

78% of HR Trends survey respondents state “Enhancing Employee Engagement” as a moderate to significant challenge for 2024, which is an increase of 7% over 2023 survey results. Additionally, only 37% of respondents state their employees are highly engaged.

### 5 **TRAINING AND DEVELOPING THE WORKFORCE**

Cracking the top five for the first time in recent years, “Training and Developing the Workforce” was rated a moderate to significant challenge for 77% of survey respondents. Likewise, almost 100% of responding organizations support upskilling, while 83% support reskilling.

### 6 **IMPROVING PERFORMANCE MANAGEMENT**

Last year’s #10 HR Challenge, “Improving Performance Management,” leaped four spots to #6 for 2024, with 76% of survey respondents ranking it a moderate to significant challenge.

**SURVEY METHODOLOGY**

QTI’s 2024 HR Trends report is based on data submitted by 225 primarily WI-Based employers across a variety of industries and organization sizes. The survey submitted dates were July 17-August 14, 2023. Survey participants receive an exclusive copy of survey results. To participate in next year’s survey or to learn more, email [qti@qtigroup.com](mailto:qti@qtigroup.com).