

# EXCEPTIONAL WOMEN AWARDEES NEWSLETTER

BY LARRAINE SEGIL

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*Featuring:*

*Amy Hanlon-Rodemich  
Chief People Officer,  
Nokia*



We may only think about our HR partners sporadically, when needs arise. But rest assured, they are thinking of employees constantly. For over 25 years, Amy Hanlon-Rodemich, Chief People Officer at Nokia, has been one of those HR leaders strategizing and caring for employees as human *beings*, not just resources.

Aside from being a domain expert in talent management, Amy is also an Exceptional Women Awardee. This honor is bestowed by the EWA Foundation ([ExceptionalWomenAwardees.com](https://ExceptionalWomenAwardees.com)), an organization I created to foster mentoring and dream realization among a group of highly-talented, C-level executive women.

Today Amy is giving us a glimpse into HR 4.0—the next iteration of human resource management.

#### **What is HR 4.0?**

“HR 4.0 is based on the concept that we have three key paradigm shifts happening in our world today:

- 1) The fourth industrial revolution—the intelligence wave
- 2) The COVID factor
- 3) Millennials and Gen Zers

“This comes together as the perfect marriage of digital and human interactions. There will be a heavy focus on creating the best possible digital experience for employees, a Siri-like mobile enabled experience to get the answers to any questions that they have. Then you free up a lot of your HR team members to focus on going deep on engagement and collaboration within the team and keeping that human connective tissue really going.”

#### **HR 4.0 flips the employee pyramid**

“We’re flipping the pyramid from focusing on the executives and managers, to putting the employees at the top—activating the employee base. We want to pull them in to help create solutions, because these are the folks, especially the younger generations, who are helping us craft the future.

“We’re looking at pulling the lens out and seeing people more than just a human resource, but as a human being. How can we as employers create the best possible experience for people, not just on the job? How can we contribute to their lives in general and make their experience even more enjoyable while they are at work?”

“And this requires a focus on specific benefits, personalized learning, re-imagining performance management, and revamping how we interact with human beings in the workplace.”

As you can see, there is a lot of exciting, innovative thinking happening in this space, and Amy is at the forefront of it. One aspect that inspires me is the **re-focus on the individual's cultural fit within the organization** rather than on the rules and processes of Human Resources. Amy's approach is the future.

When I recently interviewed Amy, she shared such great insights on topics like working styles across generations, the upcoming future of salaries, and mobilizing a Ukrainian workforce. I really encourage you to [watch our entire talk on the EWA YouTube channel](#). And we have some more wonderful programs coming up in the new year—stay tuned for details!

Until next time,

*Larraine*

Founder, Chair & CEO  
Exceptional Women Awardees Foundation

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