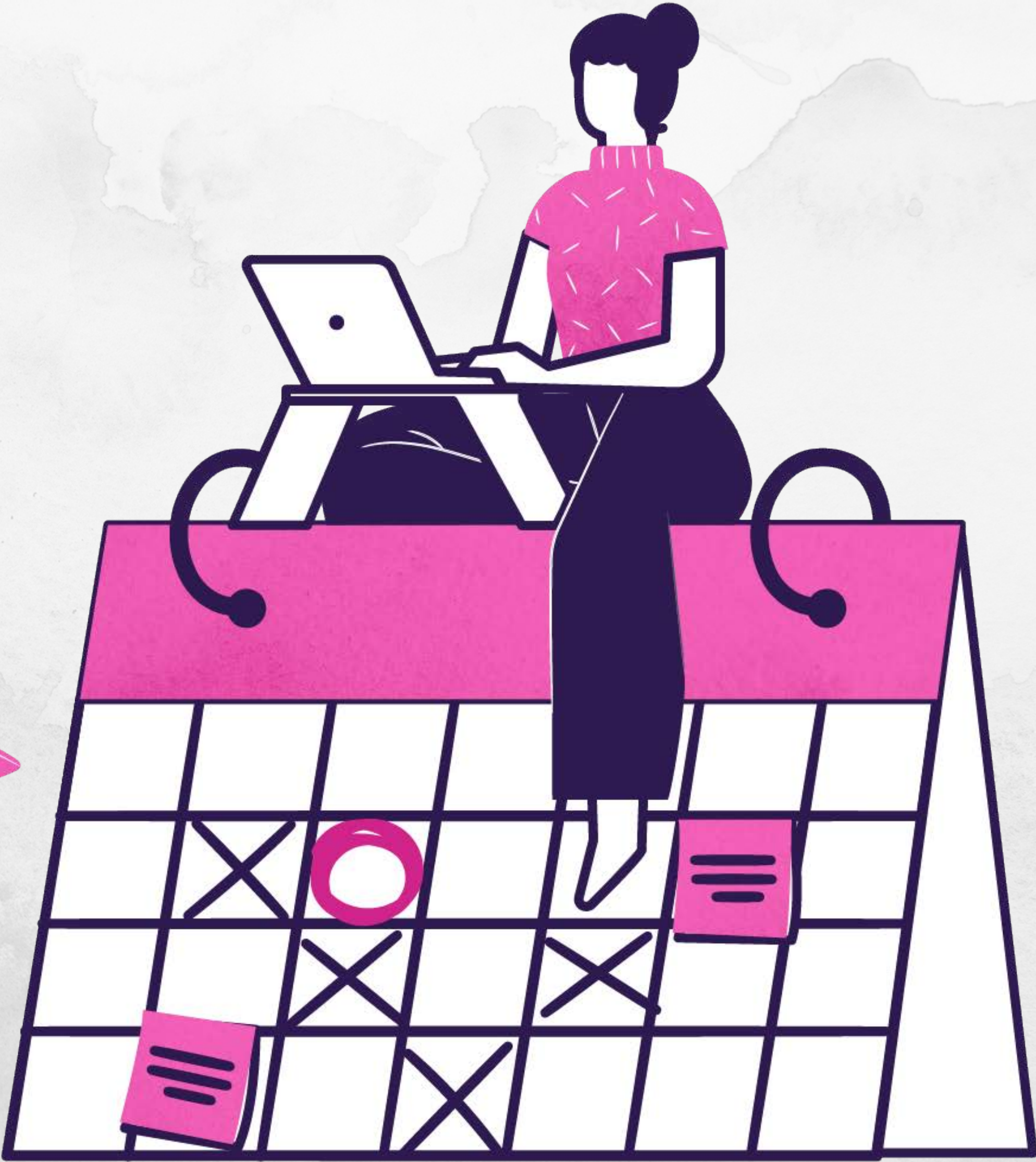


HRzone

Editorial plan 2024

Jan - Dec

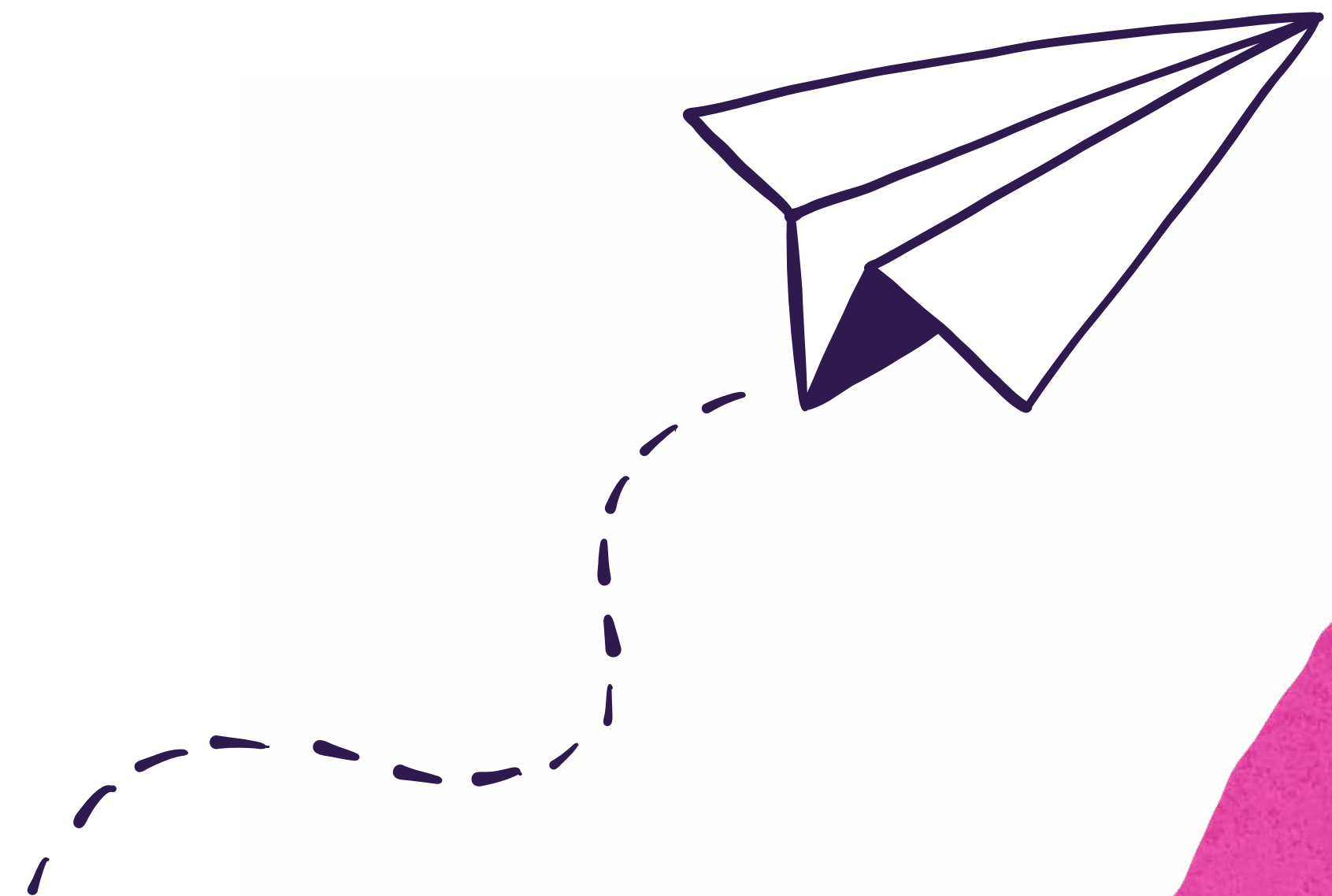


Throughout the year, HRZone will offer people professionals access to fresh evidence, tangible guidance and thought-provoking opinion on how to navigate the world of work in 2024 and beyond.

We welcome guest contributions from leading people practitioners and experts, providing the content is aligned with one of our themes and content types.

If you are interested in writing for HRZone, please read this document to better understand what we are looking for from guest articles.

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Core topics for 2024

We no longer focus on monthly themes or forward features. We publish relevant, fresh content throughout the year on the following topics related to the people profession.

1. Evolving workplace cultures
2. EDIB: Pitfalls and pioneers
3. Employee wellbeing: The origin story
4. Inside Out: Making sense of employee behaviour
5. Grow your own: Adaptive, inclusive career pathways
6. The leadership development refurb
7. A mystifying road ahead: What does the future of work and HR look like?
8. Confronting performance management blockers
9. Retention refresh

In the pages below, you will find more details on each topic, including the kinds of content we are looking for (and, perhaps more importantly, what we're not looking for!)

1. Evolving workplace cultures

Not a week goes by without another organisation being outed for its harmful work environment and treatment of people. Even in seemingly 'good' cultures, subtler cracks emerge – whether it be micromanagement, poor career development or unwitting exclusionary behaviours.

We are looking to explore how organisations can build a people-centred and flourishing culture, especially when there are resource and financial constraints. How does an HR professional go about improving the treatment and engagement of an organisation's people? How do other factors such as ethics, environmental impact, political changes and social values shape workplace culture?



We are NOT looking for content that compartmentalises a culture-related issue and ignores the fact that it is part of a wider working mechanism.

💡 Need inspiration for an article idea? Consider the following:

- What does a thriving culture look like and how do we go about achieving it?
- In what ways can we better listen to employees equally, meet their needs as human beings, and ensure everyone is treated fairly and made to feel like they belong?
- How do we address toxic and micro-toxic traits embraced by leaders?
- How can we change an archaic power-led structure to form a flatter, democratic community?

2. Equity, diversity, inclusion and belonging (EDIB): Pitfalls and pioneers

Progress towards wholehearted employee inclusivity is slow. Organisations need to candidly assess their EDIB shortcomings and take inspiration from the minority of businesses genuinely spearheading change.

We are therefore looking for content from the underrepresented to understand where organisations fall short in this domain and what good looks like.

These action-focused features and pioneering stories will help people professionals cultivate a working community where nobody is left behind or forgotten and, as a result, reap positive business benefits.



We are NOT interested in content that lacks a genuine intention to promote and champion employee inclusivity and all of its expanding facets.

💡 Need inspiration for an article idea? Consider the following:

- How does an organisation's representation reflect its culture? Where is it failing and how can it attract more diverse talent?
- How can we develop an organisation that champions, celebrates and prioritises the diversity, inclusivity and equity of every member of its employees?
- How can we locate and address areas of DEI shortcomings within organisations?
- How can we unearth and deconstruct all areas of unconscious bias?

3. Employee wellbeing: The origin story

Historically, organisations have fallen into the trap of addressing the symptoms of poor employee wellbeing rather than the root causes. With [CIPD reporting 2023 absence rates jumping to the highest they've been in a decade](#), it's clear these surface-level strategies are not working.

We're seeking content that helps HR investigate and confront the origin story of their organisation's wellbeing issues – what's really going on from a resource, structural and strategic perspective? We're also looking for guidance on how to holistically address these issues, factoring in mental, financial, physical, social and digital wellbeing.

We will NOT be going over generic wellbeing ground that has already been covered. We are only interested in ideas that are new, personal, creative, highly analytical, controversial or thought provoking.

Need inspiration for an article idea? Consider the following:

- How can we confront the elephant in the room – that under-resourced, overworked teams are burnt out and a subscription to the latest wellbeing app will not suffice?
- How can we understand the wellbeing demands of each individual, provide tailored support and respond in a way that meets the individual's needs?
- How do we weigh up mental, financial, physical, social and digital wellbeing strains on a workforce and provide the best possible support within our limitations?

4. Inside Out: Making sense of employee behaviour

If we don't understand our individuals and teams – as well as how they interact and function as part of the whole – the organisation becomes less conscious than a mechanical system, and twice as blind.

We're seeking content that uncovers the neuroscience, behaviour and social psychology of employees so that people professionals can better care for and develop their workforce.

Need inspiration for an article idea? Consider the following:

- How do you understand and play to the strengths of each individual? How do you know when to turn talented people into empathetic leaders and when to keep them in their best-abled spheres?
- How do you get the best out of people, so that they reach their potential as individuals whilst providing the best work for the organisation?
- How can behavioural psychology and neuroscience be used to create a culture of problem-solving and innovation?
- How do you truly understand your employees and teams, and use this to best assist and support them to build a thriving culture?

5. Grow your own: Adaptive, inclusive career pathways

If employees aren't learning, they're thinking about leaving. People professionals must therefore offer their workforce opportunities to learn all the time, in many ways.

We are looking for content that taps into this challenge by igniting a progressive approach to learning and career development. We want to offer our readers practical guidance on how to nurture a culture of learning, build agile talent pathways, and provide dynamic, inclusive development opportunities.

We are NOT looking for content highlighting the extent of the skills gaps, or the tired debate on formal training versus digital learning. These have been over-explored.

Need inspiration for an article idea? Consider the following:

- How can we enable people to flourish beyond moving up the rigid, outdated career ladder?
- How can we help people develop the right mix of human and technical skills?
- How can we transition from firmly embedded, archaic L&D approaches to invigorating, inclusive and impactful L&D?
- How can we help managers become growth champions for their teams?

6. Retention refresh

Businesses cannot afford to make poor moves and lose good people during an economic downturn. Tired retention approaches need adapting to mitigate this risk.

We're looking for distinct, actionable insights on how to adjust traditional approaches to turnover issues to uphold inclusivity, integrity and value. Content should consider the needs of different types of employees, including deskless, office-based, hybrid, remote and front-line workers.

Need inspiration for an article idea? Consider the following:

- How can we build agile retention strategies that bolster the employee experience and employee value proposition in a hard-hitting climate?
- How can we adjust our recognition, benefits and rewards offering to suit the tone of the times?
- How can we better listen to our employees, beyond standard surveys, to adapt our retention approach?

7. The leadership development refurb

To navigate our teams and organisations through chaotic times, we need to equip leaders and managers with the skills to make tough decisions, inspire and energise others, uphold integrity and show compassion.

Many leadership and management development programmes fall vastly short of supporting this cohort with fast-evolving expectations. How can organisations confront this leadership skills chasm? It may be time for a refurb.

We are seeking tangible guidance on how to better upskill and support managers and leaders through complexity. For example, the balancing act between a healthy bottom line and a healthy workforce, tips on ethical decision making in murky waters and pointers for weaving inclusivity into the fabric of the business.

We are NOT looking for generic content on the many traits leaders today must adopt. We want specifics.

Need inspiration for an article idea? Consider the following:

- How can we equip leaders with the skills to make tough financial decisions in a compassionate, human-first way?
- How can we better equip frazzled middle managers?
- How can we develop ethical decision-making skills?
- How can we seek out emerging leaders in a more inclusive way?
- What hard lessons can we learn from high-profile leaders?

8. A mystifying road ahead: What does the future of work and HR look like?

How will the likes of generative AI, ESG demands, return-to-office mandates, chronic burnout and widening skills gaps impact the work sphere in 2024? How can the people profession adapt and steward organisations towards a sense of flourishing?

We are seeking genuinely unique viewpoints about what lies ahead for the world of work and HR. These opinions should be coupled with helpful direction on how to sustainably move forward.

We are NOT looking for generic thought leadership on these topics that fails to add anything new to the debate.

Need inspiration for an article idea? Consider the following:

- What does a utopian scenario for work look like, and how can we get ourselves there?
- What common roadblocks are getting in the way of organisations progressing?
- What does a systems-based approach to HR look like and how can we leverage it?
- How can HR recalibrate its approach to effectively steward people and organisations towards a brighter future?
- Which organisations are comparatively years ahead in their working ways, and what can we learn from them?

9. Confronting performance management blockers

The evolution of performance management is not new. Organisations have been slowly transitioning from annual reviews to continuous performance, from ratings to regular check-ins, from rigid objectives to adaptive goal setting – and so on.

We know what good looks like, yet we're struggling to make good performance happen. We are therefore seeking demonstrable guidance on how to take a progressive approach to performance management that sticks.



We are NOT looking for simple overviews of what continuous performance management looks like. We need explicit details on how to make it happen.

💡 **Need inspiration for an article idea? Consider the following:**

- What are the most prevalent obstacles preventing good performance practices from happening?
- How can we onboard middle managers with new performance management approaches, especially when they report feeling overworked and stressed?
- How can we create a feedback culture that strikes a balance between positive and constructive?
- How can we leverage technology to support employee performance?



Seasonal trends

Here are the seasonal trends we will focus on:

Winter

Winter wellbeing: Looking after wellbeing during the most difficult month of the year

Financial wellbeing: when bills go up due to cold, dark and miserable weather

Low morale after a long year, loss of daylight – starting and finishing work in the dark, deteriorating health, season of scarcity and exhaustion after a long year

Festive season, New Year and fresh start effect: Reason to celebrate and enjoy winter, and look forward to new beginnings

Spring

New beginnings: The end of a long winter, the season of new life, the return of the sun and wellbeing

Festivities and celebration: Easter, carnival, May Day, and many other religious periods that fall during Spring, such as Eid

Spring budget and financial opportunity

Summer

Making the most out of the season of abundance, plenty and wellbeing

Summer holidays: childcare, workactions and issues and benefits surrounding the holiday period

Autumn

End of summer, loss of daylight and receding weather

Fresh start and the magic of Autumn

Financial refresh: Strategy and budgets

Graduates and recruitment

Autumn budget: The implications for organisations, workers and the people profession

Current trends

We also welcome articles that explore the HR / L&D impact of current affairs, such as:

State of economy

Outed toxic
organisations /
leaders

Changing
employment
legislation

Marginalisation
and prejudice of
underrepresented
groups

Content types

When pitching articles, let us know which of the below content types you would like to submit. Please adhere to the guidelines for each content type.

#1

How-tos

Guidance pieces should offer clear, detailed guidance on a narrow topic. These can be formatted as listicles, 'how-to' guides, tips or takeaways. **We do NOT want** vague advice on a broad issue; it has to be specific.

- Bullet points and subheadings are your friends in guidance pieces – use these to clearly break down steps
- Provide examples where possible to better illustrate your advice
- Avoid long introductions and scene-setting – get straight to it
- Use concise, decisive, simple language – ditch the jargon and avoid waffling
- Always include a short round-up with key takeaways and an inspirational message
- Consider a headline that will entice the reader in (decent clickbait), but make sure your content

#2

Provocative opinion

These should provoke a strong opinion through an unconventional view to traditionally biased topics or by tackling controversial/sensitive topics that are much disagreed over.

We do NOT want content that claims to be controversial but is in fact not likely to provoke a strong reaction.

Food for thought:

- Visualise your dream working scenario. How could that become a reality or partial reality for the modern workplace in a corporate environment?
- What do you hold back from saying every time you speak to your CEO, clients or team?
- What was the last disagreement you had at work? How would you approach it differently?
- In what ways is HR viewed negatively and why? What can we learn from this and what needs to change?
- What is the most radical opinion you have about your working environment? Can you explore this?

#3

Lessons learned

An honest appraisal of an approach that seeks to understand and dissect with the intention to learn and adapt.

Please note – this is an in-depth article form that offers complete transparency. **Do NOT provide** vague, generic answers – we want warts and all!

Key questions to consider:

- What's the biggest mistake you made at work?
- Why did you choose this path?
- What led to these mistakes?
- What did you learn?
- How would you do it differently?
- What advice would you give so other don't follow in your footsteps?
- How did it make you feel?
- How did it make you act?

#4

Interviews with people leaders

We do not regularly publish interviews; however, we will consider arranging these with top-level people professionals who are doing progressive things within their organisation or who hold a standpoint that veers away from the norm.

We will not accept interview requests unless you provide details on how the individual meets the above criteria.

#5

Sponsored articles

Sponsored articles are a way for brands to position themselves as experts on a topic related to their offering. These features are **NOT advertorials**. These articles are required to be vendor agnostic and to avoid product or service placement in the main body. At the end of the piece, 70 words of promotional copy, with a link, can be included. For more details, [download our media pack](#).

#6

Research articles

These articles analyse contemporary and ground-breaking research relating to important areas of the HR profession, pulling out key findings and summarising the most startling data to come from the research.

These articles will critically analyse the significance of the findings and explore how this impacts HR professionals and what can be learned from it.

These pieces **should NOT** cover research that has been overdone, is not particularly illuminating or is inundated with stats and figures. All data must be linked to the original source.

- Provide an overview of the latest research on a specific topic
- Include key learning and action points for HR professionals
- Pull out the most extreme findings
- Go into critical analysis on the relevance and implications of key findings



Content we do NOT want

- **Unoriginal thought leadership** – Content on the current state of [insert broad HR topic here] and why it needs to change, with only a vague direction on how to change it
- **Broad overviews** – Features that attempt to explore a vast HR topic rather than going into greater depth on a specific sub-topic
- **Self-promotional pieces** – any self-references or links to products, services, or events that have not been agreed upon with the editors
- **Statistical overkill** – Research pieces that are statistic-heavy, but lack analysis and follow-up guidance
- **Well-covered topics** – Articles that explore issues we've read about before, without any fresh perspective or nuance added

Article pitches

If you have an article idea that aligns with our 2024 topics and content types, please email editor@hrzone.com with the following information.

- Working title of article
- A short synopsis (~100-200 words)
- Content type
- Author details – Name, current role, and relevant experience

We do not have time to respond to all article pitches. If we are interested, a member of the editorial team will be in touch.

Thanks for your interest in HRZone!



Becky Norman
Managing editor, HRZone



Maddy Christopher
Deputy Editor, HRZone



HRZONE