
PAST
forward...

HR TECH Conference
SHRM - 9th May Hyderabad

THIS 2 DAY CONFERENCE

23 CEOs

120 CHROs

19 main stage sessions

23 mega stage sessions

5000 Attendees

THE PAST



I WANT YOU
FOR U.S.ARMY
NEAREST RECRUITING STATION

VIRTUALLY LIKE AN ORDER

LEADERSHIP WAS A FORM OF BENEVOLENT DICTATORSHIP



And so my fellow Americans:
ask not what your country
can do for you - ask what you
can do for your country

John F. Kennedy

YOU DO YOUR BIT!!

PAST vs FORWARD - 4Ts

**Technology Led
Temporary
Transactional
Thrill**

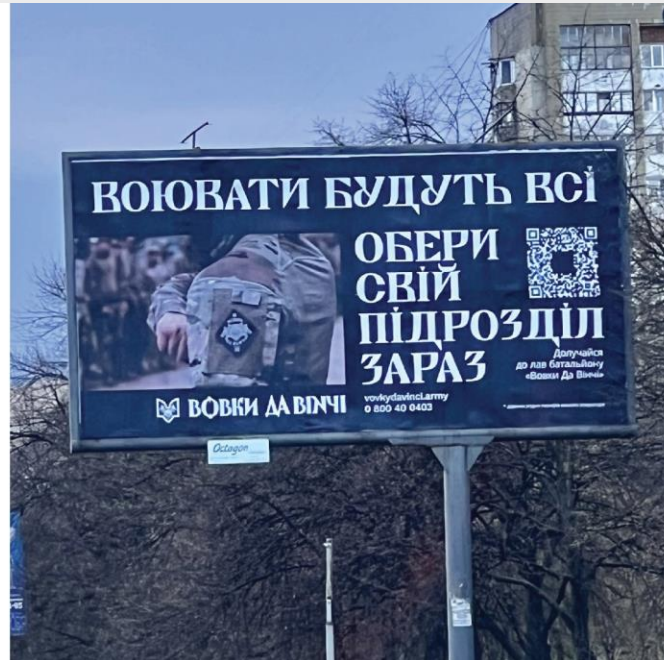
Let's look forward now, this ad series was released last week!

Future Forward

Ukraine's pitch to new soldiers

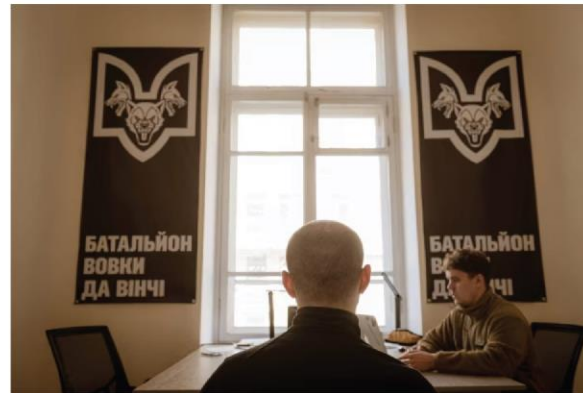
'Choose your own adventure'

**We are in it
TOGETHER**



A recruitment billboard for the Da Vinci Wolves Battalion that says 'Everyone will fight' © Christopher Miller/FT

**We will
discuss
with you**



A man speaks to staff at the recruiting centre for the Da Vinci Wolves Battalion in Kyiv © Andre Luis Alves- /Anadolu/Getty Images

**We will
TRAIN YOU**



A soldier trains a civilian in Kyiv. Training exercises include weapons handling, mines and explosive ordinances and close-quarter combat © Dmytro Larin/Global Images Ukraine/Getty Images

Choose your Own Unit



A billboard advertising for Ukrainian recruits. The defence ministry has invited men to choose their own unit and role © Christopher Miller/FT

**Join the
BEST TEAM**



A billboard for the Achilles strike UAV battalion that says 'Join the best team!' © Christopher Miller/FT

**Choose
your
BOSS**



Recruitment agency Lobby X said it is filling 1,000 army roles a month, including for drone operators © Denys Klymenko/Global Images Ukraine/Getty Images

Questions for all of us

Are we living in the past?

Or

Are we taking steps like Ukraine?

WTF

W IS **T** HE **F** LEXIBILITY

WHAT
WHERE
WHEN