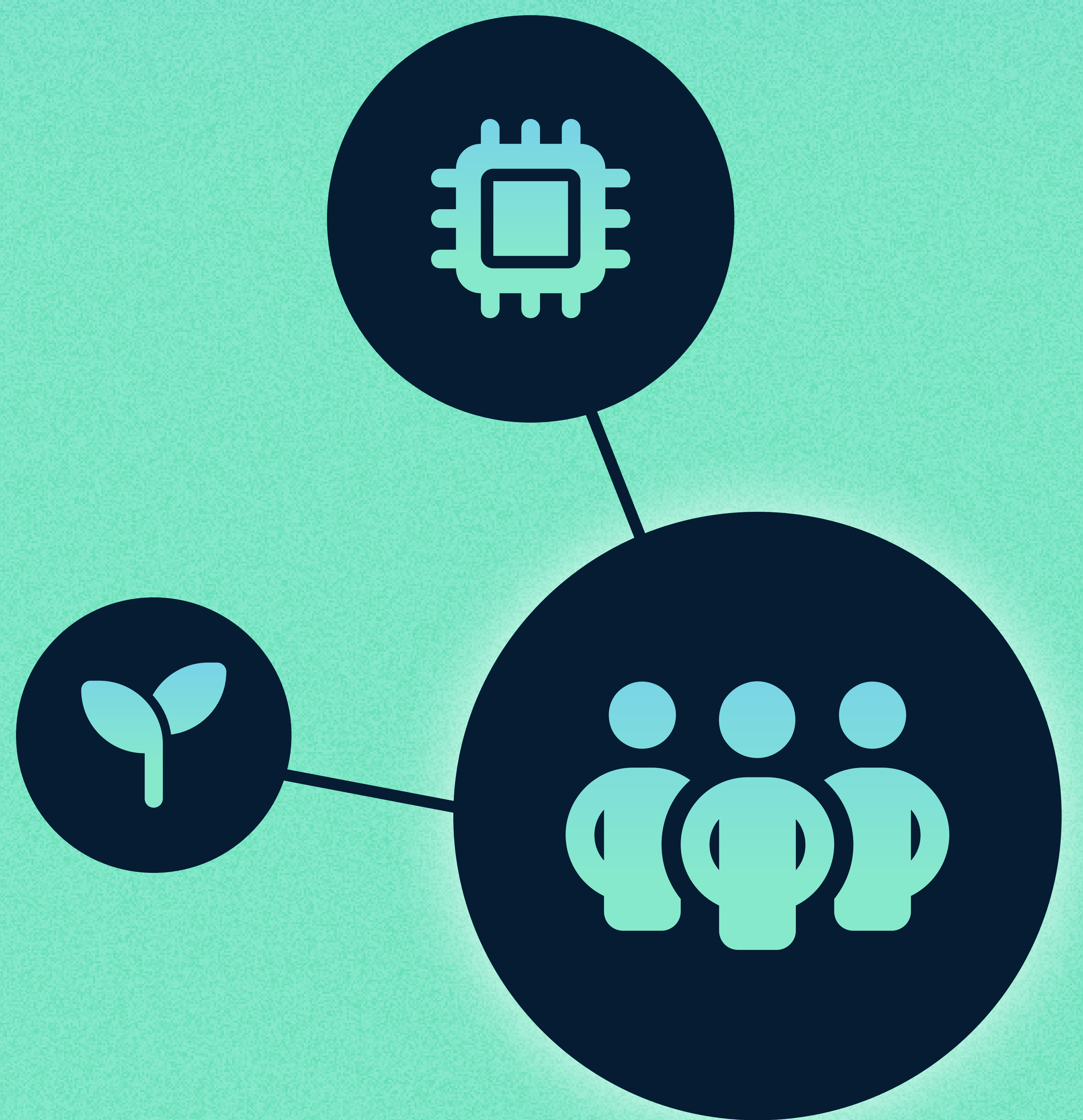


REPORT

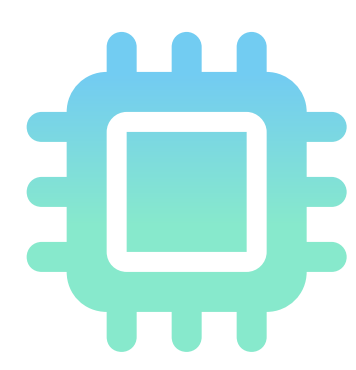
The State of HR 2026

Tech-First, Strategy-Driven



2026 HR Outlook: Key Findings from the GoProfiles State of HR Survey

In 2025, GoProfiles – the AI-powered people and culture platform for engagement, recognition, and rewards – surveyed more than 400 HR leaders to identify their top priorities for 2026. The findings point to three critical shifts reshaping the HR agenda:



Technology as the growth engine

HR technology, automation, and AI dominate 2026 priorities. Leading organizations are positioning HR as a data-driven partner, using advanced tools to shape workforce strategy.



Gaps in engagement and personalization

Even as budgets expand, investments in engagement remain fragmented, putting retention and productivity at risk. Without closing this gap, organizations risk diminishing the returns on their technology spend.



Uneven analytics and AI maturity

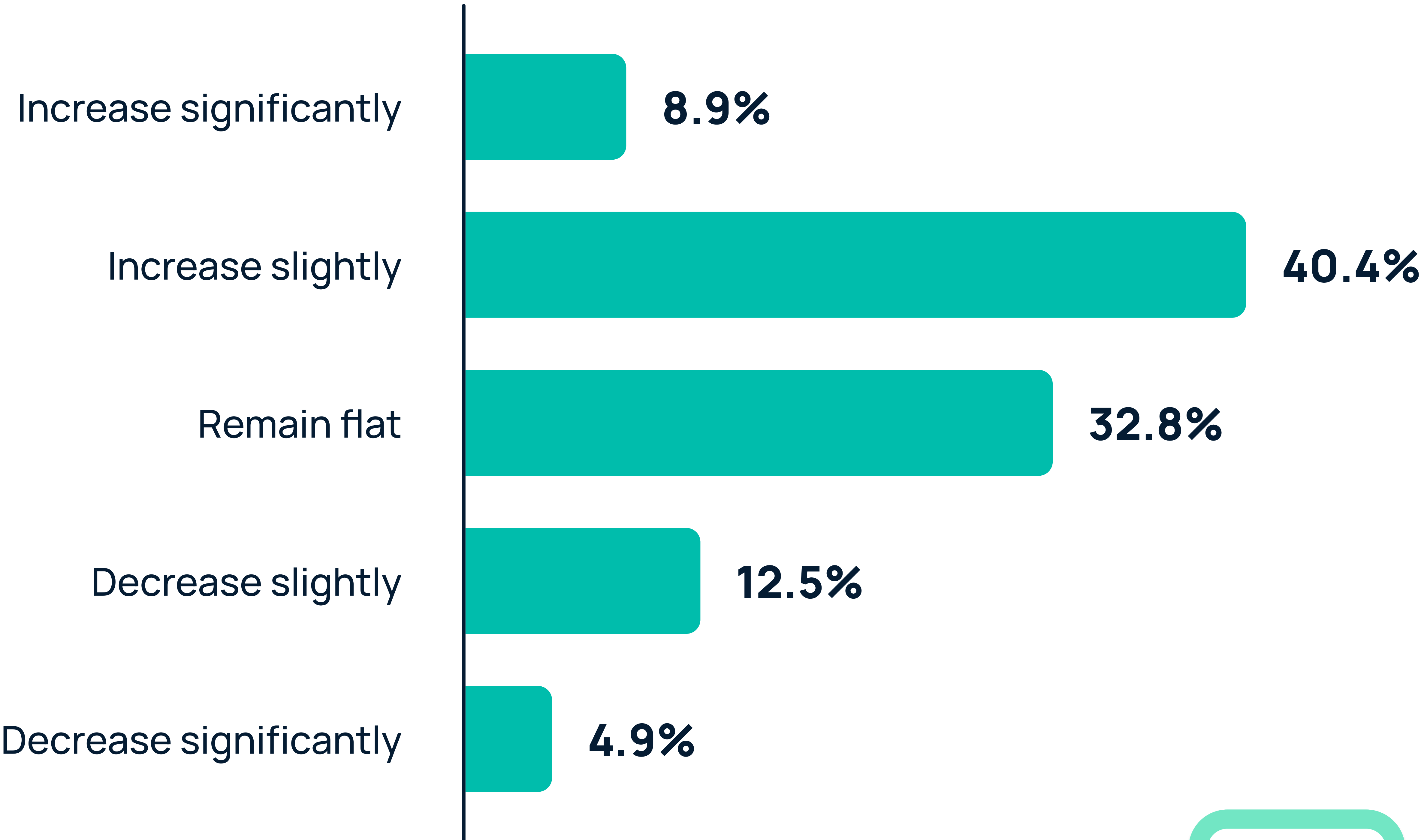
Some organizations are embedding real-time analytics and AI across the employee lifecycle, while others remain at task-level automation – creating a two-speed transformation where trailblazers lead and others have the opportunity to accelerate.

HR Budgets in 2026: Growth Amid Uncertainty

Nearly 50% of HR leaders expect bigger budgets – despite cost pressures.

HR Budget Outlook

As you head into the 2026 budget cycle, how do you expect your HR budget to change next year?



TAKEAWAY

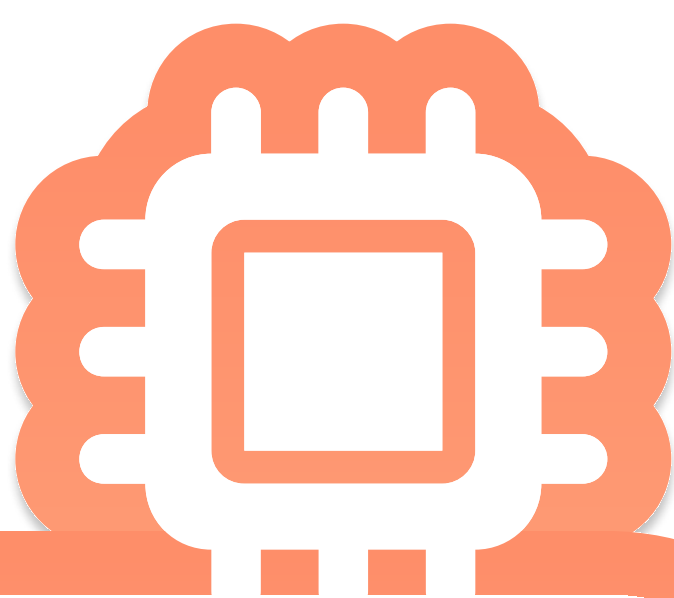
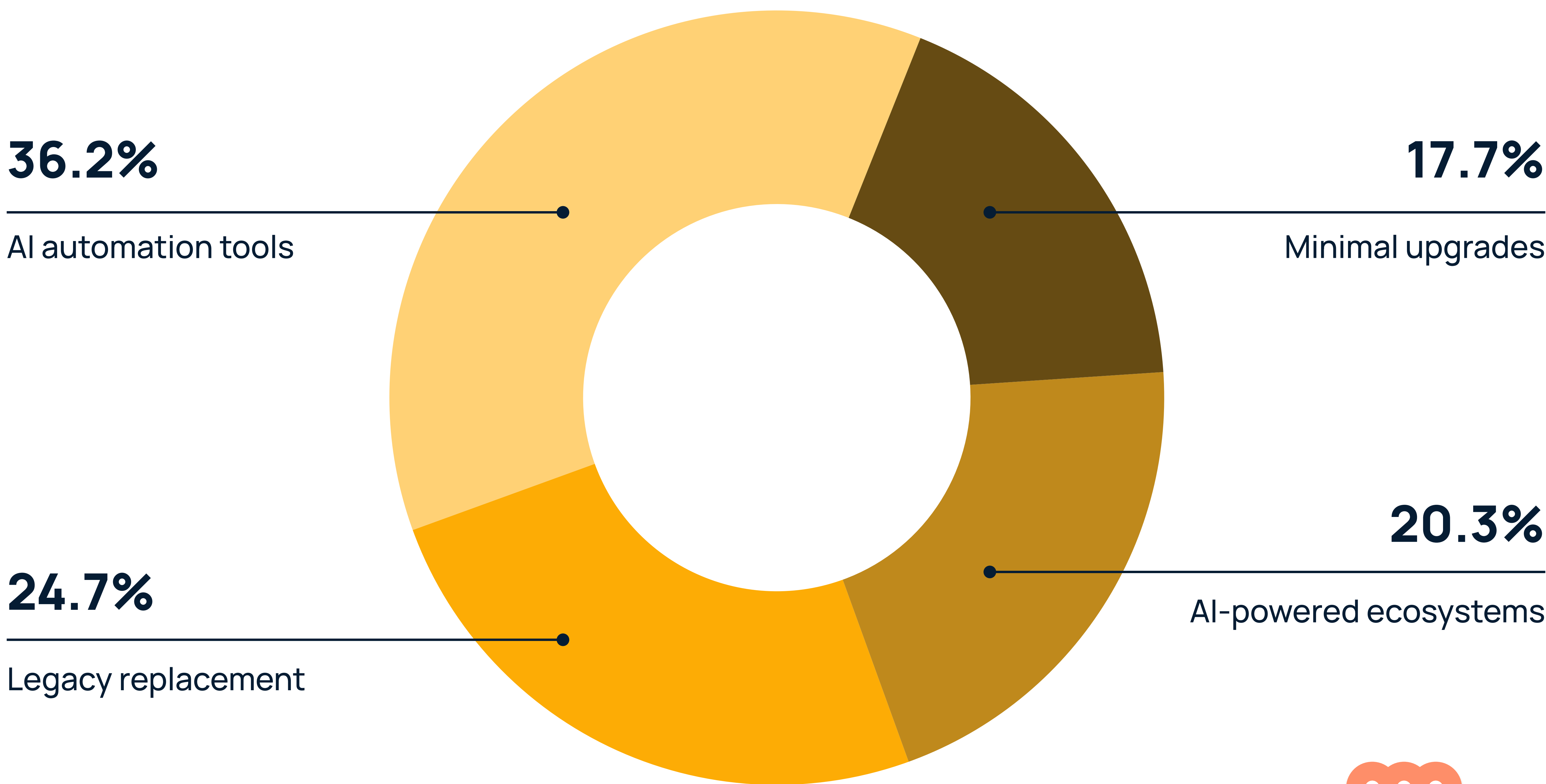
Nearly 80% of organizations expect stable or growing budgets.

Technology Is the Top Investment Priority

AI-powered solutions sit at the center of HR's 2026 playbook.

HR Tech Investment Strategy

How would you describe your organization's HR technology investment strategy for 2026?



TAKEAWAY

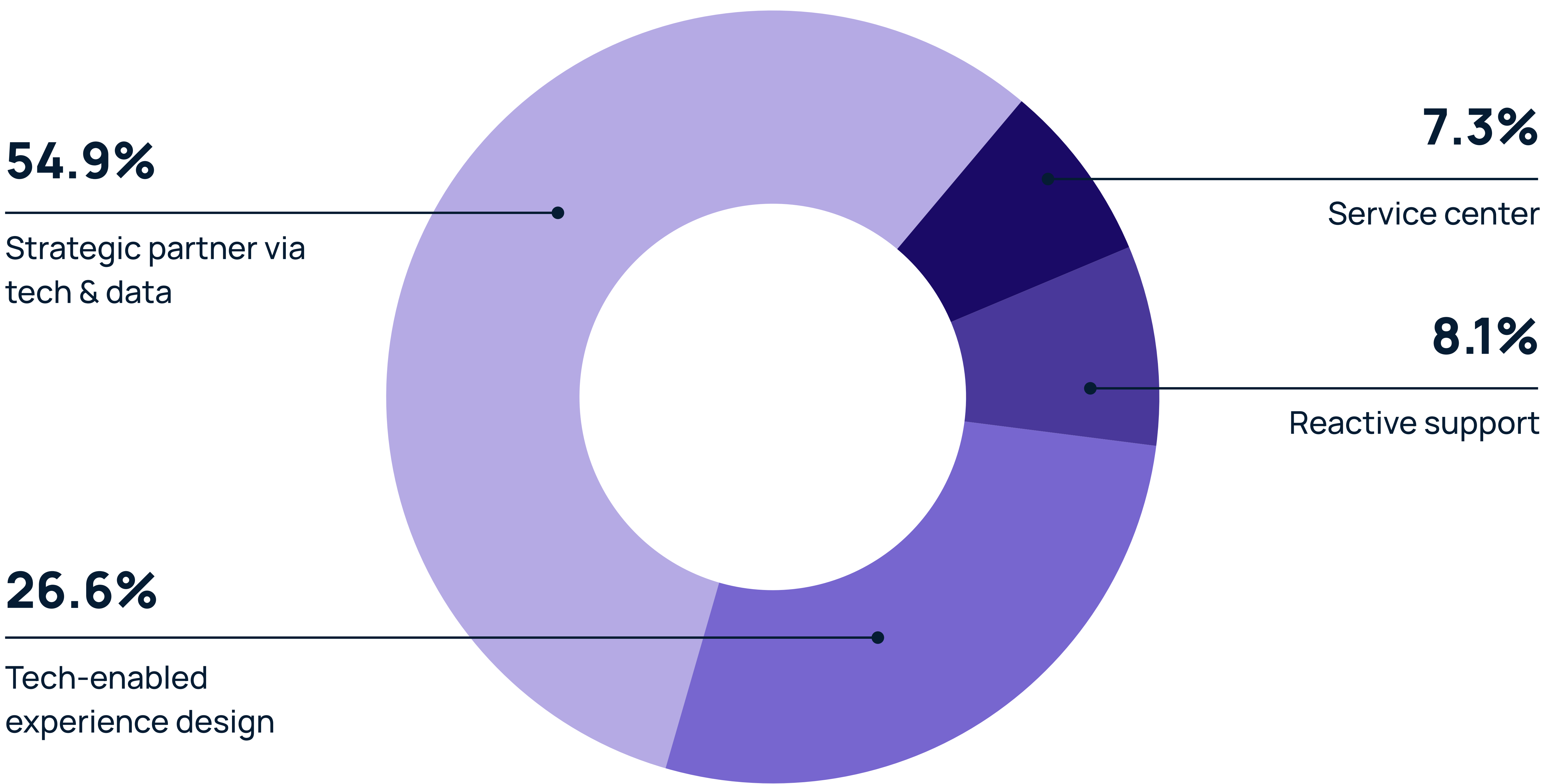
More than four in five HR leaders envision HR as deeply intertwined with enterprise strategy.

The Evolving Role of HR

HR is a true partner in strategy and growth.

Evolution of HR's Role

How do you expect the role of HR to evolve within your organization in 2026?



TAKEAWAY

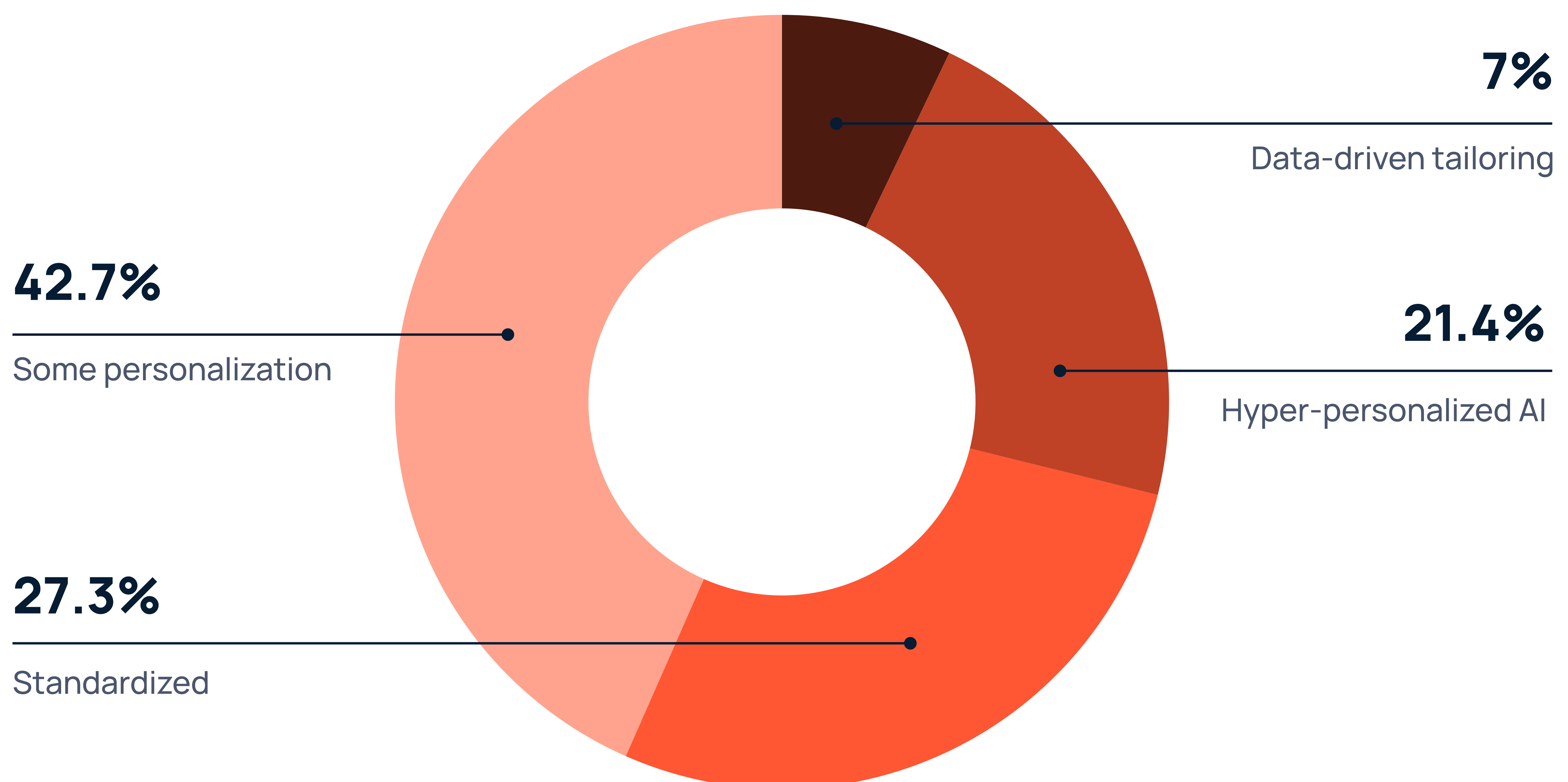
More than four in five HR leaders envision HR as deeply intertwined with enterprise strategy.

Employee Experience Remains Standardized

Engagement is a strategic priority, but most organizations still deliver standardized experiences.

Employee Experience Personalization

How personalized is the employee experience at your organization?



TAKEAWAY

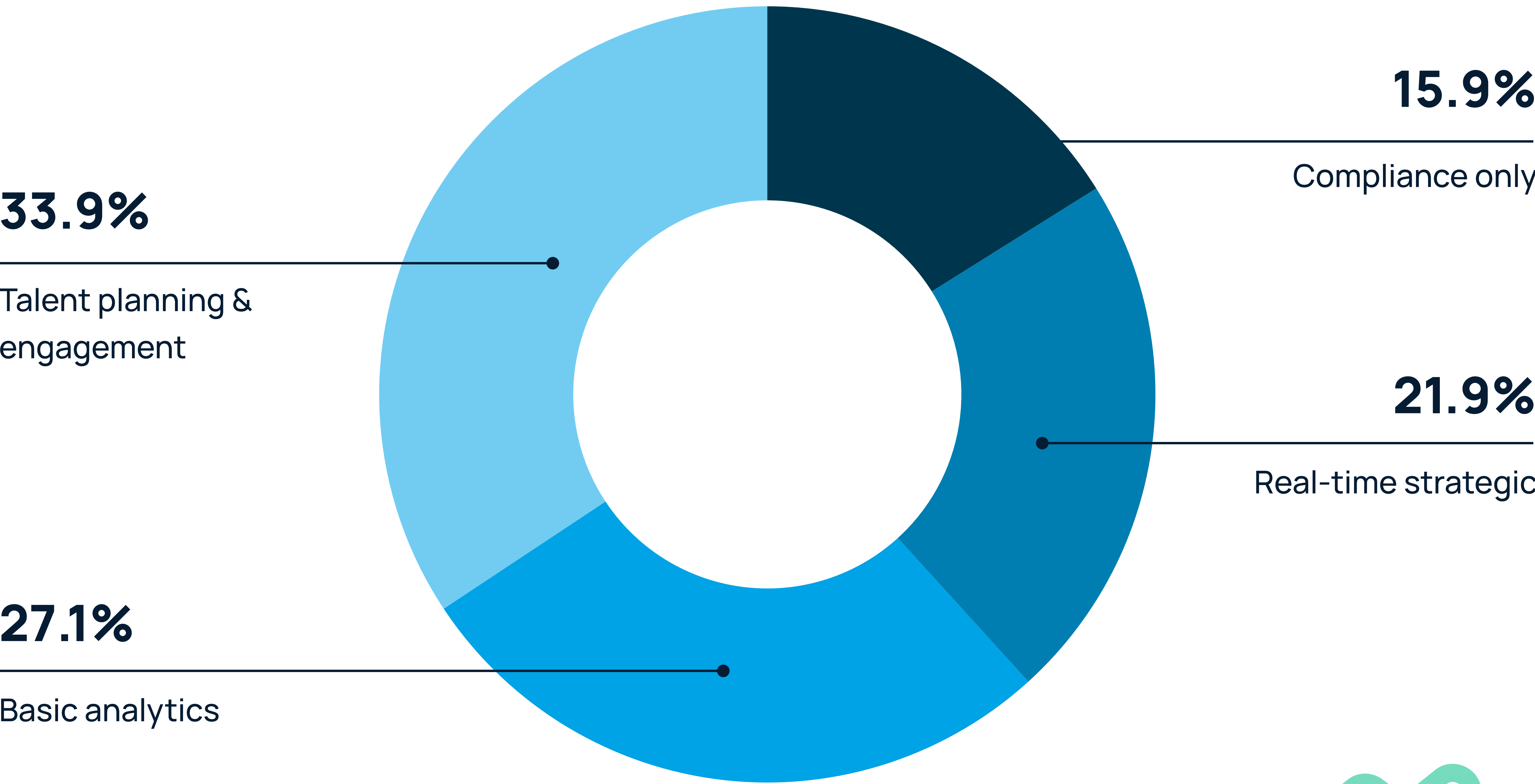
Nearly half are experimenting with personalization, but fewer than 1 in 10 have reached adaptive, AI-enabled models.

The Analytics Maturity Gap

HR leaders investing in real-time analytics gain a decisive edge.

HR Analytics Maturity

How does your organization approach employee data and workforce analytics?



TAKEAWAY

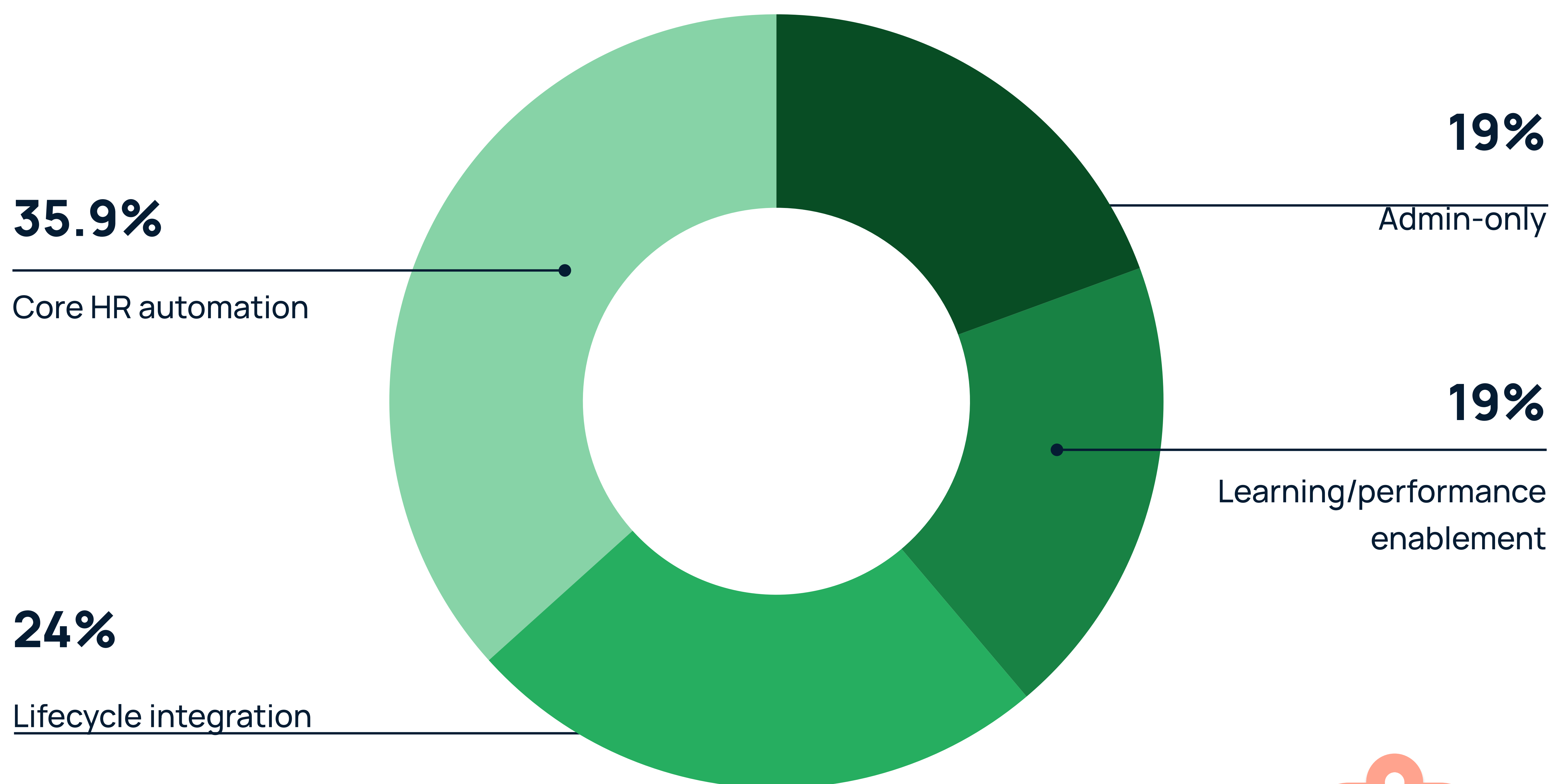
A widening maturity gap separates HR leaders from those stuck at basic reporting.

Diverging AI Implementation Strategies

A two-speed transformation is underway – with leaders integrating AI end-to-end.

AI in HR Implementation

How is your organization planning to implement AI into your HR strategy for 2026?



TAKEAWAY

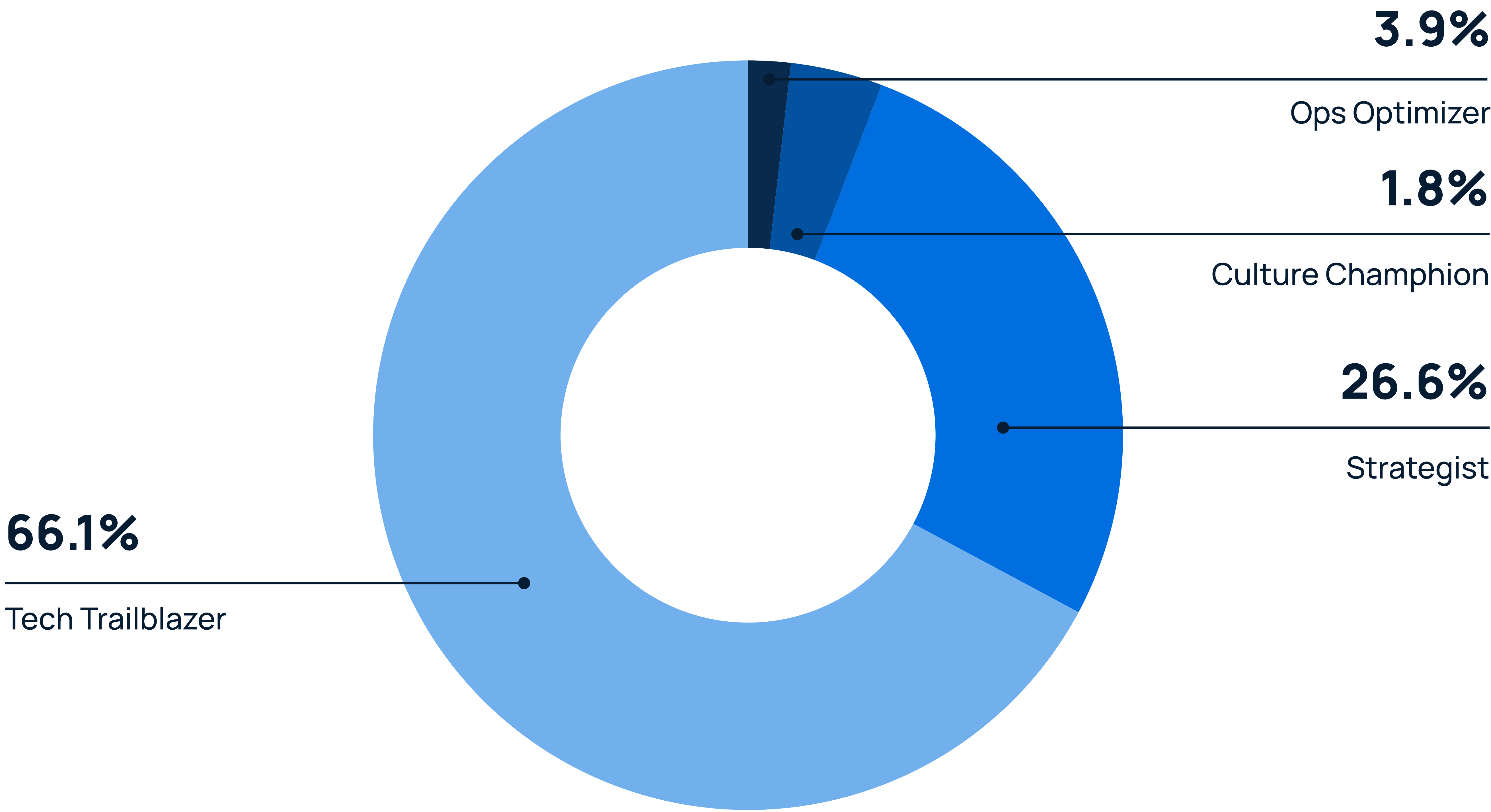
Nearly one in four organizations are positioning HR as an AI-powered strategic partner, while others move more cautiously with incremental adoption.

The Rise of the Tech Trailblazer

A majority of HR leaders embrace technology as the path to HR's future.

HR Leadership Personas

What's your HR Leadership Style?



TAKEAWAY

Embracing AI and analytics, HR leaders are reshaping culture and performance.