

Editorial

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When work needs serious re-working

My grandfather talked about long-term service (the company).

My father talked about his career (himself).

My kids talk about adding value (the world).

Gone are the days when people *went* to work and *tried* to *stay* at work.

The past definitions of work no longer make sense. We need to catch up with what has already happened, re-thinking HR's role so we can play a more useful role in this new game. New rules, new players and quite different from everything we've done before.

Connecting people with work needs a serious re-think, because what we have been doing no longer creates value for anyone. We can fight this reality by having endless conversations on "how the world is changing" or just get on with it, press reset and create a new suite of HR practices that fit inside today's world.

I hope this new issue of *Strategic HR Review* will inspire you to challenge old practices and strongly connect with new demographics, new lifestyles and new technologies.

I believe that this reinvention of the world of work will create a society that uses human talent for what was designed to do. We should not miss this opportunity.

Please, do let me know what you think about this and enjoy the reading.

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