



VALUE TALK

A MONTHLY NEWSLETTER BY ADD VALUE CONSULTANTS

Add Value Consultants is a leading Management Consulting Firm serving Indian Industries. This Newsletter is an endeavor to provide updates, understanding and sharing of global practices to the Business Owners, Managers, Academicians and Executives.

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Editorial Note

Dear Readers,

From what I've seen over the years, HR technology has made organizations faster, smarter, and more structured. Automation, analytics, and AI have streamlined processes that once consumed valuable leadership time. But speed alone doesn't build strong teams - leadership does.

Technology can flag trends and improve efficiency, but it cannot replace trust, empathy, or purpose. When leaders use HR tech as a support system - not a decision-maker - it creates space for meaningful engagement and growth.

The future of work isn't about choosing between people and process. It's about balancing both with purpose, where technology enables leaders to focus on what matters most: developing people and building workplaces that truly last.

Have a Great Time....!!!

Regards,
Chetan Bhojani

LEADERSHIP IN THE AGE OF AI-DRIVEN HR: BALANCING PEOPLE, PROCESS, AND PURPOSE

- Artificial intelligence has fundamentally redefined HR technology in last ten years, evolving from administrative automation to strategic workforce intelligence that shapes how organizations attract, develop, and retain talent.
- Companies now use smart software that can read thousands of job applications in minutes, spot which employees might leave soon, and handle performance reviews automatically. But here's the real question: are we building tools that just manage people, or are we creating systems that actually understand them?
- The numbers tell an interesting story. About 78% of companies have spent big money on HR technology to work faster and better. Yet, employee happiness hasn't improved much. In many cases, it's gotten worse. The reason is simple technology by itself can't replace the human touch that makes great workplaces.
 - But here's what changes everything: a strong leader who can guide, inspire, and influence employees positively can drive real results. Research shows that employee performance improves by 20%, employee engagement increases by 37%, and retention rates rise by 22% when organizations focus on developing effective leaders. These aren't small numbers they represent the difference between losing talent and building teams that last.
 - After building HR solutions for over 3,500 companies worldwide for more than twenty years, I've learned something important. The best leaders aren't choosing between technology and people. They're using both together smartly. The winners will be those who use HR technology to bring people closer, not push them apart.
- Think about hiring new people. Software can find candidates who match a job description. But it can't tell you if someone has grit, fits your company culture, or brings fresh ideas the things that really matter for long-term success. The same goes for keeping good employees. Data can warn you when someone might quit, but only caring managers can fix the

real problems: feeling ignored, stuck in their career, or completely exhausted.

- Leaders who will succeed understand three simple things. One, technology should help people connect better, not less. When software handles boring tasks, managers should get more time to coach and guide their teams. Two, numbers should help you decide, not decide for you. Data shows patterns, but you need human judgment to understand what they mean. Three, meaning matters most. People don't just want smooth processes. They want to know their work counts and their opinions matter.
- As we move forward one thing stays true: technology will keep getting better, but the need for real human leadership never

changes. It's this balance that I explore in my upcoming book, "HR Heroes" stories and insights on leaders who've mastered this art.

- Connect with me on LinkedIn to continue this conversation on building workplaces where technology serves people, not the other way around.

About the Author



Mr. Aniruddh Nagodra 

He is the Co-founder & CEO of factoHR, a globally trusted HR & Talent Management platform serving 2.6 million employees across 3500+ organizations. A certified NLP practitioner and investor with 20+ years of experience in HR technology, he is passionate about building solutions that bridge the gap between innovation and human connection.

Sessions on “International Business” at Ahmedabad Management Association on 13th December, 2025



Atmiya Innovation Foundation organized STARTUP FORERUNNER & MAHASANGAM 2025 on December 17th to 21st where Mr. Chetan Bhojani was part of Innovation Ambassador Board Member.



Mr. Chetan Bhojani had the privilege of addressing the Rotary Club of Rajkot Midtown as a speaker on the topic “Living in a VUCA (Volatility, Uncertainty, Complexity, Ambiguity) World.”

