

Welcome to the February Edition of MENA HRBrief

This month, we explore how HR leaders are navigating a rapidly shifting world of work, where AI is challenging how we view our roles, leadership pipelines are under renewed scrutiny, and performance governance is evolving to drive momentum. From global workforce insights to MENA-specific perspectives and practical HR strategies this edition brings you ideas and tools to lead with clarity, confidence, and impact.

SPOTLIGHT

Leveraging AI as your Co-worker

We have all heard the warnings - AI is coming for our jobs. But what if it's actually here to help us work smarter, not harder? As automation accelerates and AI becomes a permanent part of the workplace, the real question is: how do we evolve alongside it? In this crossover episode of All Things Work and The AI+HI Project podcasts, we explore how to stay ahead by working with AI, not against it. Discover how to focus on high-value work, treat AI as a true co-worker, and build the adaptability needed to thrive in an AI-driven world.



To watch the full session [click here](#)



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GLOBAL OUTLOOK



SHRM State of the Workplace Report 2026 Edition

HR and business leaders face growing complexity requiring agility and human-centric leadership, while the 2026 SHRM State of the Workplace Report highlights a widening expectations gap as organisations struggle to meet rising employee needs driving higher stress and burnout despite 72% of HR professionals recognising these demands.

[Read More](#)

Access full report [here](#) **MEMBERS ONLY**

Why Succession Planning Is Taking Up the Center Stage in 2026

Succession planning has long been an HR priority, but in 2026 it's a boardroom focus too. With AI, shifting skills, and leadership risks converging, organisations must build resilient, future-ready leadership pipelines before talent gaps limit growth.

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MENA OUTLOOK



The Future of Work in MENA

The future of work in MENA is being intentionally designed, not inherited. As technology, national priorities, and human potential converge, organisations are moving beyond workforce management to building sustained workforce advantage. What is emerging is a distinctly MENA model of work: adaptive, human-centric, and built for scale, trust, and long-term impact.

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KPI Setting Framework

Developing and Redesigning HR KPIs based on Global and Local Benchmarking.

[Read More](#)

Feedback & Key Metrics

Evaluation & Assessment of current state

KPI standards & Goals

Data Representation & Reports

Sustainable Governance

HR HACK STACK

5 Tips for building a mentorship culture within your team

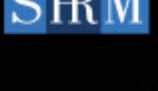
- 1. Start with clarity:** Define goals, success measures, and meeting cadence early
- 2. Listen before advising:** Understand the mentee's context to provide meaningful, relevant guidance
- 3. Coach for independence:** Empower decision-making rather than creating reliance
- 4. Protect trust:** Maintain confidentiality and ethical boundaries sustain long-term mentoring value
- 5. Stay consistent and adaptive:** Combine reliable engagement with flexibility to maximise development impact

Simplify HR Compliance: Wolters Kluwer

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[Click here](#) to unlock SHRM's exclusive tools, including the International Labor and Employment Compliance Handbook by Wolters Kluwer. Streamline HR tasks, navigate country-specific employment laws, compare labor regulations, benchmark benefits/compensation, and more-all with ease.

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Presenting

SHRM MENA STAR AWARDS 2026

Leading Recognition for HR Excellence

Nominations now open

RECOGNISING HR BEST PRACTICES THAT DELIVER REAL IMPACT

And the moment we've all been waiting for is finally here! The 2026 edition of the SHRM MENA STAR Awards have gone live, and we are inviting applications for the innovative and transformative work that you have been doing at your organisation over the last year.

As nominations open for the SHRM MENA STAR Awards 2026, this year marks a deliberate shift toward a sharper, more credible benchmark for HR excellence in the region. The evaluation framework has been further refined to provide clearer, outcome-linked criteria, placing stronger emphasis on measurable business impact, sustainability of results, and enterprise-wide integration of people strategies. At the same time, categories have been aligned to reflect the realities shaping the future of HR: from AI-enabled people practices and future leadership pipelines to well-being, rewards innovation, and responsible workforce transformation.

For organizations that are moving beyond good intentions to demonstrable impact, the SHRM STAR Awards offer more than recognition; they provide independent validation that your HR strategy is delivering measurable value to the business and setting a benchmark for the region. We look forward to seeing the powerful work organizations across MENA will bring forward in this year's cycle.

[Know More](#)

For any questions/clarifications, please write in to:

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33% transitioned into leadership roles.

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