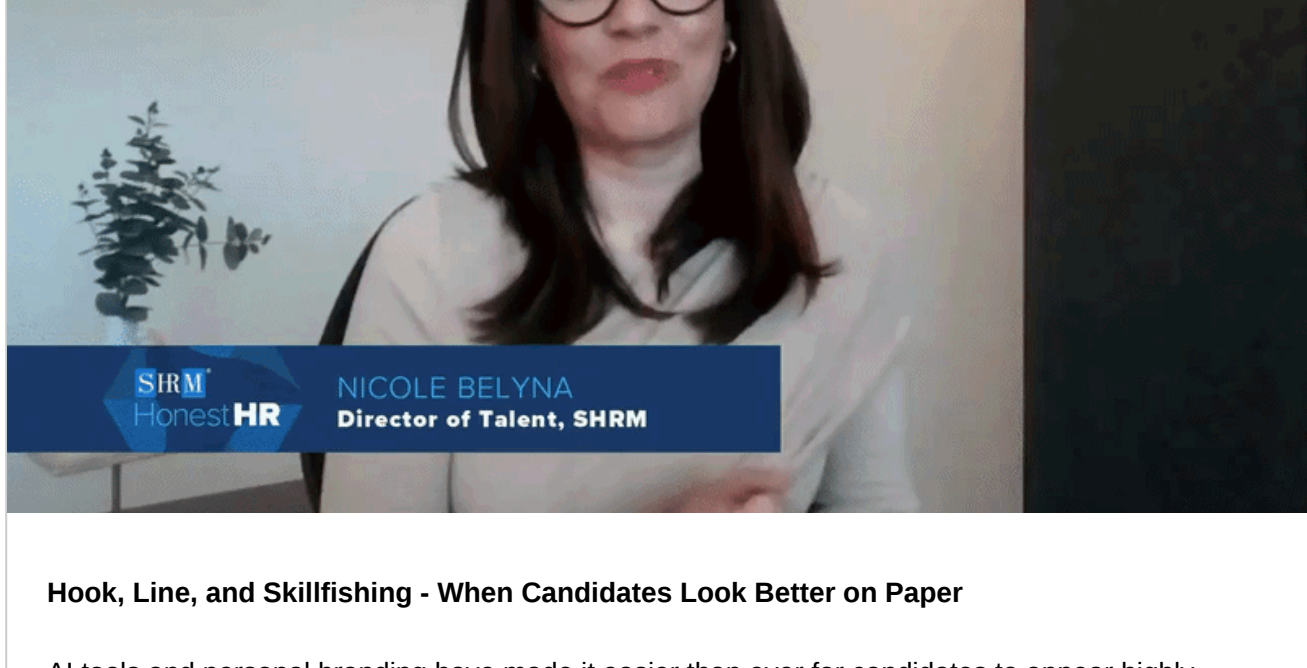


Welcome to the latest edition of the SHRM MENA HRBrief. This month, we look at the talent challenges quietly reshaping how organisations attract, develop, and retain people - and what it takes to stay ahead of them. From the signals hiding in plain sight during hiring, to the structures that make internal growth possible, to the leadership decisions that build cultures worth staying in, May's edition is about getting the fundamentals right, before the gaps become too wide to close.

SPOTLIGHT



Hook, Line, and Skillfishing - When Candidates Look Better on Paper

AI tools and personal branding have made it easier than ever for candidates to appear highly skilled, even when the reality doesn't match. This phenomenon, now being called skillfishing, is reshaping how HR teams think about hiring and assessment. In this episode of Honest HR, SHRM's Chief Knowledge Officer Alex Alonso and SorsX founder AJ Faraj join Nicole Belyna to unpack what's driving it, and how organisations can hire with sharper precision.

Watch Now

To learn more about how you can protect your talent and organisation from skillfishing, [here is a quick guide](#) by SHRM for HR Leaders to deal with it head on.

GLOBAL OUTLOOK



Rethinking Career Architecture in the Age of AI

Career paths are being redrawn - not by choice, but by the pace of AI-driven change. As skill sets evolve faster than job titles and static career ladders lose their footing, organisations face an urgent need to rethink how they plan, develop, and sustain talent from within. This edition explores what dynamic career architecture looks like in practice, and what it will take to build it.

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Seven Talent Lessons that Built Home Depot

What does it take to build a workforce culture that truly performs? Frank Blake, who led Home Depot through one of its most defining periods as CEO from 2007 to 2014, has some clear answers. In this piece, Blake shares seven talent lessons drawn from his tenure - on leadership, culture, and the everyday decisions that make people want to bring their best.

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MENA OUTLOOK



SWP Framework

Workforce decisions made without a plan rarely succeed. In this piece, we break down SHRM MENA's Strategic Workforce Planning Framework - a four-pillar approach that helps organisations move from reactive hiring to deliberate, future-focused people strategy. If your organisation is looking to transform the way it does its workforce planning, this is worth a read.

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The GCC Workforce Agenda for 2026: Building Momentum for Transformation

The GCC stands at a defining crossroads - balancing ambitious transformation agendas with a rapidly shifting regional and global landscape. For HR and business leaders, this is both a pivotal point and an opportunity. [Vivek Arora - Managing Director of SHRM MENA](#) helps us to unpack the workforce imperatives that will define organisational resilience in 2026 for the MENA region.

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HR HACK STACK

5 tips for using AI productively at work

- 1. Be specific and build templates:** For best results use clear, specific, detailed prompts and create standard templates for regular tasks
- 2. Use AI as a thought partner:** Use AI to pressure-test ideas, explore counterarguments, or stress-test a plan
- 3. Keep sensitive data and decision making outside:** Keep judgment calls human. Confidential or sensitive data is not for public AI tools.
- 4. Verify before you use** Always fact-check AI outputs before using or sharing with others
- 5. Use AI to learn, reinvest the time saved:** Ask AI to explain, summarise, and simplify. Redirect time gained to higher-value work.



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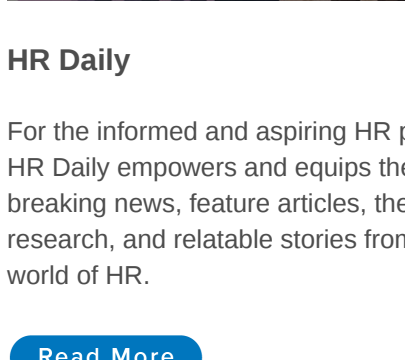
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All Things Work

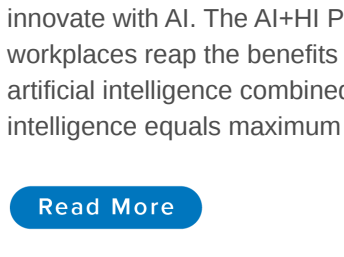
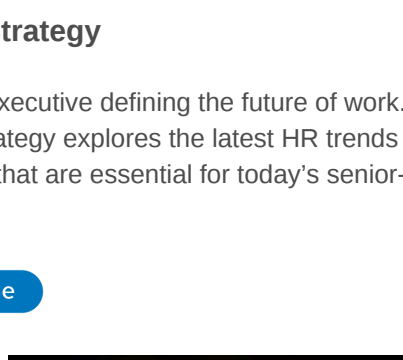
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People + Strategy

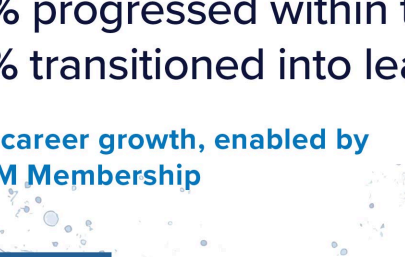
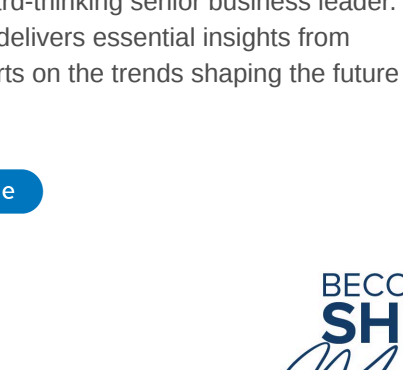
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For everyone from HR to the C-Suite eager to innovate with AI. The AI+HI Project helps workplaces reap the benefits of a future where artificial intelligence combined with human intelligence equals maximum ROI.

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