



Strategic Redeployment Playbook

Leveraging Workforce Intelligence To Shift
Talent Where It's Needed Most

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Executive Summary

Organizations today face unprecedented change. The rise of AI and automation – as well as shifting market conditions – are reshaping roles, tasks, and skills at a pace most traditional HR processes cannot match.

At the same time, replacing talent externally is costly: [McKinsey](#) estimates disengagement and attrition can cost the median S&P 500 company \$228 million to \$355 million annually in lost productivity.

\$228M to \$355M

annual cost of disengagement and attrition for the median S&P 500 company

– McKinsey

[Strategic redeployment](#) – moving employees to where their skills are most needed – is emerging as a critical capability. Done well, it preserves institutional knowledge, accelerates delivery, closes skills gaps, and strengthens engagement.

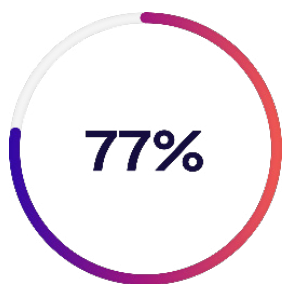
The key to success here is [workforce intelligence](#): a unified view of skills, tasks, and capacity across the organization.

This playbook explains why traditional redeployment approaches fail, how workforce intelligence transforms the process, and the steps required to make redeployment a repeatable, strategic advantage.



The Redeployment Imperative

Work is no longer static. As robots take on more and more tasks, roles are disrupted – and new skills requirements emerge. [The World Economic Forum](#) reports that 77% of employers plan to upskill workers in response to AI, while nearly half expect to transition staff into new roles elsewhere in the business.



77% of employers plan to upskill workers in response to AI

– World Economic Forum

Static org charts and siloed HR systems cannot keep up. Traditional redeployment approaches are reactive, leaving employees disengaged and underutilized, while organizations over-rely on external hiring.

Strategic redeployment, used alongside reskilling and upskilling approaches, addresses this gap. It ensures that employees are deployed where they can deliver the greatest impact – and where the business needs them most.

Research shows [90% of employees would move internally if given the chance](#), yet over a third feel their skills are only partially understood by their employers. For redeployment to be truly strategic and agile, you need to close this visibility gap.



Why Traditional Approaches Fall Short

[According to Gartner](#), more than half (55%) of HR leaders think their current technology solutions do not cover current and future business needs. [Korn Ferry finds that only 18%](#) of CHROs believe their organization consistently uses data analytics to drive better people-related decisions.

HR data is often fragmented across learning, performance, and recruitment systems. Static role definitions fail to reflect evolving tasks, and fail to capture the frequency, effort, and skills required for modern work. Most companies still rely on proxies like job titles, tenure, or manager recommendations to match people to roles. These approaches overlook actual skills, hidden potential, and adjacent capabilities – particularly as automation and AI reshape how tasks are performed.

The result is slow, inconsistent redeployment: employees are underutilized, critical roles remain unfilled, and opportunities to reskill or realign talent are missed. Productivity suffers, costs rise, and employee engagement declines.

Without a connected, data-driven, AI-augmented approach, organizations cannot redeploy talent at scale, or prepare their workforce for the evolving demands of the business.



18% of CHROs actually think their organization consistently uses data analytics to drive better people-related decisions.

– Korn Ferry



The Workforce Intelligence Advantage

[Workforce intelligence](#) provides a dynamic, data-driven view of talent. It integrates:

- [Skills intelligence](#): What employees can do now, and their potential to grow.
- [Task intelligence](#): An analysis of the work employees perform, including how frequently tasks occur, the effort required to complete them, and the skills needed to execute them effectively. It also considers how technology (e.g. AI) can augment or automate tasks.
- [Talent market intelligence](#): External data on labor supply, skill availability, emerging skills, and competitor activity.

By combining these, leaders gain a holistic, real-time view of their talent – contextualized to their own organization and industry. They can identify underutilized capacity, anticipate emerging skill gaps, and redeploy employees where they will have the greatest impact.

Workforce intelligence turns what was once reactive redeployment into a strategic, proactive capability that improves agility, maximizes resource use, and strengthens employee engagement.

Using Ethical, Explainable AI to Make Redeployment Work

The complexity and scale of workforce data make manual redeployment impractical.

[Ethical, explainable AI](#) enables organizations to:

- Map skills and task adjacencies at scale, revealing hidden potential across teams and geographies.
- Model redeployment scenarios in real time, anticipating bottlenecks and gaps.
- Recommend targeted upskilling pathways to prepare employees for new roles.
- Ensure fairness and transparency in decisions, providing explanations for recommendations and mitigating bias.
- Augment human decision-making rather than replace it, helping managers and employees understand the rationale behind redeployment moves.

When applied responsibly, AI becomes the engine that connects workforce intelligence to action. It ensures redeployment is both fast and fair, turning complex data into clear, actionable decisions.

“When HR uses AI effectively, organizations are... 1.2 times more likely to be highly effective at facilitating data-driven people decisions, and 1.4 times more likely to be highly effective in learning and development.”

– [McLean & Company](#)



The Strategic Redeployment Playbook

Successfully redeploying talent requires more than good intentions: it demands a structured, repeatable approach that combines technology, data, and culture. The playbook can be thought of as a series of critical steps:

1. ESTABLISH OBJECTIVES AND SCOPE

Define why redeployment matters for your organization. Is it to retain critical talent, accelerate transformation, reduce external hiring costs, or build resilience for the future? Clarify which business areas and workforce segments will be included first, and align leadership on governance, decision-making, and success metrics.

Setting clear objectives ensures every subsequent step – from mapping tasks to forecasting reskilling needs – supports a measurable, strategic purpose.

2. UNDERSTAND AND VISUALIZE WORK (AT THE TASK LEVEL)

Map the work that drives business value. Break roles into discrete tasks to see where effort is spent, which activities are critical, and which could be automated or augmented.

AI can analyze job descriptions, project data, and performance metrics to reveal patterns, bottlenecks, and emerging work trends.

This “task intelligence” provides a clear blueprint of organizational demand, showing exactly where redeployment can make the most impact.

3. DEFINE SKILLS AND CONNECT THEM TO WORK

Once work is mapped, define the skills required to perform those tasks effectively. Create a standardized skills and task taxonomy that consistently describes capabilities across roles, teams, and geographies.

AI can infer related skills, harmonize language across the organization, and dynamically connect employees’ capabilities to tasks and potential opportunities.

This step ensures workforce intelligence can accurately align supply (skills) with demand (tasks), forming the foundation for redeployment and reskilling decisions.

4. UNIFY WORKFORCE DATA

Consolidate information from HR systems, learning platforms, project management tools, and other sources to build a single, reliable view of skills, tasks, and performance.

AI helps analyze this data at scale, surfacing hidden capabilities, identifying transferable skills, and highlighting employees ready for redeployment.

This step ensures decisions are grounded in a complete, accurate, and up-to-date view of the workforce.





5. ALIGN REDEPLOYMENT WITH STRATEGIC PRIORITIES

Connect redeployment opportunities to business objectives: revenue-generating initiatives, innovation projects, critical operational functions, or areas under resource pressure.

AI tools can model which redeployment moves deliver the greatest impact on organizational goals, allowing leaders to prioritize initiatives that address both immediate needs and long-term strategy.

Modern AI platforms can simulate different scenarios without requiring real-world changes – removing risk and uncertainty from workforce transformation.

6. IDENTIFY GAPS AND SURPLUS CAPACITY

With the right intelligence in place, you can detect where skills are missing, tasks could be automated or augmented, and where employees have excess capacity.

Translate these insights into actionable steps: create redeployment lists, propose role transitions, and map upskilling programs to close gaps before they disrupt operations.

Using ethical AI ensures recommendations are fair, transparent, and explainable: helping managers and employees understand the rationale behind each suggestion.

7. FORECAST CHANGE AND RESKILLING NEEDS

As work continues to evolve – shaped by technology, organizational change, market shifts, and new ways of working – anticipate which tasks will change, and which new skills will be required.

AI can simulate “what-if” scenarios, linking workforce capabilities to future business demands.

Proactively connect employees to targeted learning opportunities and career paths that prepare them for these emerging roles, positioning redeployment not just as a way to fill positions, but as a driver of employee growth and long-term workforce resilience.

8. ENGAGE EMPLOYEES AND FOSTER A SUPPORTIVE CULTURE

Redeployment succeeds only when employees see it as an opportunity, not a disruption. Communicate clearly about available roles, development programs, and the criteria guiding redeployment decisions.

Encourage participation and choice, and provide transparency into how AI-derived recommendations are made. This builds trust, increases adoption, and reinforces a culture that values mobility, learning, and skills-first thinking.

9. IMPLEMENT, MONITOR, AND ITERATE

Pilot redeployment initiatives in targeted teams or projects to validate AI recommendations, measure outcomes, and refine processes. Continuously monitor redeployment success, employee engagement, and skill development, using these insights to iterate and scale across the organization.

AI helps here too: enabling ongoing scenario modeling and real-time visibility, ensuring redeployment remains adaptive as business priorities evolve.



Best Practices for Success

Experience shows that even well-designed redeployment programs can falter if cultural, procedural, or data challenges are overlooked. Clear communication is essential: employees and managers need to understand how redeployment decisions are made and why certain skills or experiences are prioritized. Transparency fosters trust and engagement, helping employees embrace opportunities rather than fearing disruption.

Data quality and integration are equally critical. Recommendations can only be as strong as the underlying workforce information. Consolidating fragmented HR, learning, and performance systems [into a cohesive view](#) enables AI models to generate accurate, actionable insights. These models should always be explainable, allowing leaders to validate decisions and ensure fairness. Over time, as AI predictions are measured against outcomes, organizations can refine models and governance practices, creating a feedback loop that improves both accuracy and trust.

Organizations should start small, with pilots in targeted teams or high-priority initiatives. These pilots allow leaders to test communication strategies, validate AI recommendations, and refine processes. Lessons learned can then be scaled across departments, geographies, and business units.

Finally, balance is key: AI augments human judgment but does not replace it. Leaders must apply context, intuition, and managerial expertise alongside algorithmic recommendations to make the most effective redeployment decisions.



A man with dark skin, glasses, and a striped shirt is shown in profile, working at a desk. A desk lamp is visible above him, and a brick wall is in the background.

Measuring Redeployment Impact

Redeployment is only as valuable as the outcomes it produces. Success should be measured across multiple dimensions.

Retention is an obvious metric: redeployed employees who feel their skills are recognized and their careers are supported are more likely to stay, reducing the cost and disruption of external hires.

Time-to-productivity is another critical measure, capturing how quickly employees contribute meaningfully in new roles.

Operational efficiency and business impact are equally important. Redeployment allows organizations to move talent where it is needed most, filling critical gaps faster than external hiring and optimizing resource allocation.

Engagement scores, feedback from managers, and participation in reskilling programs also provide insight into whether redeployment initiatives are delivering value to employees.

By combining these measures, organizations can create a clear picture of both the human and business benefits of strategic redeployment.



Strategic Redeployment with Beamery

Redeployment doesn't have to mean painful cuts or guesswork. Beamery makes it possible to see your workforce clearly, redesign work, and move talent where it will have the greatest impact.

Beamery's AI-powered platform creates a living digital twin of your organization, enriched with our proprietary knowledge graph built from billions of labor market data points. We break down roles into tasks and skills, revealing duplication, adjacencies, and automation opportunities that would otherwise stay hidden. With this foundation, leaders can model different scenarios – from shifting 1,000 employees into growth areas, to simulating the cost savings of redeployment versus external hiring.

Because Beamery integrates directly with systems like Workday and SAP, insights flow straight into your existing HR processes. And with support from our forward-deployed AI experts, organizations can go from static job descriptions to actionable redeployment plans in weeks, not months.

This approach is already delivering results for global enterprises:

- A leading bank freed up significant analyst capacity by reallocating employees to higher-value tasks.
- A global insurer identified duplication across risk and compliance roles, unlocking major efficiency gains.
- A technology firm saved millions in hiring and severance costs by transitioning its Customer Success team into emerging roles

The result: redeployment becomes a proactive capability that protects institutional knowledge, reduces unnecessary hiring or severance costs, and ensures employees transition into roles where they can be productive and engaged faster.

Learn more about Beamery's Workforce Intelligence Suite

[Learn more](#)





Conclusion

In today's rapidly changing work environment – where tasks are changing so much that org charts need to be totally redesigned – organizations must find ways to move talent efficiently, effectively, and fairly. By combining workforce intelligence with ethical, explainable AI, leaders gain clarity into skills, tasks, and capacity, enabling them to redeploy talent strategically rather than reactively – with speed and precision.

When embedded into the core of workforce planning, strategic redeployment preserves institutional knowledge, closes critical skills gaps, and strengthens employee engagement. It transforms workforce management from a reactive, administrative function into a strategic lever that drives growth, agility, and resilience – ensuring organizations and employees thrive in an AI-driven world.

Keen to learn more?

[Get in touch](#)



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