Jumpstart HR Research

Two Frameworks. One Story.

Helping HR tech vendors understand how buyers buy and how organizations become AI-enabled workforces.

Use B.R.I.D.G.E. to understand the buying journey.

Use The Five Workforces to understand the future-state customer.

B.R.I.D.G.E.

How HR teams buy technology



- **B** Business Problem
- **R** Requirements
- **I** Internal Alignment
- **D** Decision Criteria
- **G** Guided Vendor Review
- **E** Execution Readiness

Buying → Becoming

The Five Workforces

How organizations absorb AI agents

- The Free-for-All
- The Augmented
- The Delegators
- The Orchestrated
- The Autonomous



For more information, visit **jumpstart-hr.com/research**

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Why These Frameworks Matter to Vendors.

The best vendors understand both how buyers buy and what kind of workforce customers are becoming.



1 Buyers are overloaded

Structure beats more demos.



2 Every sale lands in a workforce

Your product is adopted inside an operating model.

Buying

Becoming



3 Positioning changes by archetype

Messaging, proof points, and implementation expectations shift.



4 The best vendors map both

Know the buying stage and the future-state customer.



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Two frameworks. One story.

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B.R.I.D.G.E.

How HR teams buy technology.



1 Business Problem

Define the real operational problem before evaluating any vendor.

2 Requirements

Separate the must-haves from the nice-to-haves.

3 Internal Alignment

Align stakeholders before the demos begin.

4 Decision Criteria

Create weighted evaluation criteria early.

5 Guided Vendor Review

Limit evaluation to three to five aligned vendors.

6 Execution Readiness

Assess implementation and adoption capacity before signing.

What it helps vendors see

- Where buyers are stuck
- Who still needs alignment
- What proof is needed next

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What B.R.I.D.G.E. Means for Vendors.

How to show up more effectively at each stage of the buying journey.

B — Business Problem

Lead with the problem, not the pitch.

R — Requirements

Separate must-haves from nice-to-haves.

I — Internal Alignment

Map the committee and likely objections.

D — Decision Criteria

Ask how buyers will score options.

G — Guided Vendor Review

Focus proof on the right 3–5 use cases.

E — Execution Readiness

Show the adoption and support plan.

Vendor takeaway

Relevance beats volume. Precision beats persuasion.

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The Five Workforces.

How organizations absorb AI agents.

Organizations absorb AI agents in five distinct ways. Each archetype reflects a different balance of autonomy, governance, and human–agent collaboration.

This is a fit map, not a maturity ladder.

1



The Free-for-All

Everyone uses their own tools, ungoverned.



2

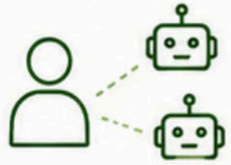


The Augmented

Every worker paired with a sanctioned helper.

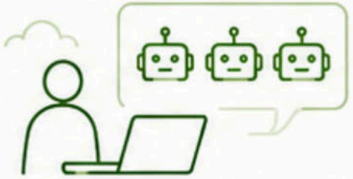


3



The Delegators

Workers direct small teams of agents.



4



The Orchestrated

People and agents run as one governed workforce.



5



The Autonomous

The company largely runs itself.



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How Vendors Find Themselves in The Five Workforces.

Each archetype changes what buyers need from your product, message, and proof.

1	**The Free-for-All** Everyone uses their own tools.	→	**Free-for-All** — bottom-up utility, speed, low friction.
2	**The Augmented** Every worker paired with a helper.	→	**Augmented** — copilots, clear guardrails, team enablement.
3	**The Delegators** Workers direct small teams of agents.	→	**Delegators** — workflow design, manager controls, observability.
4	**The Orchestrated** People and agents run as one governed workforce.	→	**Orchestrated** — orchestration, governance, integration depth.
5	**The Autonomous** The company largely runs itself.	→	**Autonomous** — autonomy, policy, trust, measurable outcomes.

Read the room

The same product can feel very different in different workforce models.

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Find Yourself in Both Frameworks.

The strongest vendor strategies answer two questions at once.

Where is the buyer in the purchase?

B.R.I.D.G.E.

How HR teams buy technology



B		Business Problem
R		Requirements
I		Internal Alignment
D		Decision Criteria
G		Guided Vendor Review
E		Execution Readiness

What kind of organization are they becoming?

The Five Workforces

How organizations absorb AI agents

The Free-for-All	Everyone uses their own tools, ungoverned.
The Augmented	Every worker paired with a sanctioned helper.
The Delegators	Workers direct small teams of agents.
The Orchestrated	People and agents run as one governed workforce.
The Autonomous	The company largely runs itself.

Questions to ask

- What business problem is urgent?
- Who still needs alignment?
- How will success be evaluated?
- Which workforce archetype best fits this customer?
- How do agents enter, and who governs them?

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A Research Lens for HR Tech Vendors.

Use these frameworks to sharpen positioning, improve customer understanding, and support better buying conversations.



Clarify the buying journey

Use B.R.I.D.G.E. to map how buyers evaluate, decide, and move forward.



Understand the future-state workforce

Use The Five Workforces to see how organizations absorb AI agents and operate in the near future.



Align message, product, and proof

Build relevance that resonates across stakeholders and accelerates buyer confidence.

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Work With Jumpstart HR Research.

Partner with us to turn research into relevance, credibility, and growth.

Content

Co-create thought leadership, executive insights, webinars, articles, and market-facing content that helps your brand stand out.

Sponsored Research

Sponsor original research, custom studies, and market narratives that position your company with authority.

Proprietary Research Data Collection

Tap into our proprietary research frameworks, data collection, and buyer insights to sharpen strategy and go-to-market decisions.

Let's build research-backed visibility for your brand.

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Let's Start the Conversation.

If you're an HR technology vendor exploring content collaboration, sponsored research, or access to our proprietary research data collection, we'd love to talk.

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We look forward to connecting.

jumpstart-hr.com/research
Explore our research and frameworks.

Research-backed insight for HR tech vendors seeking sharper positioning and stronger market understanding.

Two frameworks. One story. A smarter way to meet the market.