Innovations have long been recognized as a source of competitive advantage. Although technology often comes to mind when discussing innovation, the nature of innovation remains an area of ambiguity. Innovation is often associated with competitive advantage but is also seen as a means to an end, making it both unattainable and attainable. It is important to note that innovation can happen at any time and in any place, not just in a corporate setting, but also in an individual's personal life. HR leaders recognize the importance of innovation in the workplace. They talk about innovations, how they support innovations, where innovations are born and how to contribute to innovation today and how to contribute to innovation in the future. HR, as a function, holds the responsibility of a product team or any such team, and HR today is responsible for the success of the organization. HR itself is evolving—simultaneously, the times and employees are changing. In the coming few decades, the role of HR teams will likely have to part with the current responsibility of being the guardians of the workplace and move into the role of being the innovators of the workplace. The power of digital transformation and AI has given us tools which have created a new era of work. In the following years, the way HR works will change, and the way HR services are delivered will change. The era of digital HR services is here, and it has hit HR, transforming the way HR delivers solutions to employees. The power of digital transformation and AI has given us tools which have created a new era of work. The HR function has had a revolutionary opportunity. The rise of AI and automation has given us tools which have created a new era of work. The HR function has had a revolutionary opportunity. The rise of AI and automation has given us tools which have created a new era of work. The HR function has had a revolutionary opportunity. The rise of AI and automation has given us tools which have created a new era of work. The HR function has had a revolutionary opportunity. The rise of AI and automation has given us tools which have created a new era of work. The HR function has had a revolutionary opportunity. The rise of AI and automation has given us tools which have created a new era of work. The HR function has had a revolutionary opportunity. The rise of AI and automation has given us tools which have created a new era of work. The HR function has had a revolutionary opportunity. The rise of AI and automation has given us tools which have created a new era of work.