



# THE FUTURE WORKPLACE

A changing workplace demands new skills if you want to succeed.

Today's college students and those of you about to enter college, will reshape the workplace over the next decade by both your attitude and use of new technologies. The way you communicate in your social lives has already been introduced into the workplace, and transformed it by fostering new ways of sharing ideas and collaborating to achieve outcomes. And as a generation, that is the most open to diversity and change of any generation and because technology will enable it, we will finally realize a truly globally connected world.

It's not just the workplace that is changing. It's also the employees themselves. Baby Boomers are remaining in the workforce longer than the generation before them. People from diverse cultures working from their countries are fully integrated. And companies are adapting to new ways to utilize previously unused segments of the workforce, for example, Walgreens has a program that hires people with mental disabilities.

In order to thrive in the workplace of the future, you need a strong work ethic, and be:

- Adaptable to environments, working styles and thinking.
- Digitally literate.
- Able to use the latest social technologies.
- Multi-disciplined.
- Able to understand and use insight from Big Data.
- Open to people of all cultures, because the workforce increasingly multi-cultural, age diverse and global.
- Possess communication and listening skills.
- Curious and know how to direct your learning.
- Critical and creative thinkers.
- Focused on creating community.

These skills are not specific to any major. Challenge yourself to think about the courses you take in terms of the skills you will learn. And then challenge your professors to help you develop these skills.

#### A WORD ABOUT TECHNOLOGY AND DATA.

Technology creates disruptive shifts. While you will not need to be a computer science or computer engineering major to succeed in the workplace, you will need to understand how to use technology and how to incorporate it into your work—all kinds of work—for greater efficiency and effectiveness.

Here are some mind-blowing stats.

- 3 billion—The number of searches on Google every single day. For a little perspective, there are about 7 billion people in the world.
- 12 to 18—The number of months it takes for the amount of online sharing to double, according to Mark Zuckerberg.
- 48 hours—The number of video uploaded every minute to YouTube.
- 80 million—The number of virtual farmers on Farmville. Just for reference: There are 1.3 million real farmers in the U.S.
- Every hour enough information is consumer by Internet traffic to fill seven million DVDs.

Technology has given us the ability to collect and process data faster-better and therefore changed the demands we place on ourselves. Data tells us what to do, where to do it, and how others are doing it better.

From the journalist to the welder to clinicians and lawyers and those who choose a military career, technology will transform how you work.

*Note about data contained in the report. Data has been pulled from a number of resources including the Bureau of Labor Statistics (BLS) and the World Economic Forum (WEF.)*

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#### ABOUT JANE HOROWITZ AND MORE THAN A RESUME'

Jane Horowitz has championed college students in their job searches from colleges and universities across the country, and with majors from engineering to fine arts, from computer design to banking. Jane has made a measurable and lasting difference in college students' lives.

## SIX DRIVERS OF CHANGE IN THE WORKPLACE



### LIVING LONGER—WORKING LONGER

Millennials will be the first group to work with all four generations. Allowing for greater diversity in the workforce—more diverse thought, ideas and ways of working to share and learn from.

Working past 65 years old means that people in the workforce are rethinking the traditional career path and having multiple careers.

- Mature and Boomer generations are setting the stage for the next generation to launch multiple careers.
- Studies suggest Millennials will have 4-5 careers.

### SMART MACHINES WILL CHANGE WORKFLOW AND PROCESSES IN OUR OFFICES AND HOMES



Smartphones and the accessories have become smarter. They are becoming the primary computing and connectivity hub linking people to the network. Our phones will be the center of a sensor network around our bodies, offices, homes, and cars, and eventually the very cities and spaces we live in. That's just the beginning.

Machines will become even more integral to production/manufacturing, teaching, combat, offices, factories and homes. For example:

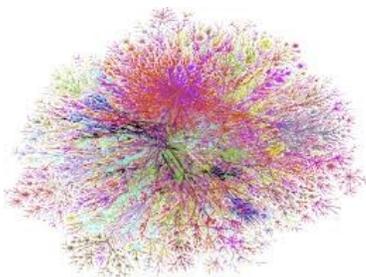
- Manufacturing and construction jobs require advanced technology skills—college degrees required.
- Robotics and other sophisticated technologies are in operating rooms and clinicians need to be adept in using these technologies.

Machines will become collaborators helping humans free up their time to do the things that humans in general, and you in particular are good at—thinking.

### BIG DATA

Knowledge and information is a source of competitive advantage. Every object, every interaction, everything we come into contact with will be converted into data that can be used to flesh out the growing picture of who you are, what you like, what you are about to do, whether you know it or not.

- There will be unprecedented amounts of data collected, understood and used to make connections.



## SIX DRIVERS OF CHANGE IN THE WORKPLACE



### MASTERY OF NEW MEDIA-SOCIAL PLATFORMS

Social platforms are now a central part of everyday life and work. These technologies have transformed how we communicate, and are reshaping companies from the inside; helping them to build broader, more agile networks to create and deliver value to employees and customers. Mobility and connectiveness will be at the heart of the future business environment.

- Collaborate with peers more effectively.
- Greater transparency to work.
- Create more advanced content-driven social networks.
- Create higher quality content.
- View events from multiple angles allowing for more skepticism about content.



### CHANGING ORGANIZATIONAL CULTURES AND FORMS

Creating a positive company culture will be of stronger emphasis to drive innovation and growth and to attract and retain talent. Hierarchies will be dismantled to eliminate micromanaging and create an environment that allows partnering with differing individuals and groups who bring unique perspectives and skills.

- New technologies and social media will drive reorganization of not just companies but workflow and processes.
- Breakdown in work silos forming multi-disciplinary teams.
- Climbing the corporate ladder is old. Scaling the jungle gym is the new normal.
- New technologies will allow for more flexibility, transparency and

### HYPER-CONNECTED WORLD

Today's technological world allows businesses to access employees and customers from all over the globe. Companies will not just employ people in different locales around the world. Local people and local business processes will be integrated into the infrastructure of global organizations.

- Employers will have a commitment to global job rotations early in an employees career.



# SKILLS FOR THE FUTURE WORKFORCE

## CRITICAL THINKING

Machines can't think critical! Not yet anyway.

Critical thinking means you are able to employ a rational, logical approach to sorting through the pros and cons of various proposals, points of view, or conclusions.

- Develop an ability to determine the deeper meaning and significance of what is being expressed.



## CULTURAL UNDERSTANDING AND SENSITIVITY— HAVE A GLOBAL OUTLOOK

It's going to take a long time for robots to be good at soft skills like social and emotional intelligence and cross-cultural competency, which are hugely valuable in a world where you could go and be working with somebody in China.

Socially intelligent (Social IQ) employees are able to quickly assess the emotions of those around them and cultivate a cross-collaborative culture.

- In a globally connected world, you will need to have the ability to adapt words tone and gestures accordingly to stimulate reactions and desired outcomes.



**Hot fields:** In the U.S., BLS projects that jobs for **retail and other sales representatives, marketing specialists, and customer service representatives** are each projected to grow between 6.4% and 18.6%, depending on the category by 2024.

## PERFORM IN DIFFERENT SETTINGS

In a truly globally connected world, your skill set could see you working in any number of locations and environments. Diversity will become a core competency for organizations.

- Develop an ability to identify and communicate in ways that transcend differences to build relationships and work together effectively.
- Learn active listening to fully taking in what others are saying, asking questions for clarity, and demonstrating your understanding.



## COLLABORATION AND BUSINESS ACUMEN

With opportunities in innovation and entrepreneurship and the rise of the "gig economy," understanding how businesses work is essential. When you do, you will be more in tune to project-based work, collaborate and move quickly.



**Hot fields:** BLS estimates that **management analysts, accountants and auditors** will experience double-digit growth through 2024. One Intuit report projects that more than 40% of U.S. workers will be independent contractors by 2020.

## SKILLS FOR THE FUTURE WORKFORCE

### HOW HEALTH CARE IS DELIVERED



As more people live longer, every aspect of the health care sector is poised for growth. And while telemedicine, robotic surgical equipment, and other forms of automation are changing how some health care is delivered, demand for caregivers is going to increase as we commit to providing health care for more of the population—a population that is growing, living longer and working longer.

**Hot fields:** According to the BLS, **medical technicians, physical therapists, and workplace ergonomics experts.** **Veterinarians** will also be in demand. BLS also found that support jobs related to **caregiving**, such as **medical secretaries and medical assistants** will also be in high demand. **Home health aide** jobs are expected to grow a 38.1%.

### LIFELONG LEARNING



With the world moving as fast as it is, we need to become a society of people who are always learning new things. You're going to need to shift how you learn. As so many things advance quickly, it will be difficult for teachers and trainers to keep up with the latest thinking. Instead, you'll use technology to find the best sources of information to keep our knowledge and skills current.

**Hot fields:** **Education and training** on the WEF report's list of growth sectors.



### EXCEL AT COMING UP WITH CREATIVE SOLUTIONS

In a fast-paced and every-changing world, you will need to have the ability to respond to unexpected circumstances. And quickly.

- Adaptive thinking leads to new approaches, ideas and ways of confronting issues.

### COMPUTATIONAL THINKING. TURNING DATA INTO INSIGHTS AND ACTION.



As the amount of data we have at our finger tips increases, many more roles will require computational thinking—the ability to manage massive amounts of data each day, spot patterns, and make sense out of all of it.

With the total amount of information coming at you, your ability to manage all of it without becoming overwhelmed is essential to your success.

You will need to be able to make smart decisions without data as well. That's called experience.

**Hot fields:** **Software developer** jobs will grow 18.8% between now and 2024, according to the BLS, while **computer systems analyst** jobs will increase 20.9% by 2024. **Market research analyst** and **marketing specialist** jobs, which also require those analytical skills, will increase 18.6%.

# SKILLS FOR THE FUTURE WORKFORCE



## ABILITY TO COMMUNICATE PERSUASIVELY

When people think of communication skills, they often believe this refers to the ability to create and deliver effective presentations. But communication skills are not just about presentations and public speaking. Communication skills are demonstrated when someone has the ability to connect with people. If you can show someone you care about them by listening to what they have to say first, you can better influence them with your ideas. But, you also need to develop:

- Ability to develop and assess content that uses new media forms.

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## UNDERSTAND THE LANGUAGE OF MANY DISCIPLINES.

Many of today's problems are just too complex to be solved by one discipline.

The ideal employee will be T shaped. As Benjamin Franklin said: "Jack of all trades. Master of one."

- Bring a deep understanding in at least one field but have the capacity to

## GREATER ADAPTABILITY AND FLEXIBILITY TO ACHIEVE OUTCOMES

When you change the environment, you change the brain, and change the behavior.

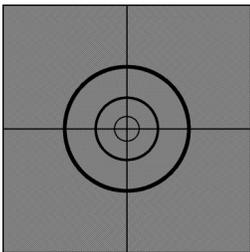
Recognize the kind of thinking and different tasks required and make adjustments to the work environment



## ABILITY TO FOCUS ON WHAT IS IMPORTANT TO GET THINGS DONE

We are just at the beginning of living and working in a world where we are bombarded with information. Some useful. Some not so much.

- Develop techniques for tackling cognitive overload.
- Learn to exercise good judgment and decision-making, by being able to weigh the costs and benefits of a situation and make a clear decision based upon that assessment.
- Know how to tease apart a complicated issue and come to a workable and efficient solution.



## ABILITY TO CREATE COMMUNITY

Technologies will make it easier to create cross-boundary collaboration—work, share ideas and be productive despite a physical separation. However, you need to know how to engage and motivate dispersed/virtual teams.

- Develop skills to work productively, drive engagement and demonstrate presence as a member of a virtual team.

