The future world of work

BY DR. BEATE STIEHLER-MULDER

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The future world of work

Jobs of the future:

- Looked at past

- Consulted some published reports

- Informal search online (now)

- Tapped into my own experience

- Confronted some of the CORE principles

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Jobs titles that did not exist 20 years ago…

- Social Media Manager

- Data Scientist

- Podcast Producer

- Uber driver

- Mobile App developer

- Cloud architect

- DO these feel "weird" to you now?

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PwC (2023) Workforce of the future: The competing forces shaping 2030

37% are worried about automation putting jobs at risk - up from 33% in 2014.

74% are ready to learn new skills or re-train to remain employable in the future.

60% think 'few people will have stable, long-term employment in the future'.

73% think technology can never replace the human mind.

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PwC (2023) Workforce of the future: The competing forces shaping 2030

The four worlds of work in 2030

The Red World   The Blue World   The Green World   The Yellow World

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PwC (2023) Workforce of the future: The competing forces shaping 2030

In the red world, innovation rules
The red world is a perfect incubator for innovation – giving consumer what they want

- Digital platforms and technology enable those with winning ideas
- Allows for specialist and niche profit-markers to flourish.
- Businesses innovate to create personalisation and find new ways to serve these niches.

But in a world where ideas rule and innovation outpaces regulation, the risks are high.

Today's winning business could be tomorrow's court case.

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PwC (2023) Workforce of the future: The competing forces shaping 2030

In the Blue World, corporate is king

- Capitalism reigns supreme, it's where bigger is better.

- Organisations see their size and influence as the best way to protect their profit margins against intense competition from their peers and aggressive new market entrants.

- Corporations grow to such a scale, and exert such influence, that some become more powerful and larger than national economies. It's a world where individual preferences take precedent over social responsibility.

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In the Green World, companies care

- A world where corporate responsibility isn't just a nice-to-have but it's a business imperative.

- Characterised by a strong social conscience, a sense of environmental responsibility, a focus on diversity, human rights and a recognition that business has an impact that goes well beyond the financial.

- Workers and consumers demand that organisations do right by their employees and the wider world.

- Trust is the basic currency underpinning business and employment. Companies have to place their societal purpose at the heart of their commercial strategy.

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In the Yellow World, humans come first

- This is a world where workers and companies seek out greater meaning and relevance in what they do. Social-first and community businesses find the greatest success and prosper.

- Crowdfunded capital flows towards ethical and blameless brands. It's a world where
- workers and consumers search for meaning and relevance from organisations, ones with a social heart.

- Artisans, makers and 'new Worker Guilds' thrive.

- It's a world where humanness is highly valued.

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PwC (2023) Workforce of the future: The competing forces shaping 2030

We have four potential scenarios

- Innovation, ideas

- Corporate, capitalism, individualism

- Diversity, recognition, trust, care

- Humans first, meaning, relevance

- All potential directions that we might see the world of work go… we need to be prepared for any of these …

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Job titles / in-demand future skills

We kind of know...(about most of these)...

- Software developer (anything coding careers)

- Blockchain jobs

- Virtual reality jobs (from gaming to marketing)

- Cyber security

- Big data analyst

- Content creator

- AI jobs (from making robots to improving business processes)

- Data protection / handling jobs

- Genome medicine / Gene experts

- Mental Health specialist

- Data broker

- Augmented reality developer

- Drone expert / pilot

(FutureLearn, 2022)

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Job titles / in-demand future skills

Then there are a few weird… interesting ones

- Organ creator (from our stem cells)

- Algorithm bias auditor

- Rewilder (replacing forests)

- Digital currency advisor

- Autonomous car mechanic

- Smart home design manager

- Agile supply chain worker

- Trash engineer

(Anderson, 2022)

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Jobs of the future:

What do all of these new / "weird" sounding jobs have in common?

- **They reflect future <u>problem-solving</u>**

- Limiting day to day tensions / frictions

- The very same thing we've been doing for years….

- Merely against a changed background … that presents new challenges to be solved

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Jobs of the future:

So how do we prepare for the future world of work?

- **We looked at those possible 4 scenarios from PwC –**

- **either innovative world, capitalistic world, diversity and care, human first... meaning**

- **We won't know WHICH one**

- **or even IF one of those will "win" ... BUT ... we can focus on:**

- CREATIVE PROBLEM SOLVING

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To be these problem solvers…

- Is a MINDSET … not A CAREER

- and NOT an anticipated JOB TITLE you need to prepare for

- **Buzz words ….**

- Change…

- Agility…

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To be these problem solvers…

- **Buzz words ….**

- (1) Change

- Make (someone or something) *different*; alter or modify.

- Replace (something) with something else, especially something of the same kind that is newer or better; *substitute* one thing for (another)

- An act or process through which something becomes *different*.

- Change is identified by our brains as a threat – releases hormones of fear, flight or fight

- Losing control

- Solution: Don't feel powerless…

- Be AGILE

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To be these problem solvers…

- **Buzz words ….**

- (2) Agility…

- Ability to move quickly and easily.
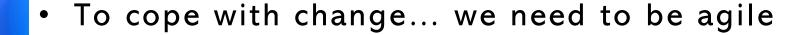
- Ability to think and understand quickly.

- We ultimately need to be "foxy futurists"

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To be these problem solvers…

- We need to cope with change

- To cope with change… we need to be agile

- To be agile…we need to be like the fox

- **Clem Sunter (famous South African scenario planner) encourages us to be** "foxy futurists"

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The fox:

- Sizes up the environment around it to identify OPPORTUNITY and RISK

- Focused

- Adaptable

- Intelligent

- Shrewd

- Determination

- Sly, tricky, mischievous

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If we are always awake, and on the look-out... updating ourselves, reading, learning scanning the environment

- We can see change coming (prepared)

- We can identify potential future gaps and problems to solve

- We can change faster when needed (with less fear - as we've anticipated it and prepared)

- We will constantly upskill / reskill in small and manageable steps as we pick up changes / signals

- We will obtain potential future job titles that we now perceive as "weird" or "interesting"

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MAY THE FOX BE WITH YOU

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THANK YOU

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