Thank you for joining:

*Prepare NOW for the 2020 Workplace*

The webinar will begin shortly.

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Prepare NOW for the 2020 Workplace

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12 pm – 1pm EDT
What does the future workplace look like?
Impact of Future Workplace Trends On Corporate HR & Training

• “Big breakthroughs happen when what is suddenly possible meets what is desperately necessary.”

Thomas Friedman, *New York Times*  
May 15, 2012
Find Passive Candidates Before They Know They Are Looking For A Job

Find the right candidates at the right time.

Learn when talent is on the move before your competition does.

Learn more  Request a demo

1 Discover
Find the candidates others are overlooking.
The Perfect Storm:
3 Forces Impacting Future Workplace

- Multiple Generations
- Social
- Mobile
By 2020, five generations will be working side-by-side in organizations.
2020

- Millennials, 50%
- Gen X, 20%
- Zoomers, 22%
- Traditionalists, 1%

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Millennials In USA, India & China

Millennial population for each country measured against the total population of that country.

- **USA**: 88 Million
- **India**: 426 Million
- **China**: 218 Million

Total population for each country:
- **USA**: 340 Million
- **India**: 1.2 Billion
- **China**: 1.3 Billion
POLL

What generation are you?
Understanding Generations @ Work
Three Research Studies

Career Builder (2012)
Generational Differences Survey
3,892 Workers + 2,298 Managers

CISCO (2012)
Connected World Technology Report
100 Millennials & 100 IT Managers each from 18 countries

Future Workplace
Multiple Generations @ Work
1,189 Multi Generational Workers/150 Managers
FINDING #1: Workplace Flexibility Is Number One Request Across Generations

• And as important for males as females

• How will this play out in the workplace?
Workplace Flexibility Is Top Criteria for Employer Attractiveness

- 35% of Workers Consider Workplace Flexibility as “Very Important”
- 39% of Millennials Cite Workplace Flexibility As Top Criteria for Employer Attractiveness
- Managers Underestimate the Importance of Flexibility in the Workplace
Workplace Flexibility Does Not Mean “Working From Home” For Millennials

Which of the following statements come closer to your opinion about working in an office?

- I would prefer to find a job where I can primarily work from any location (of my own choosing).
- I would prefer to find a job where I work at a specific location, away from my home, with my colleagues.
- I would prefer to find a job where I can work from my home most or all of the time.

Flexibility is popular, working exclusively from home is not.
Yahoo Meet AMEX: Flexible Workspaces Perk Or Recruiting Tool To Attract Top Talent?

• American Express Blue Work
  – *Flexibility:*
  – *Collaboration & Training:*
  – *Optimization:*

• *The Key To Getting Tele-Work Right:*
  – HUB: In Office Each Day
  – CLUB: Flexibility where and how you work
  – HOME: Home 3 or more days work in an environment suitable
  – ROAM: Roaming and work at Third Spaces

  – Read My FORBES column: http://onforb.es/11bsA2c
Recruiters Beware: Surprising Questions Emerge

CAREER Questions
Can I bring my iPhone, iPad and Mac to work and use this?
Can I text my manager if I am sick rather than call in?
Do I have to show up each day?
How long will it take to become next CEO?
Will my manager have others on team that work remotely?
Does your company pay extra to work from home office?

SOCIAL Questions
Can I access external social media sites at work?
Do I have to wear shoes to work?
Do you drug test often?
Can I friend my manager on Facebook once I get hired?
Does your company have game room, nap room, sports team?
Do I really need to be on time? Is it ok to be 15-30 late each day?
What HR Do To Better Attract and Develop Millennials?

• **Re-Imagine** HR Practices around:
  – PTO
  – Performance Reviews
  – Re-think Training Delivery Modes: Coaching/Mentoring Is Key
  – Consider Millennials SME of Their Generation
  – Offer Global Responsibilities Early In Career

• **Re-Think** Recruiting To Offer Passive Candidates A Peak At Your Company

• **Re-Design** Career Website To Incorporate FUN, Contests, Gaming & Authentic View Into Careers
What Are Companies Doing To Build Generational Intelligence?

• Workforce Analytics

• Formal Training
  – Generational Intelligence In New Hire
  – High Level Awareness For Senior Executives

• Affinity Groups on Multi-Gen

• Research Multi-Gen That Way Your Organization Researches Customer Needs

• Define How Age Diversity Impacts How You Source, Develop & Engage
3 Forces Shaping the 2020 Workplace

SOCIAL WEB

BY 2020 ...

social media will connect employees, customers and partners for immediate communication
POLL

Does your company offer social media training of any type?
What Types Of Business Benefits Are Sought?

- Increase Speed to Access Knowledge: 74%
- Reduce Communication Costs: 58%
- Increase Speed to Internal Experts: 51%
- Increase Employee Satisfaction: 40%
- Decrease Travel: 40%
- Increase Number of Product Innovations: 26%

Source: IDC; McKinsey Global Institute analysis
Understand the Benefits/Barriers

Benefits (in order of IMP)
1. Improve Knowledge sharing
2. Improve Engagement
3. Improve Ability to Find Experts
4. Increase Speed of Innovation
5. Increase Productivity

Barriers (in order of IMP)
1. Culture not ready
2. Security Leaks
3. Lack of Manager Understanding
4. Employee/Staff Confusion
5. Perceived Loss of Productivity

What are the Business Benefits & barriers of leveraging social learning in your organization? Please rank order the following benefits with “1” being of most importance and “8” being of least importance.
Social In The Enterprise

The Social Economy estimates $1.3 Trillion in untapped value Implications:

- Social Business Will Move From “Nice To Have” To Office Productivity Tool
- Social Media Command Centers Become Visual Part Of Culture
- Rise In Social Media Training To Profile Safe & Secure Usage
Big Idea: Social Technologies Have Potential To Increase Employee Productivity

Tasks of Knowledge Worker (% of time spent in an average week)

- Reading and Answering Email: 28%
- Searching For Information: 19%
- Communication and Collaboration Internally: 14%
- Role-Specific Tasks: 39%
- Total: 100%

Source: IDC; McKinsey Global Institute
For Benefits To Happen: Social Media Literacy Training Is Critical

- **Sprint**: Sprint Ninja
- **Telstra**: Three R’s of Social Media
- **PepsiCo**: SMARTU
- **Intel**: Digital IQ
- **Edelman**: Social Media Belt Training
Social Media Disasters

Applebee's

1.5 million + views, mostly negative

Chrysler

8,000 Twitter followers (+retweets)

Netflix

SEC Wells Notice

Amount: I Give God 34.93
Tip 18%: 10% why do you get so mad

I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to driving.

Reed Hastings - 205,009 subscribers
7 hours ago near Los Gatos, CA

Congrats to Ted Sarandos, and his amazing content licensing team. Netflix monthly viewing exceeded 1 billion hours for the first time ever in June. When House of Cards and Arrested Development debut, we'll blow these records away. Keep going, Ted, we need even more!
Mobility

BY 2017....
There will be more smartphones than people on earth
Telework On The Rise

- 2.9M USA employees Tele-work
  But 50M hold jobs that are telework compatible

- 4.9 million are estimated to telework by 2016 plus a population of nearly 1B virtual freelancers

- Interest In Telework Will Drive Workplace Flexibility As Employer Point Of Differentiation

- Biggest Barrier To Tele-Commuting Is Management Fear and Mistrust
Mobile Learning @ Work

- Access Web From Mobile Device: 69%
- Companies Support BYOD for Laptop/Smartphone/Tablet: 47%
- Use Mobile Device To Support Learning Back@ Work: 43%
POLL

Does your company have a BYOD policy?
What Are Forward-Looking Companies Doing To Re-Invent The Workplace?

- Marriott: Sourcing New Talent
- Zappos.com: Recruiting New Talent
- Deloitte: Deloitte Leadership Academy
- GA: Transforming Thinkers Into Creators
What’s Next?

1. Your Reputation Capital Will Get You Hired & Promoted

2. Consider MOOC Mania A Wake-Up Call For Re-Invention Of Learning

3. Understand Power of Gamification

4. Be Open To The Possibilities Of A Beginner
Skills For 2020 Workplace

- Awareness
  - Workplace Technology
  - Social Media Literacy

- Deep Knowledge
  - Global Citizenship

- Actively in Role
  - Collaboration
  - Innovation Readiness
Let’s Continue the Discussion:

Attend Social Learning Boot Camp & Receive Complimentary iPad Mini
September 9-10, 2013
Boston, MA
www.sociallearningbootcamp.com

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