

Society 3.0-The Future of work, skills, careers and education in a digital world



Dr. Tracey Wilen

Agenda

- Macro trends impacting organizations
- Future of Work?
- New skills for a digital world
- Is it time for a career selfie?
- What do we need to think about as education leaders?

The background features several stylized sun icons. On the left is a large green sun with a circular center and a jagged, spiky outer edge. On the right side, there are three smaller suns: a small orange one at the top, a pink one in the middle, and a purple one at the bottom. A faint, larger grey sun is visible in the bottom right corner. The text is centered in a light yellow font.

Macro Workforce Trends

Extreme Longevity



Bloomberg Businessweek

February 11 - February 22, 2011 | bloombergbusinessweek.com

The Forever Pill

Inside Novartis's quest for the world's first anti-aging drug

p44

FEBRUARY 23 / MARCH 2, 2011

TIME

SPECIAL HEALTH DOUBLE ISSUE

THIS BABY COULD LIVE TO BE 142 YEARS OLD

Dispatches From the Frontiers of Longevity

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Working 70-90 years



Loren Waden, Kansas
Age 103 , Walmart Employee
Still working

Extreme Longevity create multi-generations in the workforce

1901 – 1924

G.I. Generation

1925 – 1942

Silent Generation

1943 – 1960

Baby Boomers

1961 – 1981

Generation X

1982 – 2004

Generation Y (Millennial)

2004 – Present

Homeland Generation (Generation Z)

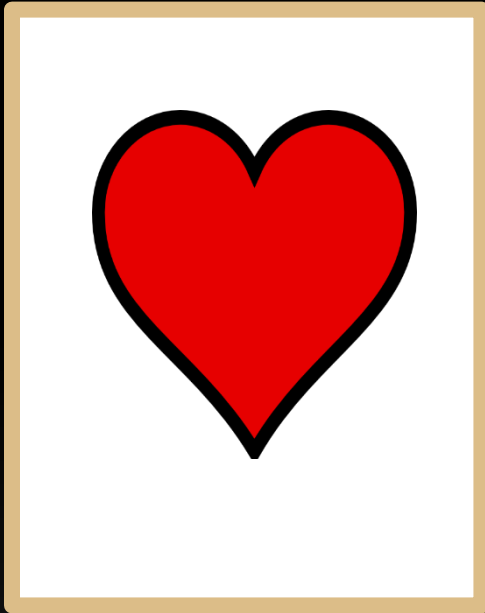


Multi-generational workforce complexities

- Expectations
- Work Goals
- Motivations
- Learning styles
- View of Leadership
- Leadership style



Example: Varied use of Technology



Love it



Confused by it



Hate it

iPad Gift



The VUCA World

Volatile

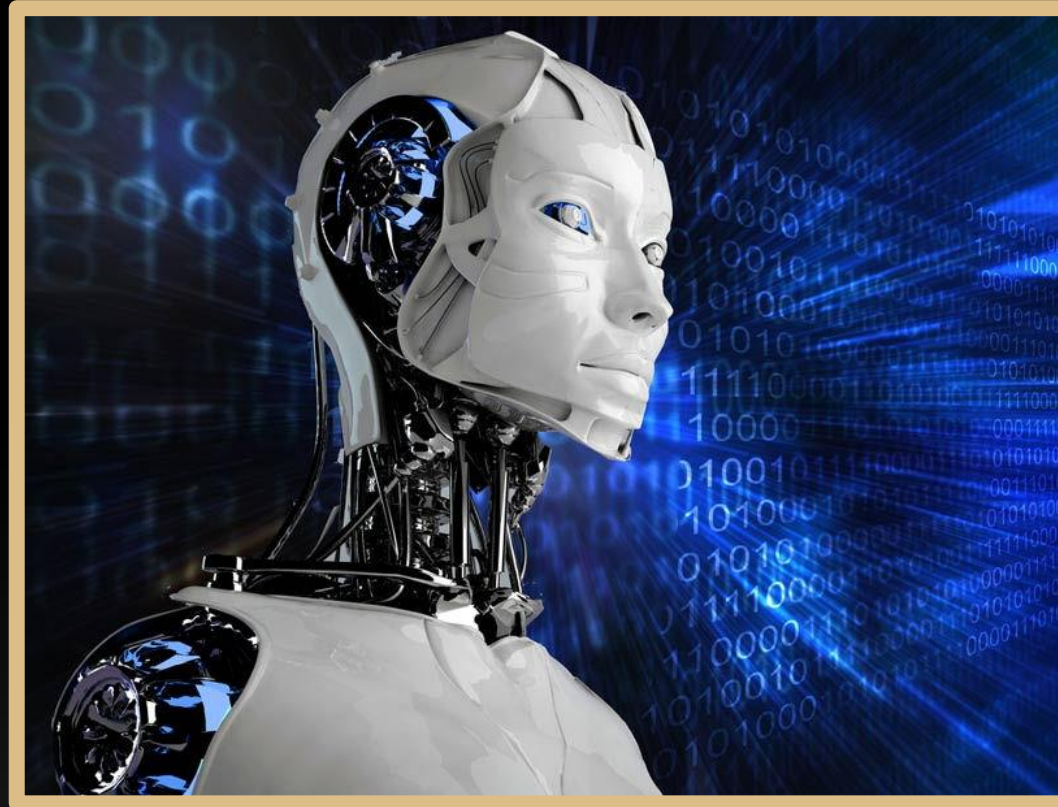
Uncertain

Complex

Ambiguous



Smart Machines and Automation



Service robotics market will reach \$18 Billion by 2020

Robotics



Knightscope Security Guard at Stanford University Mall

Globalization impacts work

eBay



Every business is global

Upwork



On demand talent

What is the future of employees?





Externally crowdsource talent to innovate



\$10 B to 6 million outside developers to innovate

And on-demand talent



1 out of 3 Americans Freelance

Creative class exit firm to get off the salary treadmill



72% of Gen Z desire to be entrepreneurs

Future firm ?

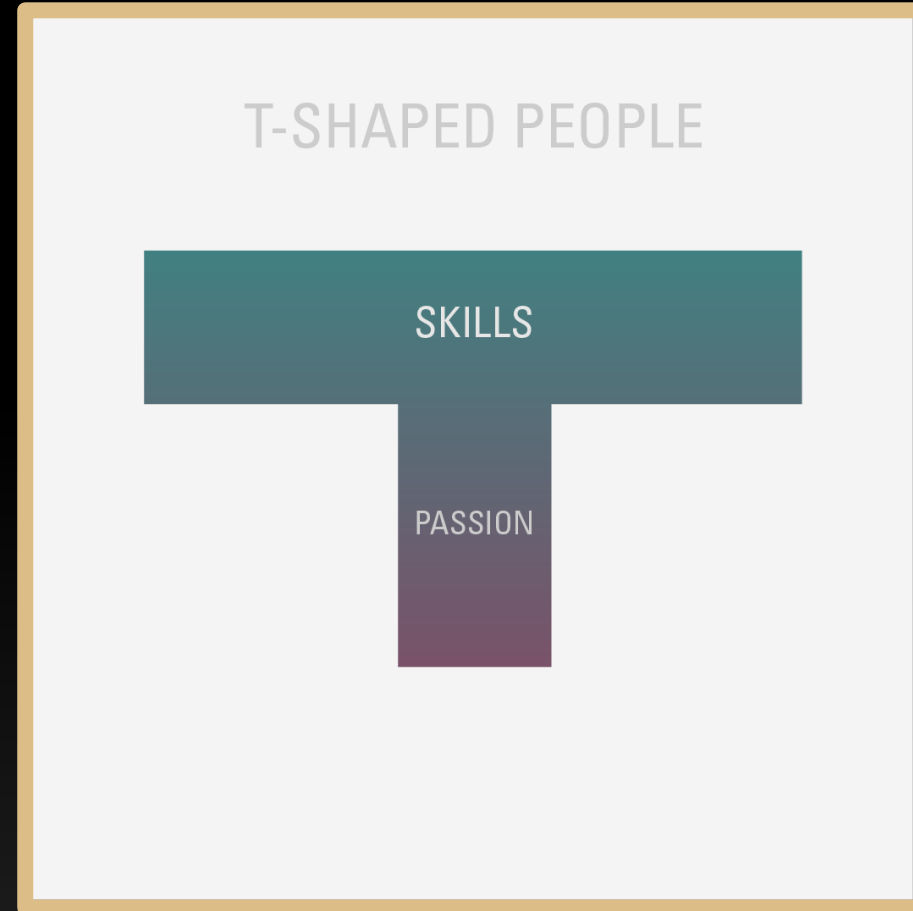
Employee cogs in a wheel?



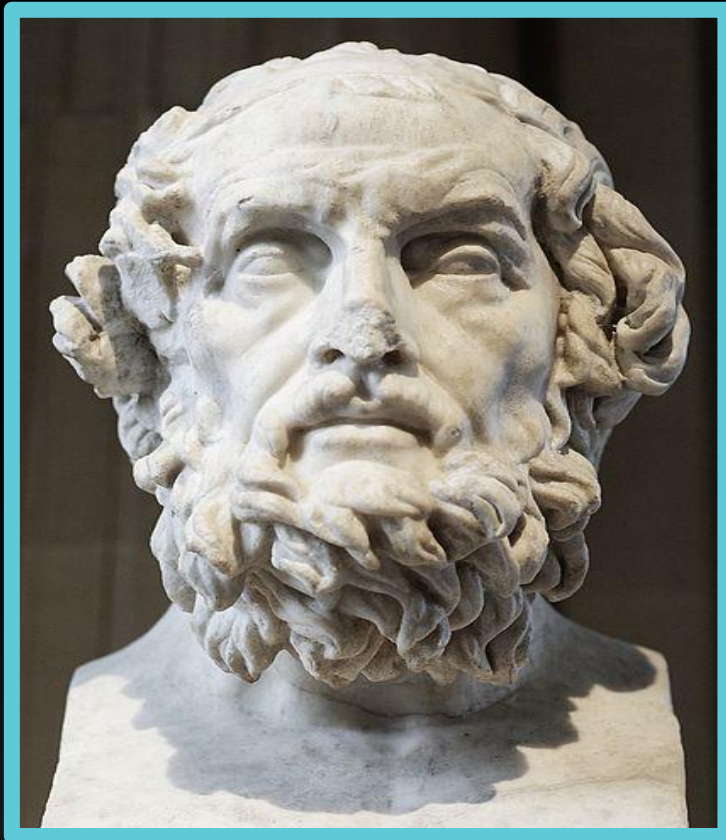
Project based work vs full time employee?

New Reality: New type of workers

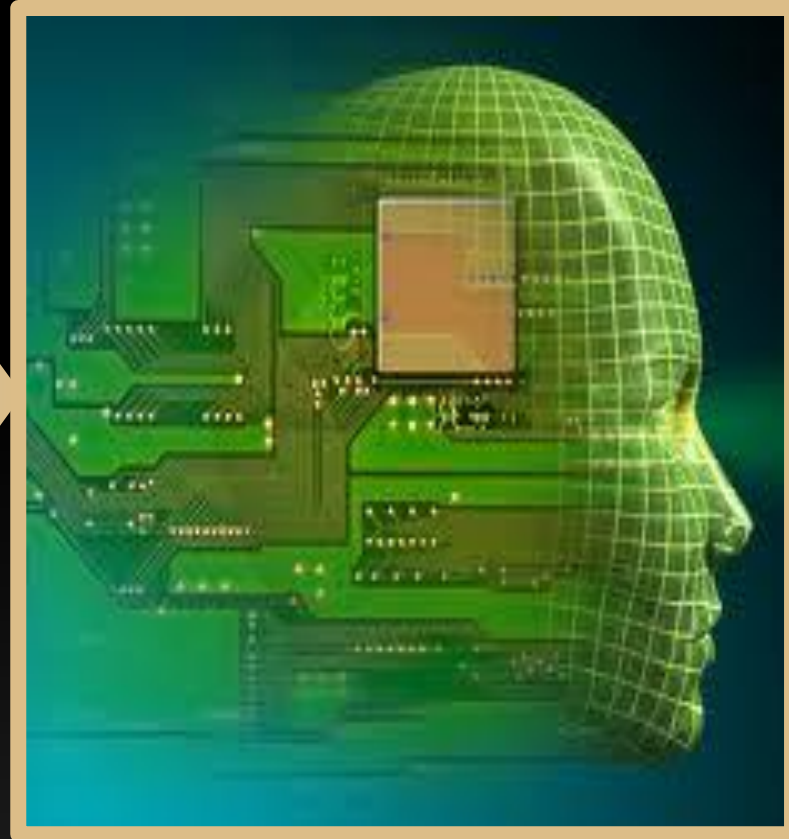
- High level of skills
- Visionary
- Specialized
- Generalist
- Technical



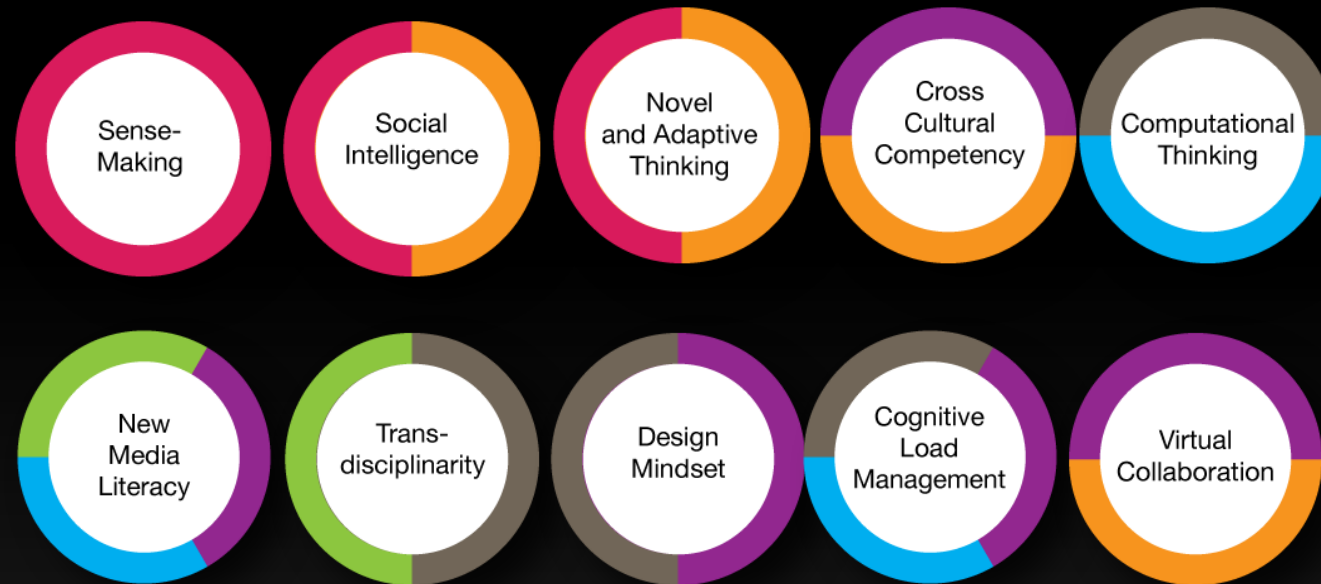
Classical World



Technology World



Enhanced set of skills in a digital world?



Skill: Multimedia Literacy the new Text





New learning technologies



Virtual reality mainstream
\$1Billion market in 2016

Technology impacts training



NORDSTROM



Nordstrom –Retailer uses my data to

- Know me
- Customer relationship
- Inventory
- Enhance shopping experience
- Increase sales



Skill: Novel and Adaptive Thinking

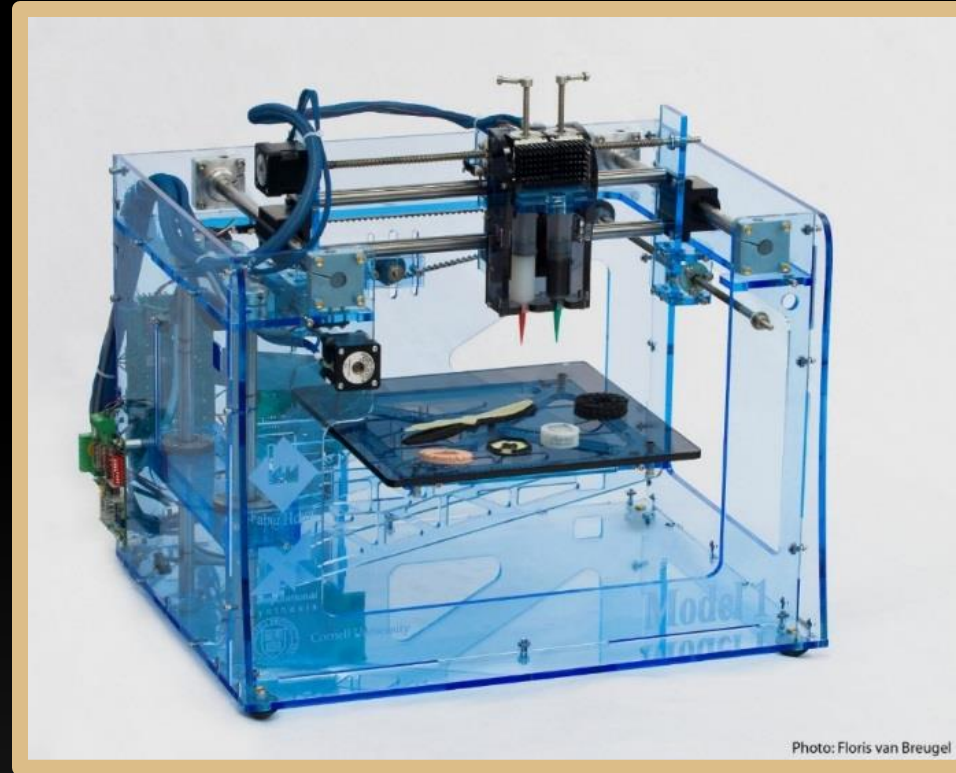
Borrow trends

Rethink solutions

Re-solve problems using
new technology

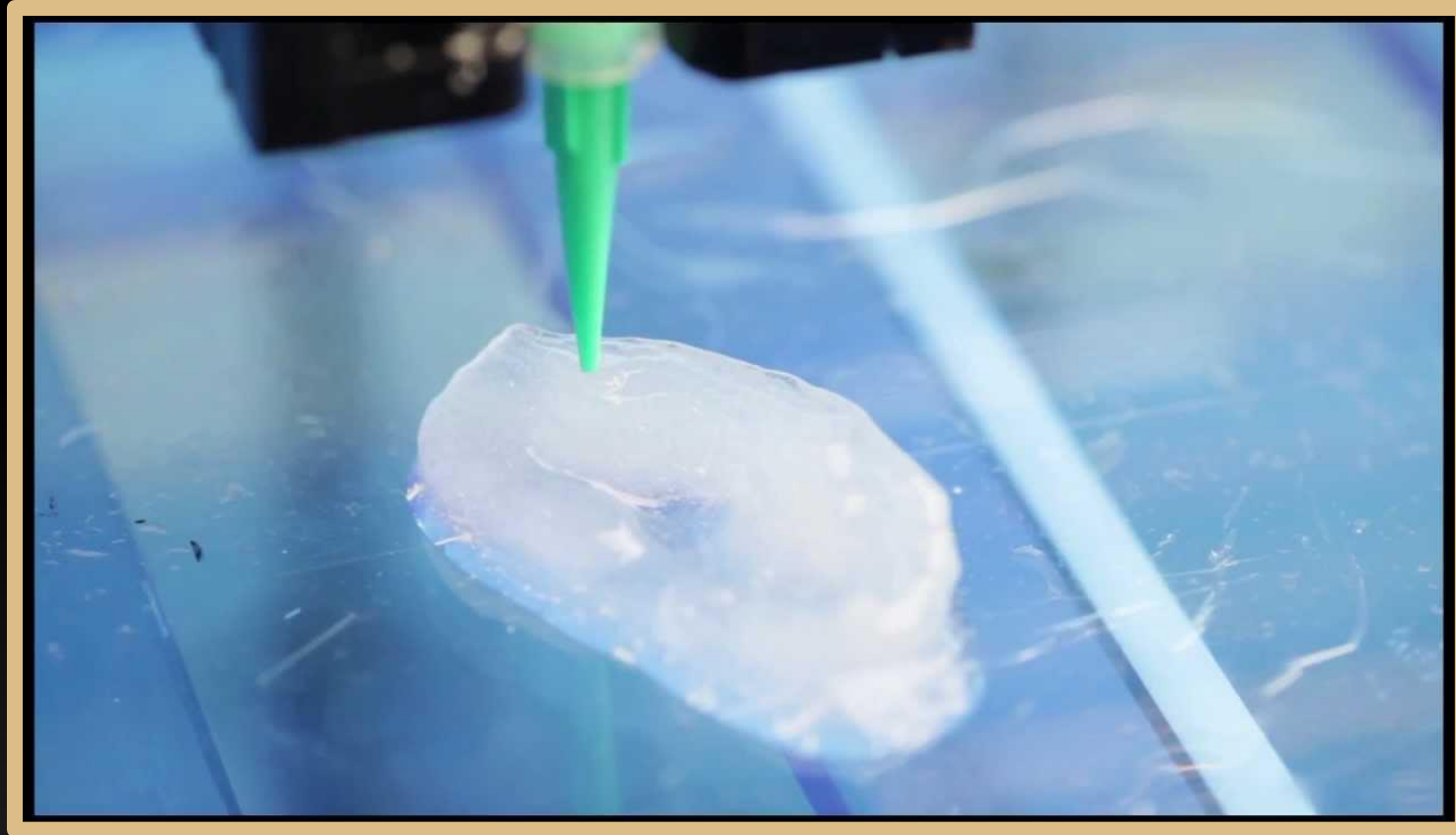


3 D Printing



3-D Printer

Can we print ears?

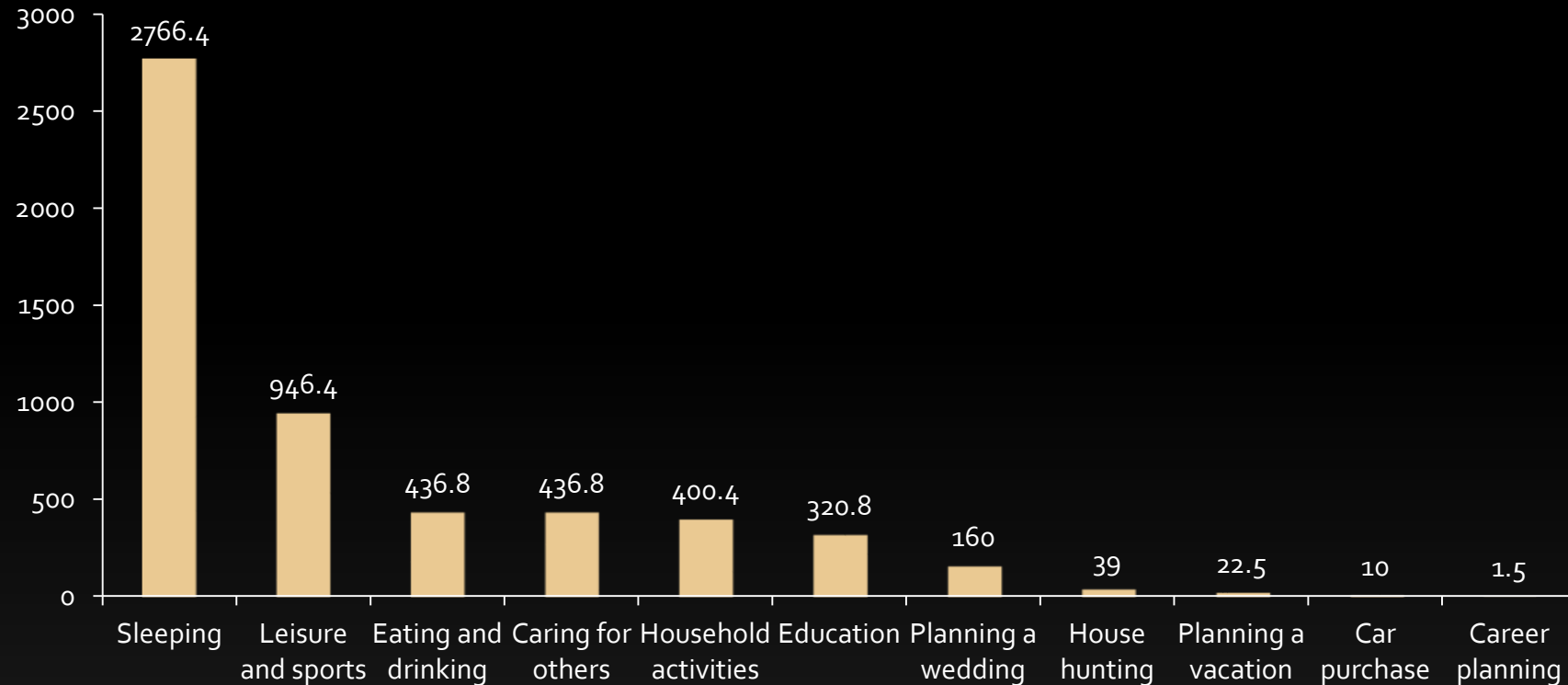


Is it time for a Career Selfie?



Time Spent on Career Planning

Hours Spent in a Year



Sources:

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www.bls.gov/tus/charts/

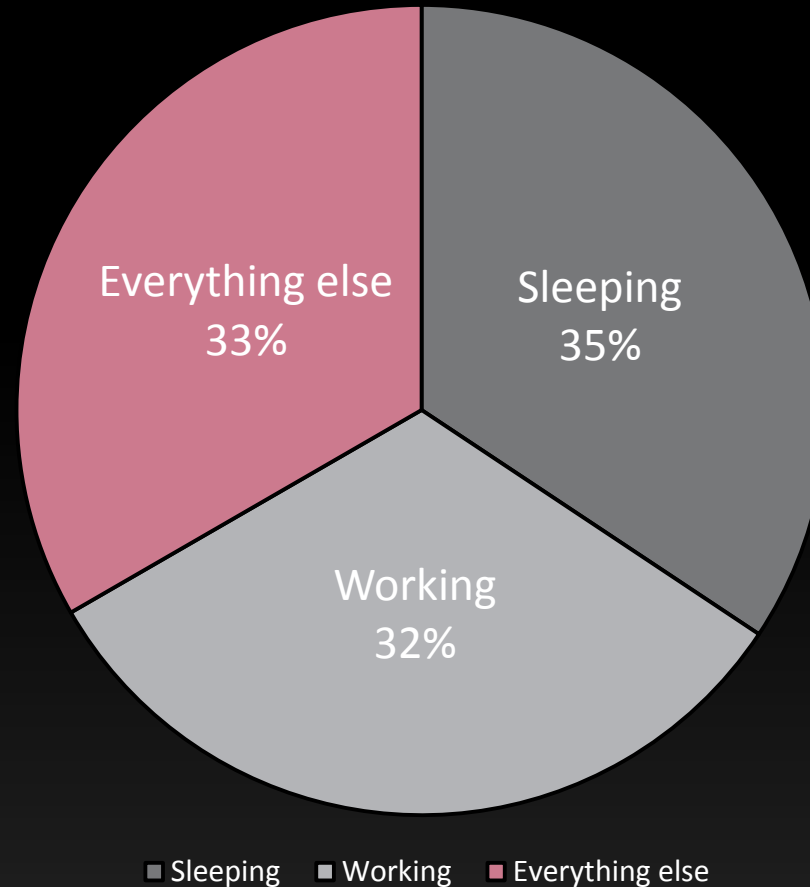
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www.reuters.com/article/2008/04/03/idUS126258+03-Apr-2008+PRN20080403 www.dahlweddingcompany.wordpress.com/

heri.ucla.edu/PDFs/pubs/Reports/CSS2008_FinalReport.pdf

Why pay attention to career planning?

Nearly $\frac{1}{2}$ your life and $\frac{1}{3}$ of your day will be spent working



11.3 jobs between age 18- 46



Baby Boomers (1957-1964)

6-7 careers (70 jobs?)



Younger workers

What is your playbook?

- ✓ Finance plan
- ✓ Health plan
- ✓ Career plan
- ✓ Education plan
- ✓ Family plan
- ✓ Retirement plan



20's

30's

40's

50's

60's

70's

80's

90's

Personal Timeline with goals

Education Goals



Social Goals



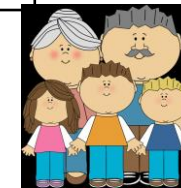
Work Goals



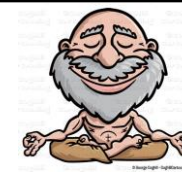
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Financial Goals

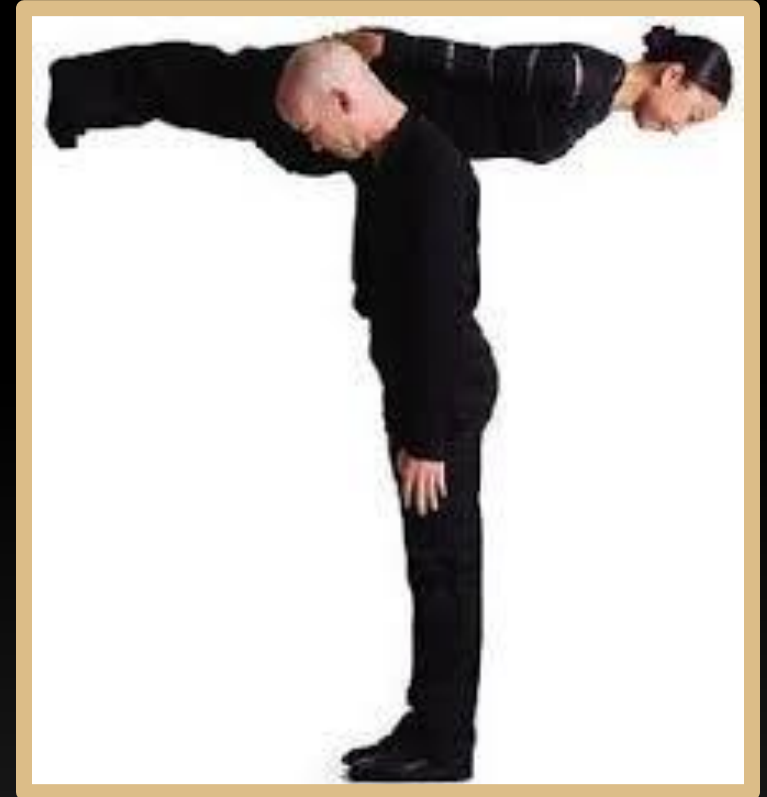


Health Goals



How do we evolve as education leaders?

Understand employment landscape
Changing student
Emerging Technologies
Anticipate the Future
Design for change



T Person

What recruiters say about certifications

- Credibility
- Marketability
- Your resume will be picked up by spider crawlers
- You check a box when others don't
- It shows dedication to a field or discipline
- Many employers require it (US government, Tech firms)
- Independence (entrepreneurs)
- Transportable
- Reduces employer risk
- Pre-screen
- Higher salary

Virtual Choir



Thank you



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