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

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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?
Macro Workforce Trends
Extreme Longevity
Working 70-90 years

Loren Waden, Kansas
Age 103, Walmart Employee
Still working
Extreme Longevity create multi-generations in the workforce

<table>
<thead>
<tr>
<th>Year Range</th>
<th>Generation</th>
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</thead>
<tbody>
<tr>
<td>1901 – 1924</td>
<td>G.I. Generation</td>
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<tr>
<td>1925 – 1942</td>
<td>Silent Generation</td>
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<tr>
<td>1943 – 1960</td>
<td>Baby Boomers</td>
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<tr>
<td>1982 – 2004</td>
<td>Generation Y (Millennial)</td>
</tr>
<tr>
<td>2004 – Present</td>
<td>Homeland Generation (Generation Z)</td>
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</tbody>
</table>
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
The VUCA World

Volatile
Uncertain
Complex
Ambiguous
Service robotics market will reach $18 Billion by 2020
Robots

Knightscope Security Guard at Stanford University Mall
Globalization impacts work

Every business is global

On demand talent
What is the future of employees?
Externally crowdsource talent to innovate

6 Million
1.5M added since WWDC ‘12

$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
Enhanced set of skills in a digital world?
Skill: Multimedia Literacy

65% of the population are visual learners.
New learning technologies

Virtual reality mainstream
$1 Billion market in 2016
Technology impacts training
Skill: Sense-Making
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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Why pay attention to career planning?

Nearly ½ your life and 1/3 of your day will be spent working.
11.3 jobs between age 18-46

6-7 careers (70 jobs?)

Baby Boomers (1957-1964)

Younger workers
What is your playbook?

✓ Finance plan
✓ Health plan
✓ Career plan
✓ Education plan
✓ Family plan
✓ Retirement plan
Personal Timeline with goals

- **Education Goals**
  - Graduation cap
  - Certificate

- **Social Goals**
  - Heart
  - Family
  - Home

- **Work Goals**
  - Businessman
  - Future VP

- **Financial Goals**
  - Debt
  - Money

- **Health Goals**
  - Exercise
  - Healthy weight
  - Fitness
How do we evolve as education leaders?

Understand employment landscape
Changing student
Emerging Technologies
Anticipate the Future
Design for change
What recruiters say about certifications

• Credibility
• Marketability
• Your resume will 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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