



The Future of Work:

Technology is Driving Change

Technology is making the workplace more productive, simpler, and more meaningful to people. That also means focusing on wellness and health and not just business productivity, but human productivity

Companies and organisations are redesigning themselves around teams and networks, less around hierarchy these days. In the digital world we live in, people interact in small teams and they can share information and collaborate instantly anywhere. Companies are trying to redesign their structure for the future, change the roles that people have, creating more of a networked organisation.

Employers might benefit from closely examining their employee engagement, getting close to their needs and focusing on the individual journeys and obstacles they may have to getting their jobs done.

What are some of the top implications for employers?

People have individual goals and your organisation needs to be the best place for them to achieve them. Whether they are money orientated goals, benefit related goals or goals associated with their future plans your organisation will need to be flexible enough to help them achieve.

Learning and development is key too, providing opportunities not just for learning the ropes but for personal development too is something that every employer should consider. Developing and maintain a coaching environment is a definite plus and helps to keep employee aspirations satisfied.

Natural leaders are the way forward, promoting people to leadership roles because of their length of service won't cut it anymore, leadership is a real skill and one that is appreciated and craved for by employees. A great leader can inspire through a host of techniques and doesn't necessarily rely on the fact that they may know the job inside and out.

What does it imply for employer brand management?

What even is an employer brand? Well these days the way you treat people is reflected in your outward facing brand communication. Your website and social media are windows into the way you run your business and are there for all to see.

Invest in your people and put them as your number one product, by creating a great employment experience retention will be better, advocates will grow and innovation will come through.

50% of millennials will live into their 100's, they may well return to you for work and they're certainly going to talk about their experiences good and bad. Create a long term strategy for those people who have left your employ so they can continue to be brand advocates too.

Source credit: Josh Bersin

