

Preparing employees for tomorrow's workplace.

FUTURE OF WORK EXPERTS OFFER TIPS ON HOW BUSINESSES CAN PREPARE THEIR TEAMS TO KEEP PACE WITH CHANGE.



The modern world has changed the way we do business. And the workplace will continue to evolve. Shifts in social values and rapidly evolving technology will change how we communicate, where we work and the skills we need to develop.

How can companies and their employees prepare for these changes?

What skills must workers possess?

We talk to two futurists about how to prepare your company today for the business world of tomorrow.





Cheryl Cran

Future of work expert, author and founder of NextMapping, a future of work consultancy



Jacob Morgan

Author, keynote speaker and founder of The Future of Work University



What is driving the rapid pace of change in the workplace?



Cran: It's the law of accelerating returns, which states that with technology, innovation happens exponentially faster. Today, we experience more technological change in one year than our parents did in five. Add to that a major shift in attitudes by the larger demographics of Gen Z and millennials, who see work as an adjunct to life rather than the reason for life.



Morgan: There are changes in many areas: in customer and employee needs, demands and expectations. Technology is causing us to re-examine our business models and the types of jobs we create. Plus, there are social causes — a shift toward transparency and openness, and new leadership models that have to cater to operating in a new type of world.





What obstacles come with this change?



..... **Morgan:** The first big obstacle is going to be moving away from the comfortable. This is something we all struggle with. The second is going to be viewing technology as a way to purely improve efficiency, even at the cost of removing human workers and making the company less “human.” The last challenge is going to be around staying relevant.



..... **Cran:** The biggest obstacle is the ability for employees and employers to change. As customer demands drive the need for rapid innovation, it will be a challenge for workers and companies to adapt and change quickly.

How can we overcome these obstacles?



Cran: Companies will need to upskill and reskill their workers. Workers need to be coached on how to be more agile and how to be change leaders.

Also, companies need to create innovation labs or teams focused on helping to change not only the customer experience but also employee challenges.

When companies focus on helping workers be the best that they can be, that translates into success for everyone and into greater customer experiences and increased employee loyalty.





Is there more that should be done on the employee front?



Cran: Educate employees on the future of work and change. This can be done with team meetings, bringing in external experts and having leaders trained on how to coach change. Second, provide employees with real-time skill development. This requires leaders that have the strong ability to coach teams to their highest performance levels.



Morgan: The assumption here is that it's purely the responsibility of the company; it isn't. Employees need to be more accountable for their own learning and development, which means taking advantage of the resources their company provides. It also means that sometimes they will need to allocate their own time and resources to learn the things they need to succeed.

What are the critical skills needed for success in the changing workplace?



..... **Morgan:** Two big areas are technology and humanity — balancing the human side of work (leaning into emotional intelligence) with the technology side of work (being tech-savvy and digitally fluent).



..... **Cran:** The skills needed to successfully navigate the future include all the “soft skills,” such as emotional intelligence, creative intelligence and generational intelligence.

Then, there is technological intelligence — the ability to leverage what technology can do to automate, increase production and save time. Businesses need to provide technological training and upskilling so that employees have the most updated tech skills.



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