



The Future of Work, Skills & Leadership in a Digital World

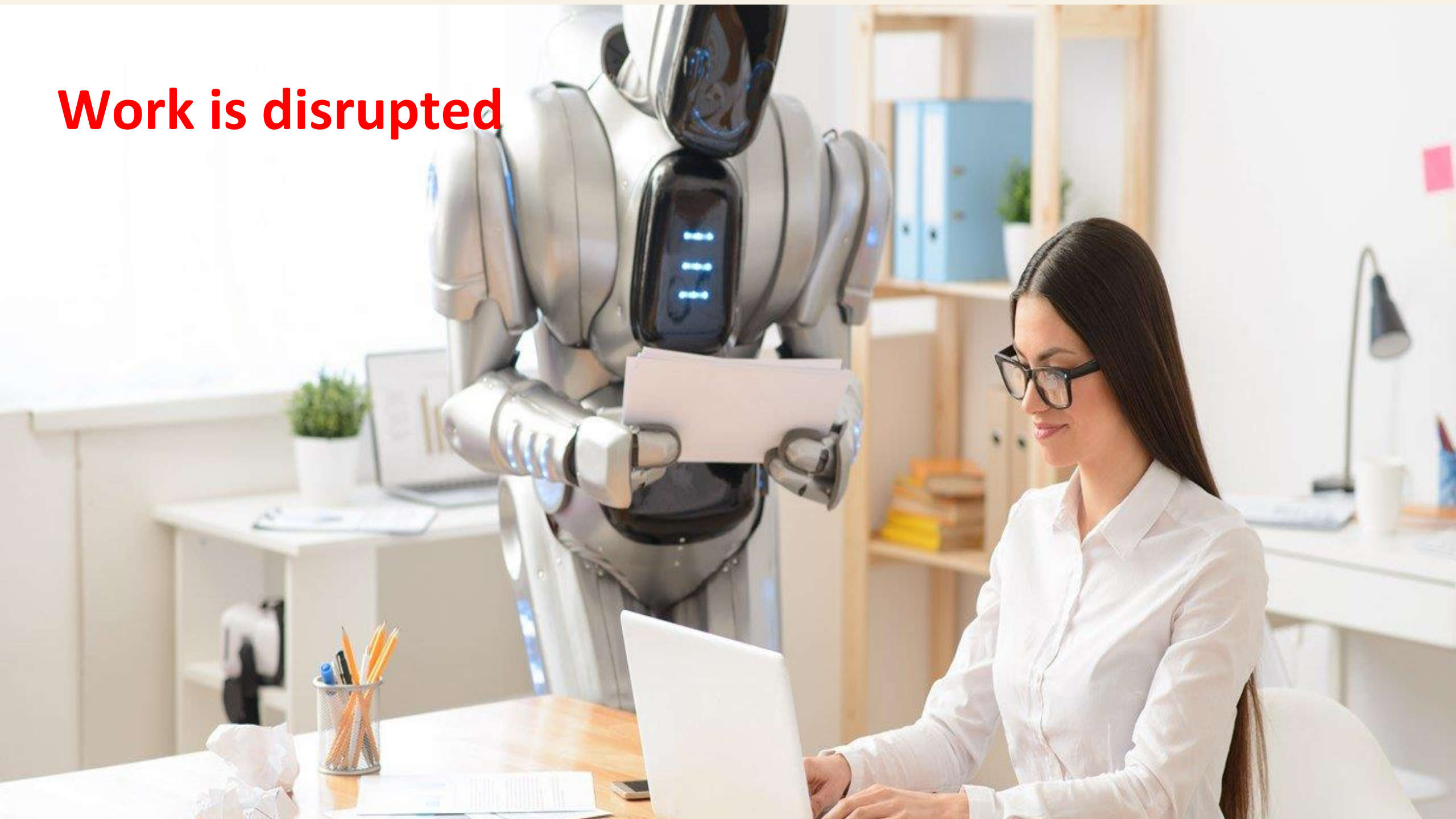
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Society is Disrupted

Work is disrupted



Industry is Disrupted



U B E R



airbnb



- 3 Forces impacting Organizations
- Industry changes
- 5 New Skills
- Service Provider Strategies
- 3 Personal Development points
- 3 Employee Leadership Development points

3 Macro Workforce Trends



Extreme Longevity

1



Live to 100?

~~Plan A~~

Plan B

Individual reality you will work for 60-70 years

2 Multigenerational workforce complexities

- Expectations
- Work Goals
- Motivations
- Learning styles
- View of Leadership
- Different POV



Example: Varied use of Technology



Love it



Confused by it



Hate it

3 The VUCA World

- Volatile
- Uncertain
- Complex
- Ambiguous

“I feel like a First responder”





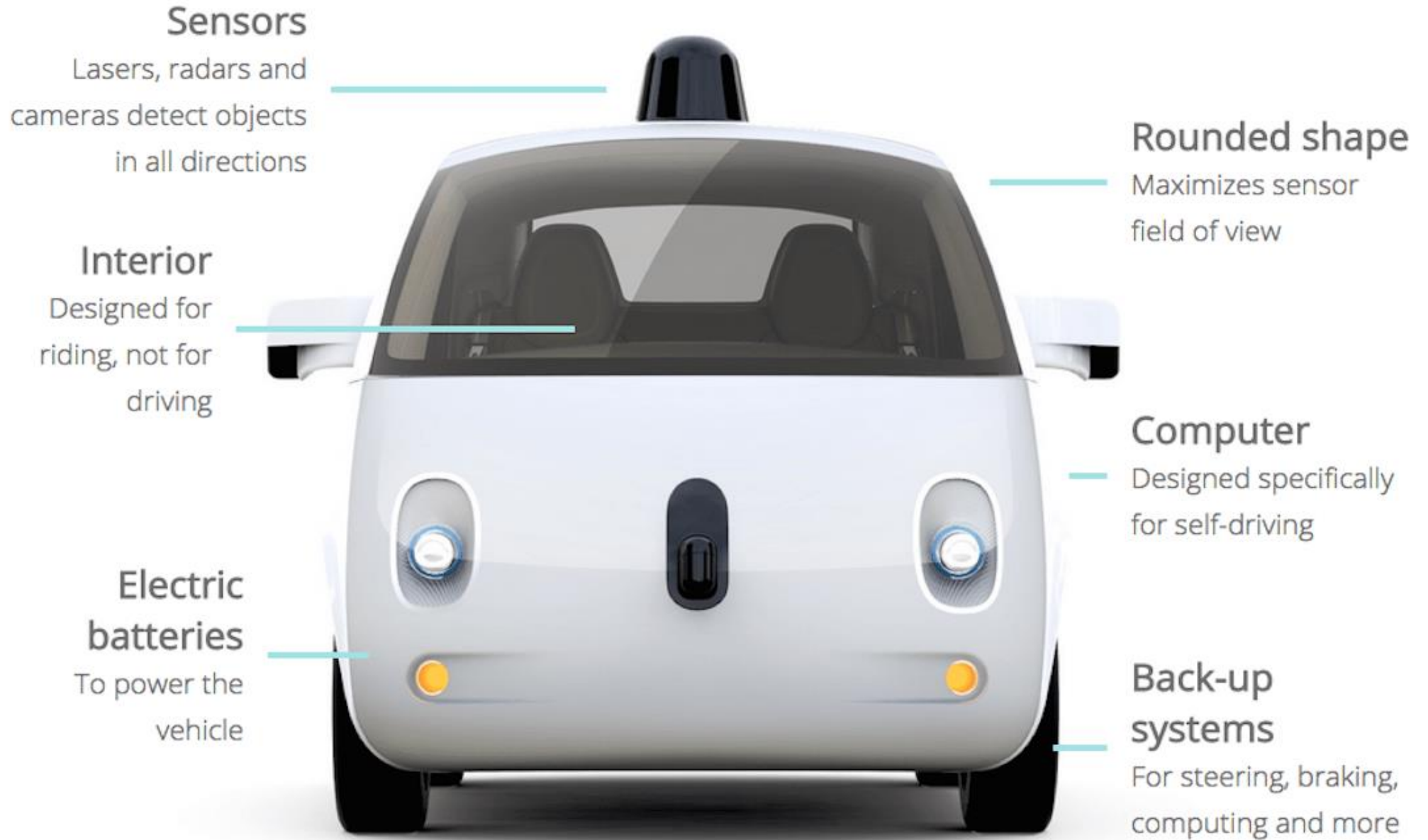
DIGITAL
STARTUP



VUCA WORLD



Technology Changing Industry



Sensors

Lasers, radars and cameras detect objects in all directions

Rounded shape

Maximizes sensor field of view

Interior

Designed for riding, not for driving

Computer

Designed specifically for self-driving

Electric batteries

To power the vehicle

Back-up systems

For steering, braking, computing and more

Software in a box

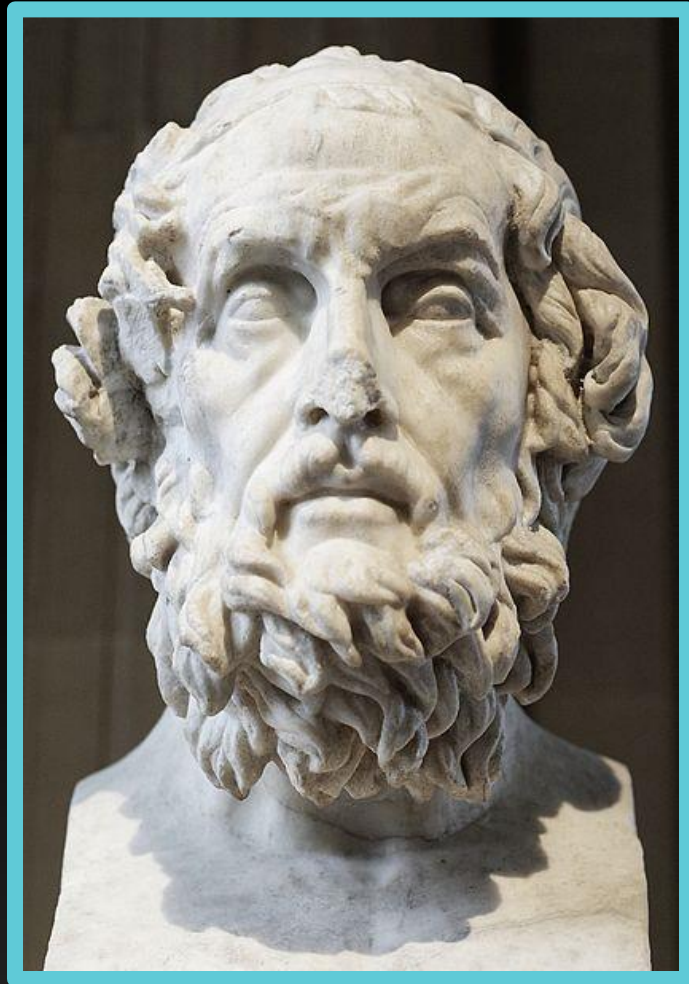


Industry Leaders



Disruption

Classical World



Technology World



How do I transition to digital and do it well?



5 SKILLS

1. Multimedia Literacy
2. Design Mindset
3. Data Literacy
4. Computational Sense Making
5. Novel and Adaptive Thinking



1

Multimedia is the new Text

85% People Visual Learners
Age 18-34 Prefer YouTube to Books



2

Design Mindset



Design the work environment and workflow to be the most productive

3 Data Literacy

4 Computational Sense making

Nordstrom –Retailer uses my data to

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

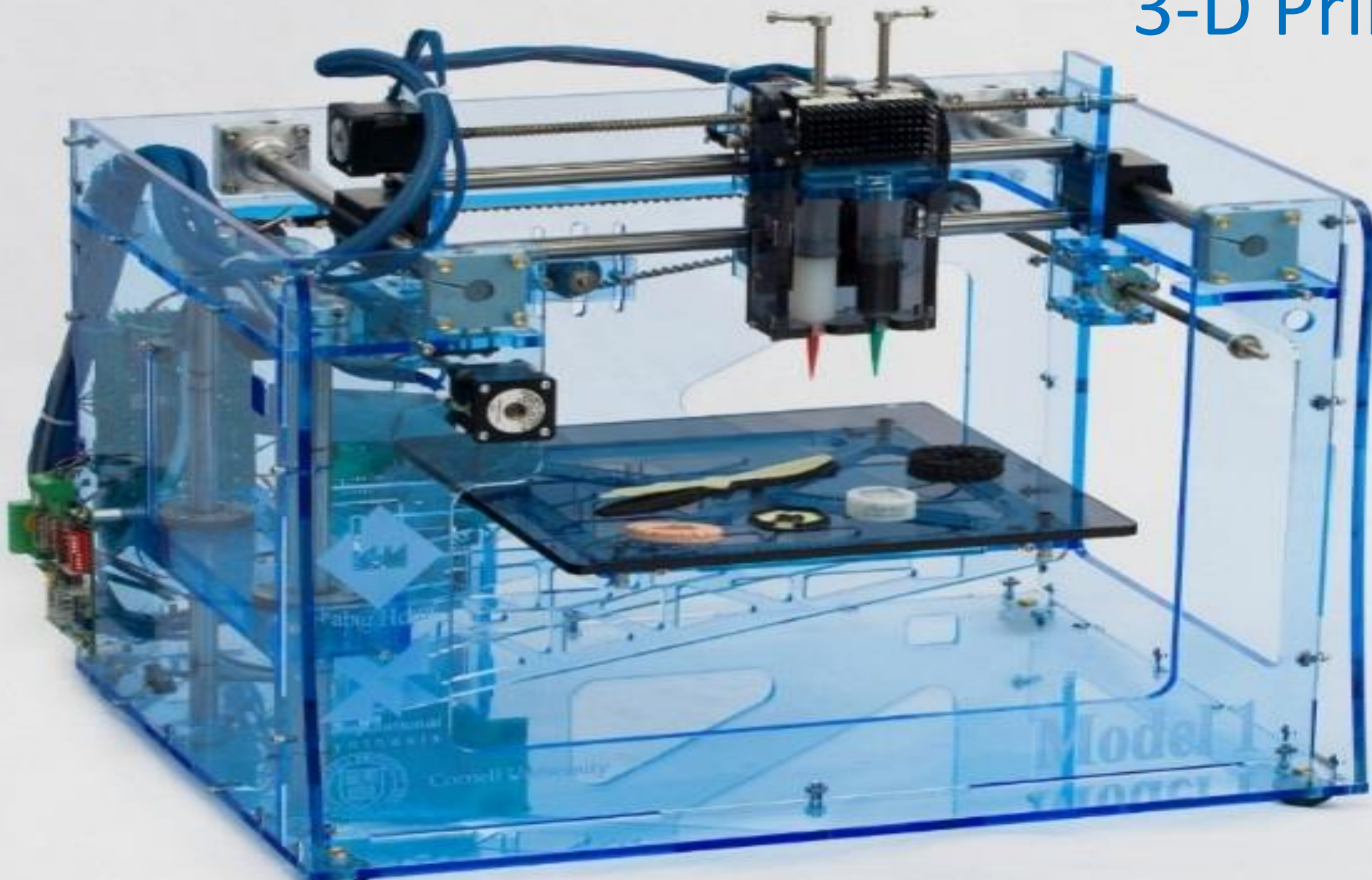
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Novel and Adaptive Thinking

- Borrow trends
- Rethink solutions
- Re-solve problems using new technology



3-D Printing



A stack of colorful sticky notes is placed on a brown corkboard. The top sticky note is light blue and features the text "THINK DIFFERENT" in a bold, black, hand-drawn font. Below it, several other sticky notes in shades of blue, yellow, and pink are visible, slightly offset to the left and bottom. The corkboard has a natural, textured appearance.

**THINK
DIFFERENT**

Develop or expand Services

- Emerging Vertical specialization- IoT Cars
- High Demand gap care- Cyber Security
- Focus on Market Segment- SMB
- Expand specialty area- widen the net
- Provide unique services- block chain, digital supply chain, business intelligence
- Fill Gap- Legacy Manufacturing Services
- Leap frog services- Immersive retail/Amazon
- Re-skilling, training services
- Change management

An orange speech bubble with a tail pointing towards the bottom left, containing the word "HOW?" in bold, dark grey capital letters.

HOW?

Business Assessment (company & customers)

Expand your core services

Increase margin narrow, efficient

Partner with leading new technology vendors

Specialty consultants

Acquire firms

Leadership Mindset

3 POINTS



1 Interconnected knowing

- Industry direction & technology
- Competitors (Acquisitions, Investments, patents)
- Adjacent markets
- Emerging start ups
- Research Universities/Incubators
- Technology firms/shows
- Vendors/Partners
- Venture Capital and Private Equity



Broader Real Time knowledge

2

Customer Guidance

- Customer Ideas
- Customer Pain Points
- Focus groups
- Surveys
- Social Media insights
- Customer advisory teams
- Vendor Advisory teams



Engage with your customers

3

Workforce Innovation

- Employee Ideas
- Sales team
- Customer Service
- Diverse Talent-idea people
- Serious contests/rewards
- Crowdsource
- Employee Advisory Teams
- New Board Members



Employee New Mindset

3 POINTS



1

I did not hire you to do a Robot's job



2



3

#Career Selfie

Snapshot of where you
are in your career
put focus on it.



Thank you!
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