

2019 South Carolina State
SHRM Conference

presents

Five Trends Shaping the
Future of Work

with Dr. Bob Nelson

September 26, 2019



INTRODUCTION

Dr. Bob Nelson

Considered the world's leading expert on employee recognition and employee engagement

President of **Nelson Motivation Inc.**, a management training/consulting company in San Diego

Sold 5 million books on management & motivation, including *1501 Ways to Reward Employees*

Has appeared extensively in the national media regarding how best to motivate employees

Holds an MBA in organizational behavior from UC Berkeley and received his PhD in management





Dr. Bob



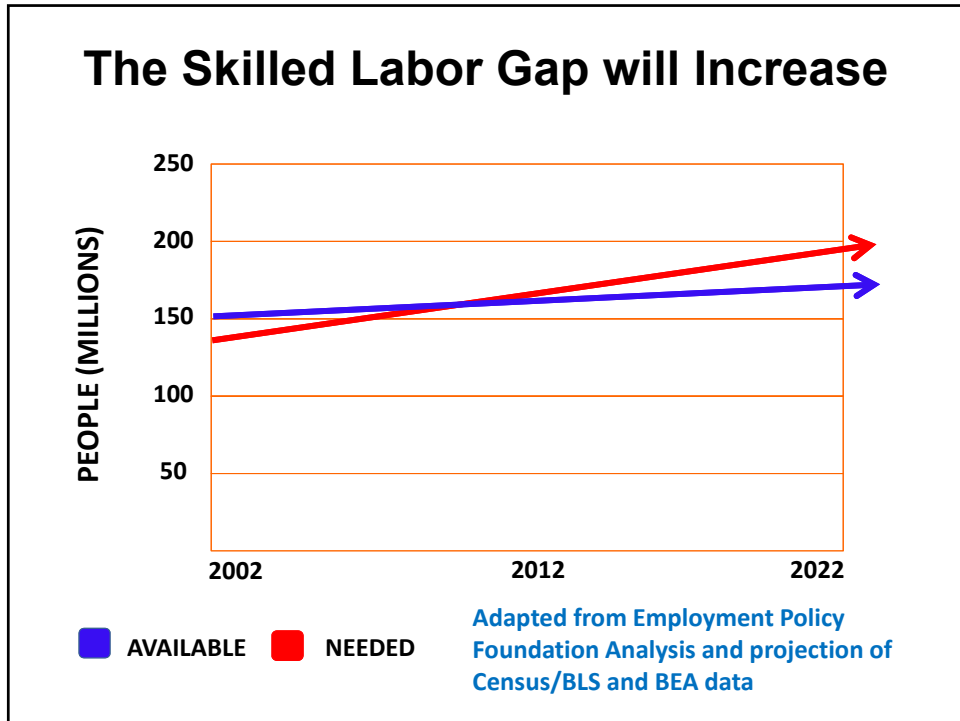
5 Trends Shaping the Future of **Work**

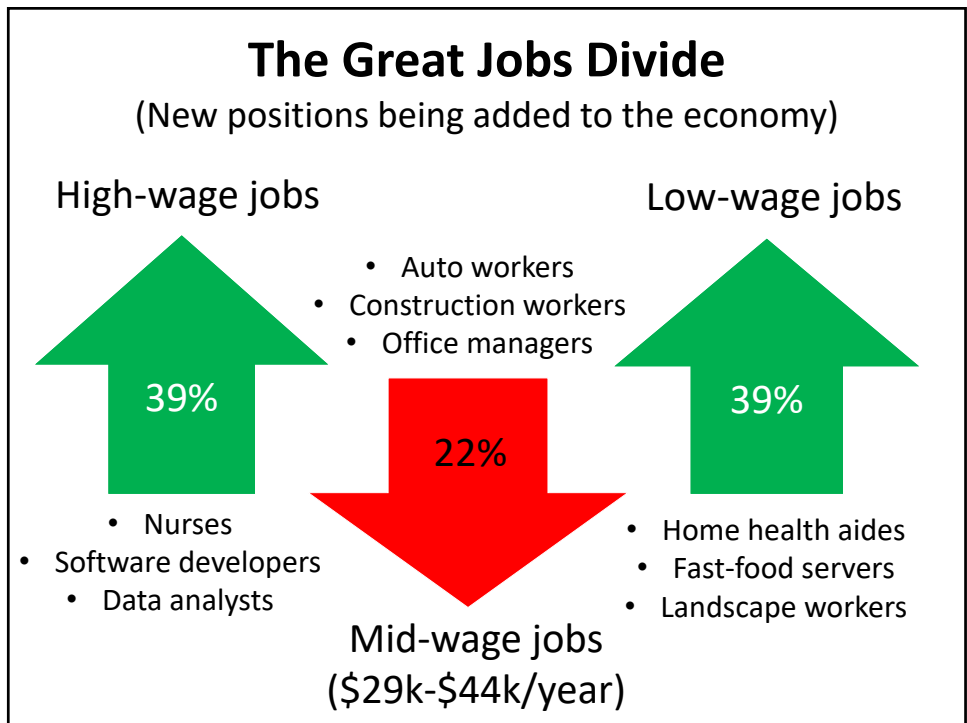
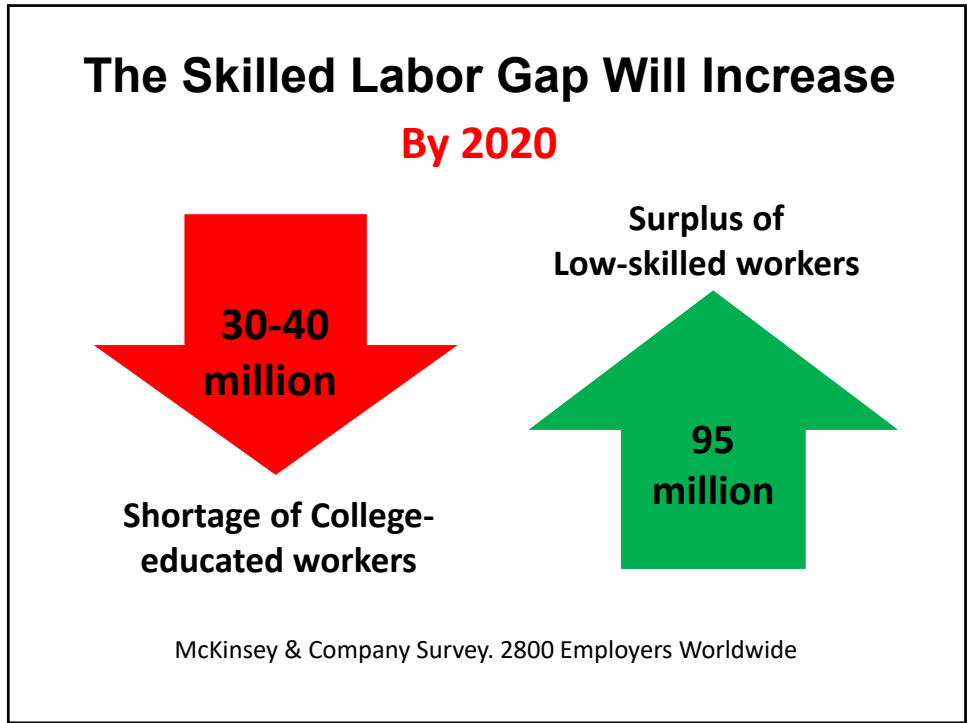
1. Growing Shortage of Skilled Workers
2. Rise of the Millennials & Gen Z
3. Increase of Contingent Workers
4. Evolving Role of Virtual Employees
5. Globalization of the Labor Market

Growing Shortage of Skilled Workers



Not a labor shortage,
but a skilled labor shortage.





The Jobs of the Future
(Fastest growing jobs over the next decade)

 **Computers**

EG: Software Developers & Mathematicians
15+% growth through 2024



“Employment of **computer** and **information systems** managers is projected to grow **15 percent** from 2014 to 2024, much faster than the average for all occupations.”

—Bureau of Labor Statistics

- Computer & Information Research Scientists
- Computer Network Architects
- Computer Programmers
- Computer Support Specialists
- Computer Systems Analysts
- Data Analysts
- Database Administrators
- Information Security Analysts
- Network & Computer Systems Administrators
- Software Developers
- Web Developers

The Jobs of the Future

(Fastest growing jobs over the next decade)



Computers

EG: Software Developers & Mathematicians
15+% growth through 2024



Care

EG: Home Health & Personal Aides
1.1 million new jobs by 2026

The Pending Shortage of Nurses

- **30 million** Americans will be added to the U.S. healthcare system, including **3 million** in California, in response to Healthcare Reform
- **1 million** additional nurses will be needed by 2020 in America, representing a **58%** increase since 2000: half for attrition, half for Obamacare
- **10,000** new openings for registered nurses needed in California each year between now and 2020, representing a **51%** increase since 2000

Source: Bureau of Labor Statistics, 2013

The Jobs of the Future: The 3 Cs

(Fastest growing jobs over the next decade)



Computers

EG: Software Developers & Mathematicians
15+% growth through 2024



Care

EG: Home Health & Personal Aides
1.1 million new jobs by 2026



Clean Energy

EG: Solar-panel Installers & Wind-turbine Technicians Expected to double by 2026

Last year the U.S. was short
3 million skilled workers in the
manufacturing sector alone

U.S. manufacturers have shed **7 million**
jobs over the past **35 years**. Most of the
lost workers have been replaced by
automation, not by offshoring.

By 2025 **52%** of all work tasks
will be automated.

U.S. workers **rank last** in tech skills
among 18 industrial countries.

Need better collaboration between
business, government and education
to better help prepare students
—and retrain workers—
for
the jobs of the future

Rise of the Millennials & Gen Z



The Millennials Are ~~Coming~~ **HERE**

Generation	Age	% Workforce
Traditionalists	(69+)	2
Baby Boomers	(50 - 68)	34
Generation X	(30 - 49)	28
Millennials	(21 - 29)	36



70 MM Boomers retiring

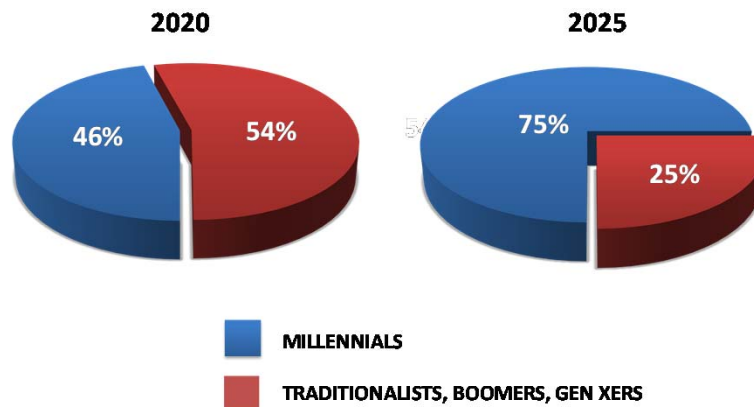


50 MM Gen Xers can't replace them



44 MM Millennials are here; 46 MM more are coming

Millennials **NOW** dominate the workforce in numbers... and attitude



“76% of younger workers plan to find a new job as the economy improves.”

—*Harvard Business Review*

The average tenure of a Millennial = **1.8 years**

It costs employers **\$15-25K** to replace every Millennial who leaves the organization

Profile of the Millennials: Do You Know Me?



D.O.B.	Roughly 1980-2000
Height	As far as I think I can go
Weight	I matter and what I do matters
Destination	Wanting to make a difference
Education	Considered the best in history
Tools	All the latest high-tech
Connection	Instant, variety of modes
Other	Optimistic, socially responsible

Millennials: What They Value

- **60%** value a sense of purpose in an employer
- **61%** are actively worried about the world
- **72%** want to make a direct social impact
- **81%** donate to one or more charities
- **88%** don't feel \$\$ is their main motivator
- **78%** will work for less if challenged

Technology Defines Millennials

➤ iAnything

➤ Texting, IM

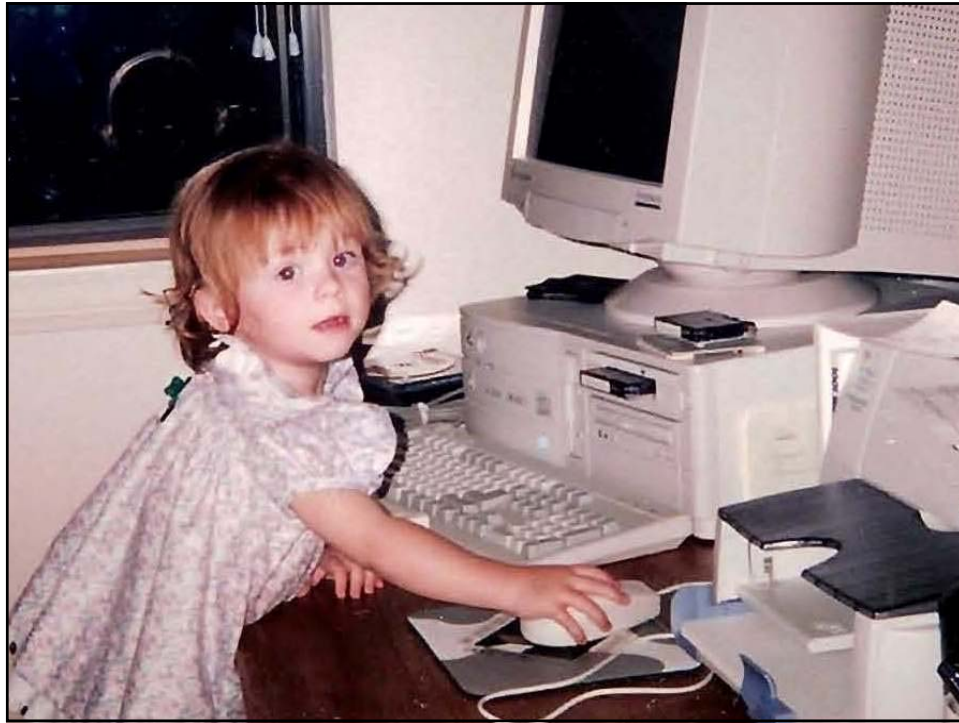
➤ Facebook



75% have a profile on Facebook **44%** read blogs **76%** use instant messaging

Jira Slack Hipchat Google Hangouts Scrum Meetings Sprints





Millennial Work Attributes



Upsides

- Techno wizards
- Quick Learners
- Resourceful
- Hardworking, high achieving



Downsides

- Inflated opinion of themselves
- Overconfident, especially given limited or no experience
- Need to be constantly challenged
- Need instant and ongoing feedback

What Millennials Want in a Job

- Career Advancement Opportunities (55%)
- Salary (52%)
- Interesting & Challenging Work (42%)
- Benefits (30%)
- Training/Mentorship (27%)

Given **43%** of companies report they will have fewer opportunities for advancement, need to shift career focus from a **Career Ladder** to **Career Lattice**

Increase of Contingent Workers



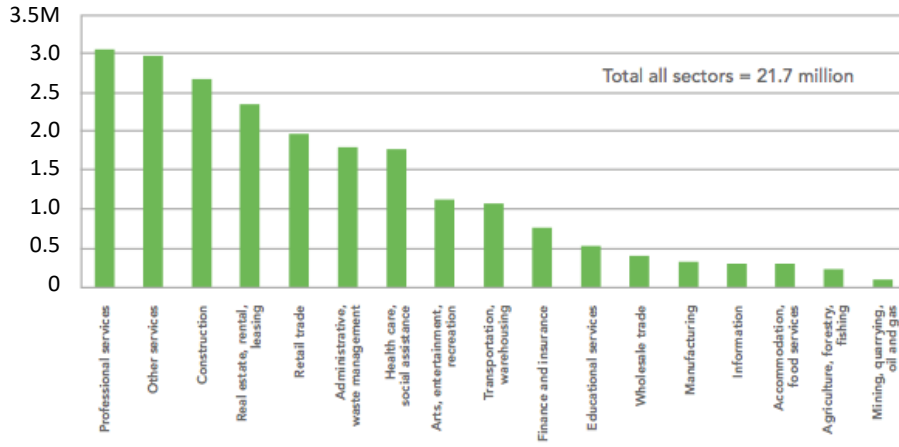
65% of new jobs added in recent years
have been contingent workers, making up
20% of the workforce population,
projected to be **30-50%** in the future.

94% of the **10 million** net new jobs
created between 2005-2015 were either
temporary or contract-based.

Currently **10 million** contingent workers,
which has doubled in under **5 years**;
22 million U.S. companies have no payroll.

10 million self-employed individuals, 22 million non-employer firms & growing

Number of businesses without paid employees.



Evolving Role of Virtual Employees



Work is becoming a **state of mind**
More than a **place to be.**

75% of all current organizations have
employees who work remotely;
45% anticipate increasing that number.

40% of all workers currently
work remotely;
50% will work remotely by **2020**.

There were **9.1 million** part-time virtual
workers in a recent year,
representing a **300%** increase in **10 years**.

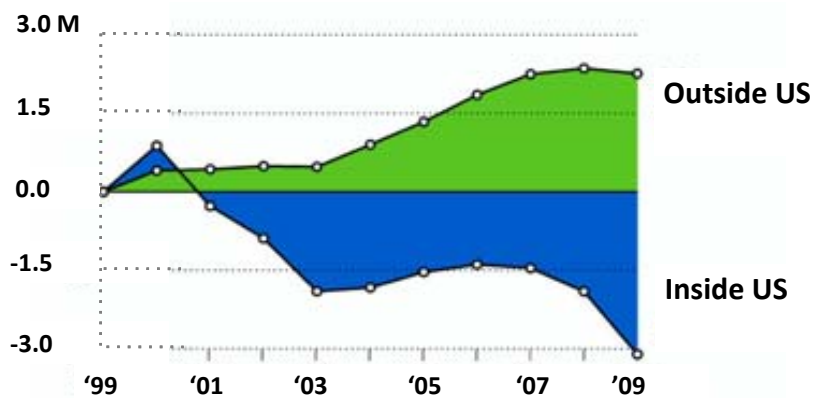
Need to be open and flexible to consider
alternate work arrangements, eg,
telecommuting, job sharing, flextime,
compressed workweeks, etc.

Globalization of the Labor Market



Multi-nationals employ **1 of 7** U.S. workers; since 2000 they have shed **2.9 million** U.S. workers and hired **2.4 million** workers overseas.

Where Are the Jobs Going?



SOURCE: US Department of Commerce

In the next 5 years, **2 million** financial services jobs will move abroad;
in the next 15 years, **3 million** service sector jobs will move overseas.

88% of firms report they got better value for their money overseas;
71% said overseas workers did better quality work.

Need to help workers be more
competitive; show them how to
add value and **increase their
contribution**

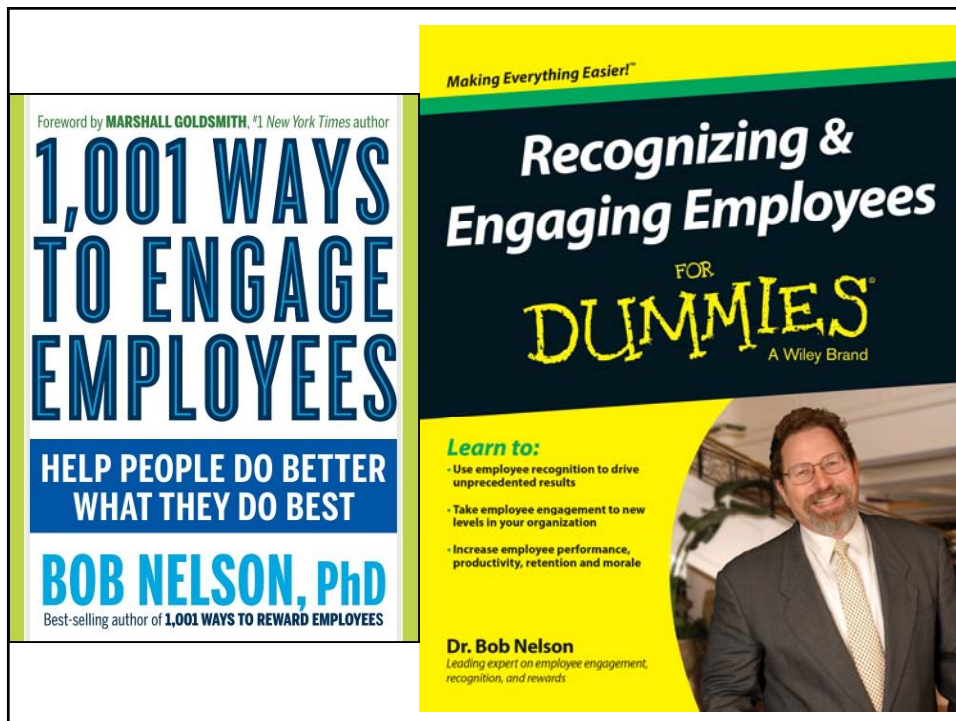
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**“The war for talent is over:
Talent won.”**



Carl Camden
President & CEO
Kelly Services



Foreword by **MARSHALL GOLDSMITH**, #1 *New York Times* author

1,001 WAYS TO ENGAGE EMPLOYEES

**HELP PEOPLE DO BETTER
WHAT THEY DO BEST**

BOB NELSON, PhD
Best-selling author of **1,001 WAYS TO REWARD EMPLOYEES**

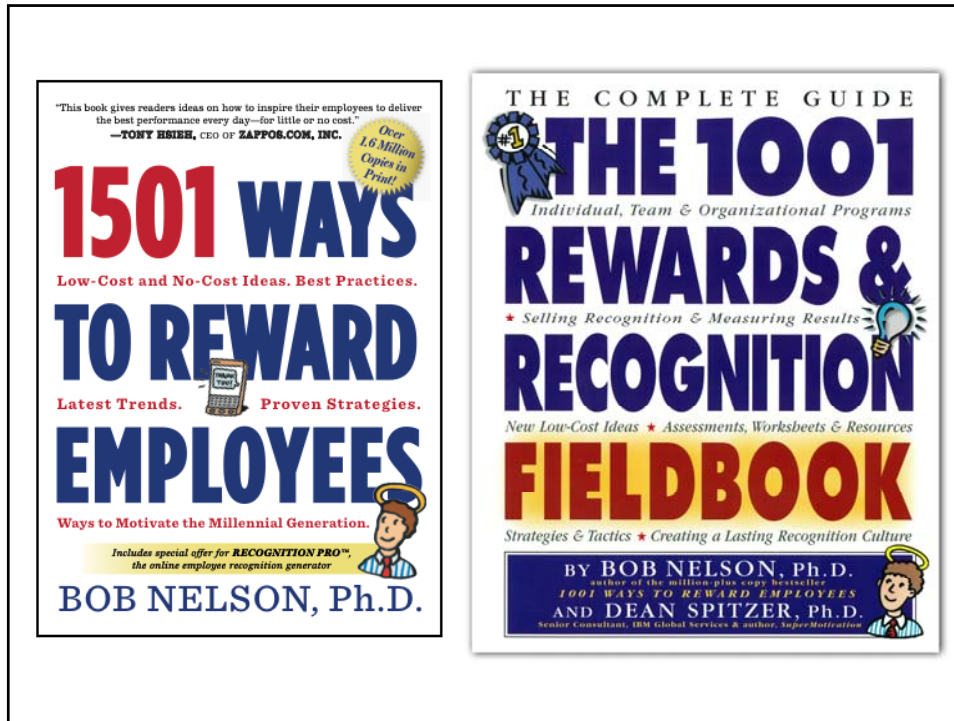
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Dr. Bob Nelson
Leading expert on employee engagement, recognition, and rewards



Questions?

Bob Nelson, Ph.D.
bob@drbobnelson.com
1 (858) 673-0690
www.linkedin.com/in/drbobnelson/
www.drbobnelson.com

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A graphic with a yellow background and a sunburst pattern. The text reads: "YOU are doing A FREAKING GREAT JOB. and OTHER REMINDERS OF YOUR AWESOMENESS".