

THE FORCES THAT ARE SHAPING THE **FUTURE OF WORK**

In today's rapidly changing market, business leaders and workforce experts alike are trying to figure out what the future of work will look like. At Kelly, we believe looking **ONLY** at workforce demographics is not enough.

The **WORKFORCE** is increasingly multi-generational, remote and gig-based... providing organisations with alternatives to full or part-time employees, even for projects that require a high level of skill and experience.



Why is it more and more difficult for companies to find and retain talent?



TALENT SHORTAGE

Perilous new highs for white and blue collared positions.



AUTOMATION

Continues to transform what's expected of human workers, simultaneously creating and destroying jobs.



GEOGRAPHY MISMATCH

Increases the pain of the skills shortage globally, since most talent pools don't neatly match with geographical need.

How are companies responding to this?



PRESSURE TO GROW AND DIFFERENTIATE

Looking to other industries to find workers with transferrable skills. Faced with competition when it comes to finding the best talent so there is a **PRESSURE TO DIFFERENTIATE**.



DIVERSIFYING ON LABOUR MIX

Companies are responding by diversifying their labour mix to be more inclusive of independent contractors freelancers and contingent workers.



PASSIVE TALENT

Passive candidates are those who are not actively looking. Odds are high that these candidates are already working elsewhere so finding and recruiting them remains a challenge.

Why is this challenging?

LOOKING AT DEMOGRAPHIC DATA DOESN'T TELL US MUCH ABOUT INDIVIDUAL **MOTIVATIONS OF TALENT**, THEIR HOPES AND FEARS.



What approach should be used?

NEED TO LOOK ON THE **INSIDE** AND NOT THE OUTSIDE AS WE'VE PREVIOUSLY DONE.

GET TO KNOW TALENT DEEPLY IN ORDER TO PROVIDE THE KIND OF VALUE THEY ARE LOOKING FOR WHICH MAY BE MORE THAN JUST FINANCIAL.