

# Future Work

**What today's trends are saying about tomorrow**

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Technology is rapidly altering how we live and work. We love the new conveniences that our devices deliver. But as workplace technology becomes a coworker and even a personal companion, we aren't always sure how we really feel about it.

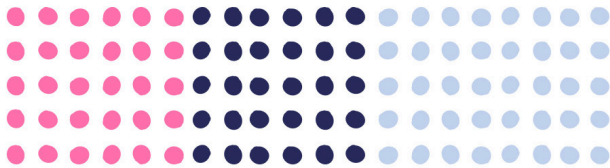
As the digital revolution gains momentum, it's important to imagine and prepare for what the impacts may be. Because it's not just about technology; it's also about our human experiences—including at work where most of us spend so many of our awake hours. The more we productively interact with machines, the more important our creativity, values and passions will become.

Are you ready to respond to tomorrow's possibilities? What patterns for the future can you see in trends like new digital collaboration tools and scheduling systems happening in the workplace today?

## The Rise of Machines



**20 billion** digital devices will be connected by 2025, nearly three times the world population.



About **60%** of all occupations could see **30+%** of their activities automated with today's technologies.



**84%** of enterprises believe investing in artificial intelligence will lead to greater competitive advantages.



Across businesses, executives indicated their investments in artificial intelligence would be **300+%** greater in 2017 compared with 2016. But one year later, more than 60% believe they are behind in their digital transformation.

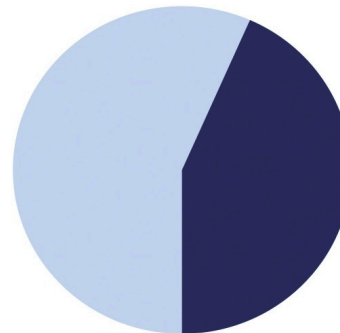
**The hardest things to automate: managing and developing people and applying expertise to decision making, planning or creative work.**

## The Future Factor



**40%**

of today's Fortune 500 companies are predicted to disappear in 10 years.



**41%**

of respondents to a recent survey reported feeling hopeful about their future at work "most of the time" or "almost always."

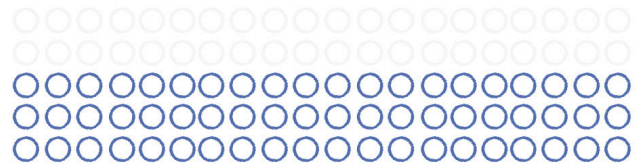
**Business leaders have identified building the organization "of the future" as their most important challenge.**

## Machines Can't Do Everything



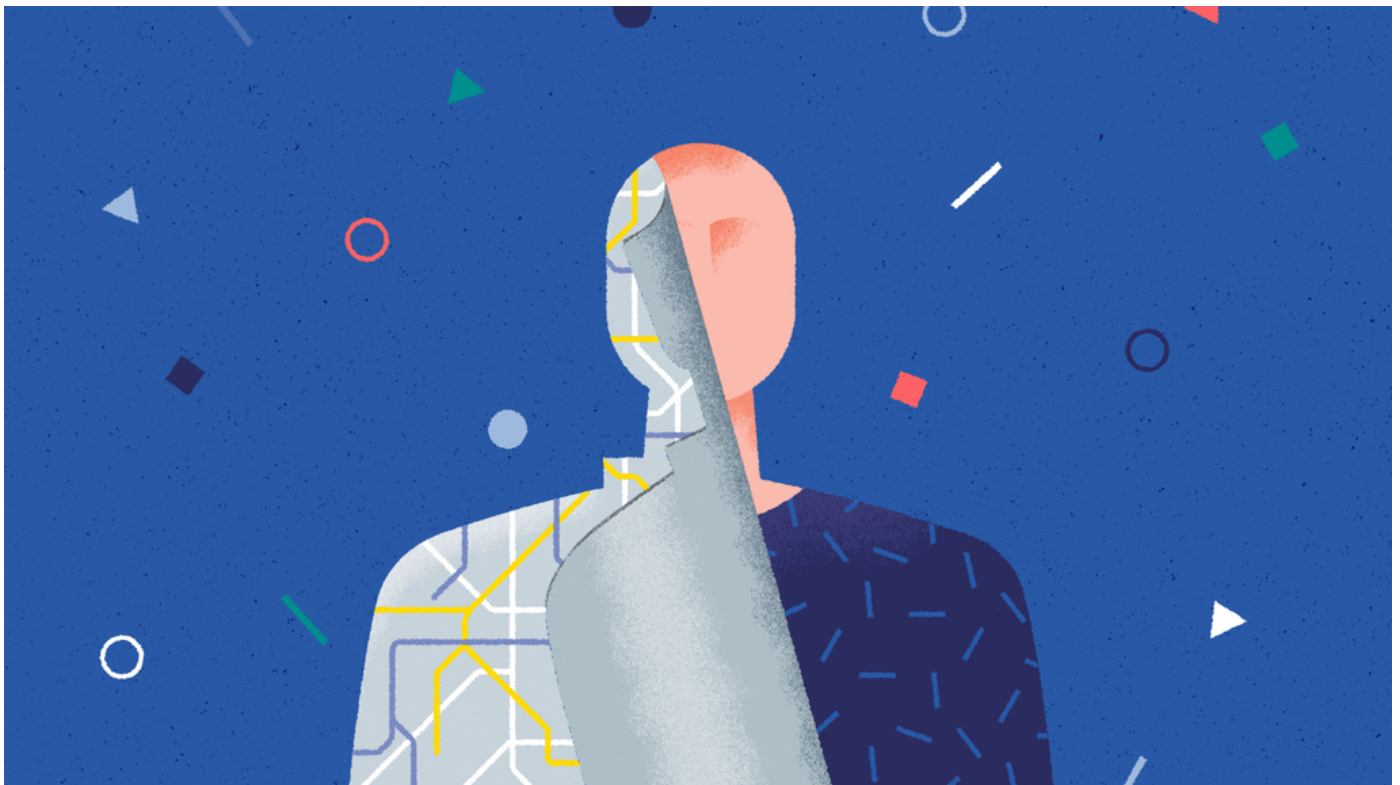
**100,000**

robots have been built over the last five years, since Amazon bought robot maker Kiva Systems.



**300,000**

people were also hired despite this increased investment in technology.



**“AI is made by humans, intended to behave by humans and, ultimately, to impact humans lives and human society.”**

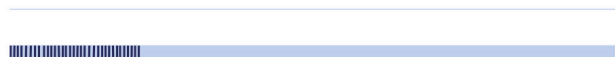
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**FEI- FEI LI** | Google Chief Scientist and Stanford Professor

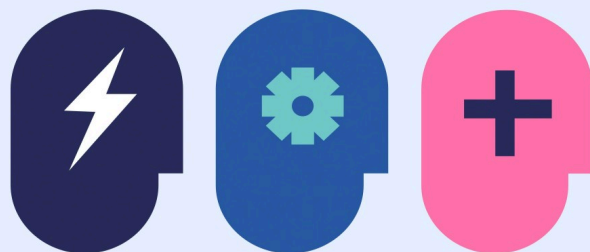
## The Talent Imperative

# 250k

shortfall in data scientists predicted in the U.S. within a decade.



20% above market salaries are offered by companies struggling to attract scarce talent.



**“... skilling-up for an AI-powered world involves more than science, technology, engineering and math. As computers behave more like humans, humanities and social sciences will become even more important...”**

## Investing in People



# 206%

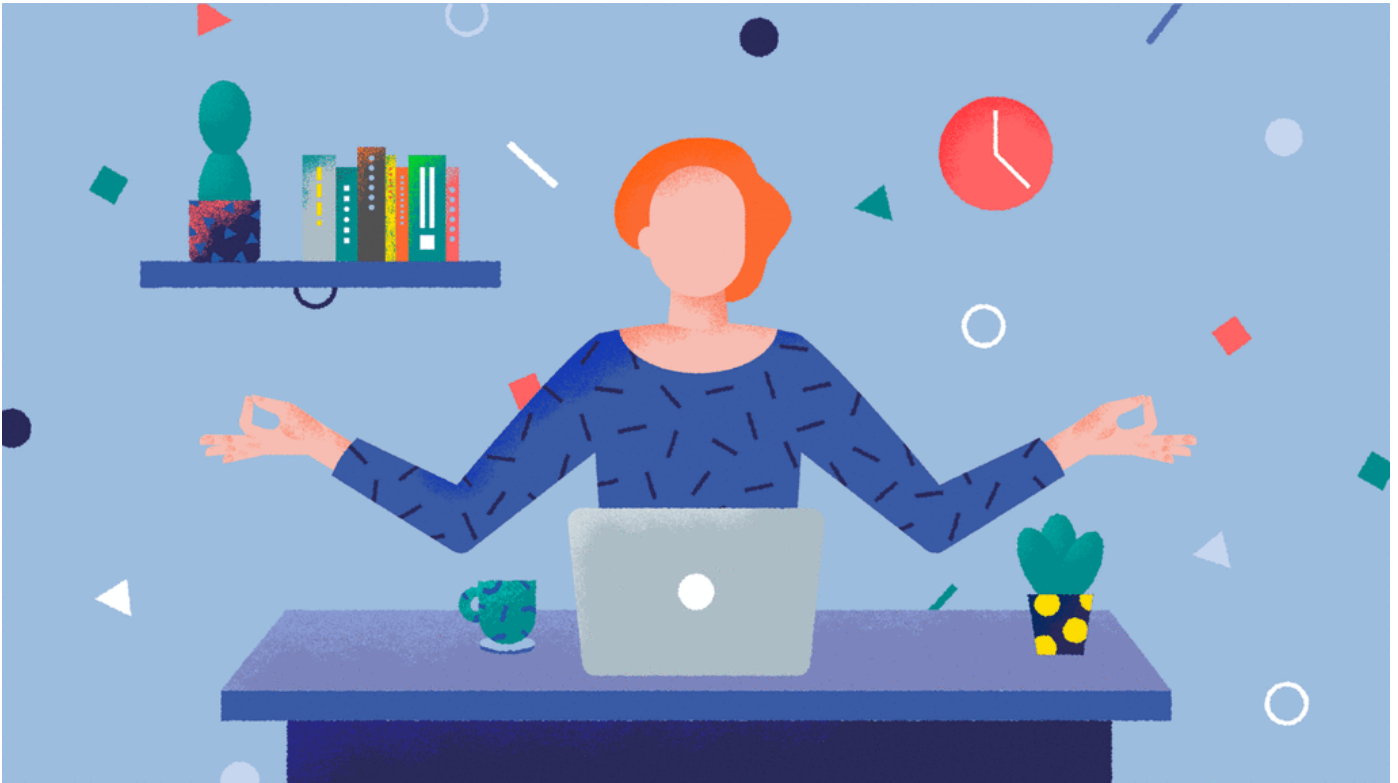
Brands connected to human wellbeing outperform the stock market



# 70%

of employees are engaged at work among Gallup's best performing companies.

**Companies that invest in employees' technological, cultural, and physical work environments have more than four times the average profit and more than two times the average revenue compared to companies that don't.**



**Sources:** McKinsey Global Institute, *Future of Work Report*, November 2017; McKinsey Quarterly, January 2018; Statistica/Stanford University AI100 Study; Forrester Research Predictions Reports, 2017 and 2018; Deloitte 2017 Global Survey; Harvard Business Review October 2017 Survey; Washington University School of Business Report, 2016; New York Times New Work Summit, February 2018; Fei-Fei Li, Google Chief Scientist and Stanford Professor, at The New York Times New Work Summit, February 2018; McKinsey Global Institute, May 2017; Forrester Research, *Predictions 2018 Report*; *The Future Computed: Artificial Intelligence and its Role in Society*, Microsoft, January 2018; Havas Meaningful Brands Global Study, January 2017; Gallup State of the Global Workplace Report, 2017; *The Employee Experience Advantage*, Jacob Morgan, Wiley, 2017