

## Welcome to the future of Work: Navigating the Digital Transformation



### What does “The Future of Work” look like?

#### 3 Main Areas shaping the Future of Work:

1. Technology Trends
2. Generational Changes
3. Leadership & Culture Adaptability

#### I. Technology Trends:

Daniel Burrus, a futurist has a list of 25 hard technology trends that will definitely happen in 2024.

<sup>1</sup> <https://www.glassdoor.com/research/workplace-trends-2024#Trend3>

You can download a copy here: [www.burrus.com](http://www.burrus.com)

However, these predictions are for the world in general.

What we want to focus on in this talk is what is happening in the Philippines and how we navigate these in 2024

#### 3 Technology trends (among others) already affecting the future of work in the Philippines:

1. AI will increasingly be integrated into all Processes, Products and Services
2. Fintech will continue to disrupt traditional banking, collections and disbursements
3. Blended learning and massive open online courses will continue to disrupt traditional educational institutions and training

#### II. Generational Changes:

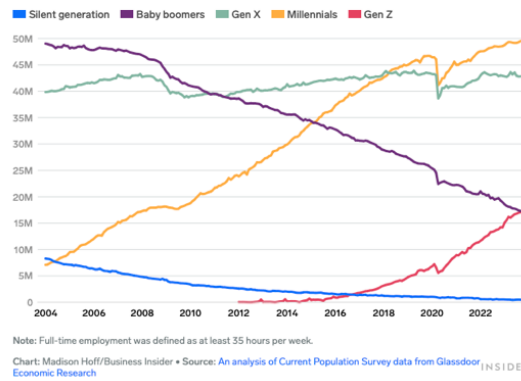
Baby Boomers 1946 – 1964  
Generation X 1965 – 1980

Generation Y 1981 – 1996  
Generation Z 1997 – 2012  
Generation A 2013 – 2025



1. Gen Z will surpass Baby boomers in 2024. Millennials are still the majority in the workforce, followed by Gen X
2. Gen X Prepping for Retirement, Millennials prepping for family life.
3. Premiums will be placed on workplace flexibility<sup>1</sup>

**Full-time employment by generation**



**III. leadership and Culture Adaptability**

So based on the trends so far, how do we prepare our organizations to navigate the future of work and the digital transformation?

**1. Have an Investment Mindset**

- Invest in the Infrastructure and the policies needed for the hard trends above
- Leadership Invests in its people and culture

- Management Invests in improving transactions and processes and efficiency

**2. Upgrade Hard and Soft Skills**

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**Strengthen the "Middle".**  
a) Leadership Skills  
b) Critical Thinking and Completed Staff Work Discipline  
c) Communication Skills

**Strengthen Work Attitudes & Values Enhancement**  
a) Professionalism  
b) Authenticity & Empathy  
c) Inclusivity (belonging)

**Augment skill sets with the help of AI\*.**  
a) Generative AI (i.e. Chat GPT)  
b) AI Marketing (i.e. Canva)  
c) AI Consulting (i.e. Legal robot)

\*AI will not replace people, people who use AI will replace people



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**3. Automate Not Abdicate**



- Technology must be used to streamline and automate, but it cannot provide real empathy and connection
- Human interaction is a premium that must be present and will be sought out more than ever.
- Ease of doing Business, not ease of escaping human contact.

Finding the balance between technology, generations and your culture will be crucial in 2024.

**Did you learn a different perspective from this talk? There's more where that came from.**

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<sup>2</sup> <https://clickup.com/blog/ai-tools-for-consulting>