



The future of work arrived early, are you prepared?

Digital Workplace Experience Virtual Conference
August 2022



Agenda

1

The age of acceleration, forces driving transformational change

2

The shifting landscape, pivoting consumer and commercial behaviors

3

The future of work, succeeding in a 3-D economy, one significantly more digital, more distributed and more diverse

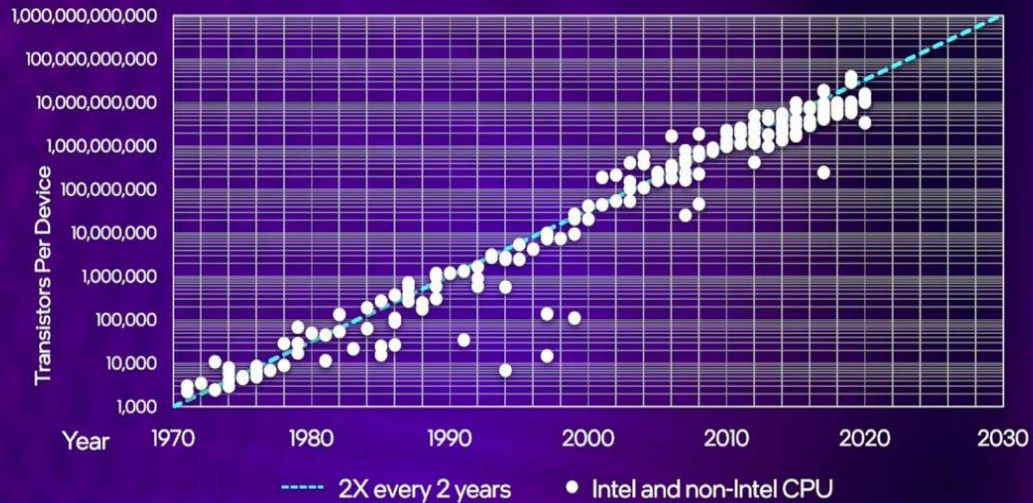
Doctor Jesse Jackson



<https://www.linkedin.com/in/jesse-jackson-b787668/>

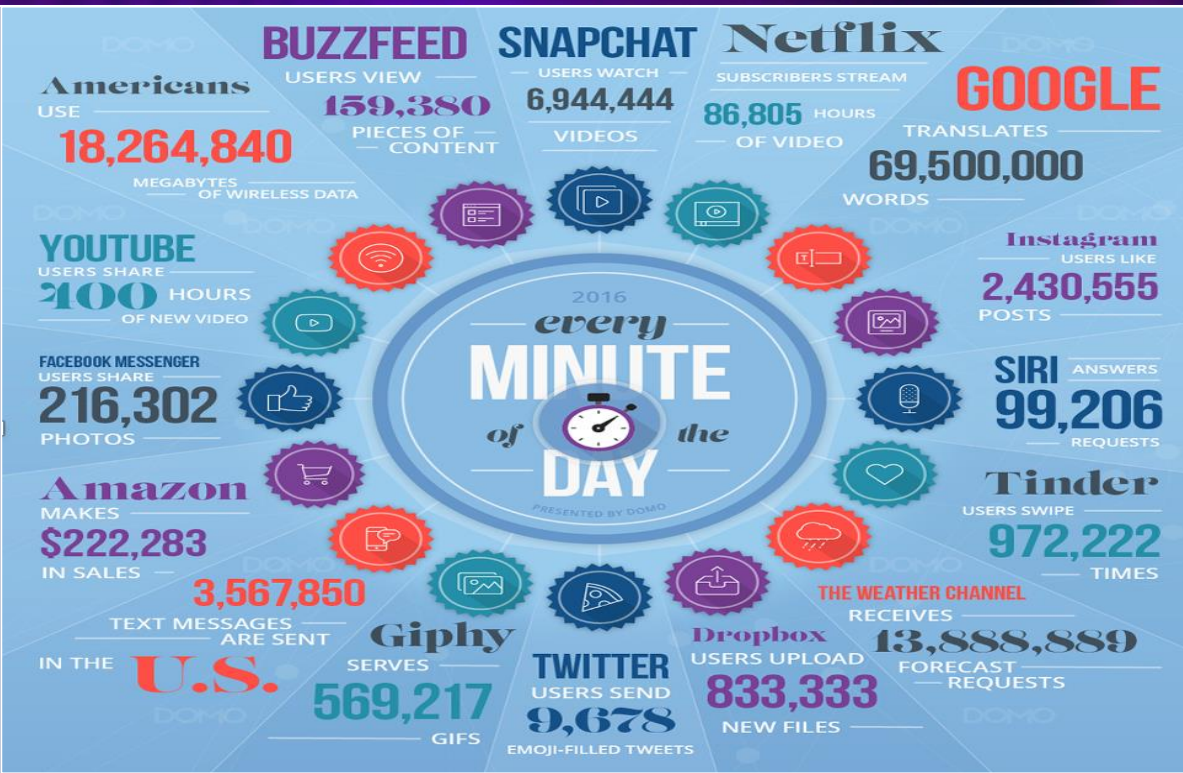
Moore's Law

is alive and well



The Age of Acceleration Transformational Change

Moore's Law . . . the number of transistors in a dense integrated circuit (IC) doubles about every two years



Up, Up and Away . . .

- According to Statista Digital Economy Compass, the world generated 33 zettabytes of data in 2018.
- A zettabyte is 2 to the 70th power bytes, also expressed as (1,000,000,000,000,000,000,000 bytes) or 1 sextillion bytes.
- This is the equivalent of 660 billion Blu-ray discs.

JAN 2021

SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

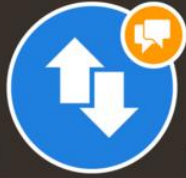
▲ SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*

4.20
BILLION

SOCIAL MEDIA USERS AS
A PERCENTAGE OF THE
GLOBAL POPULATION

53.6%

ANNUAL CHANGE IN
THE NUMBER OF GLOBAL
SOCIAL MEDIA USERS

+13.2%
+490 MILLION

TOTAL NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES

4.15
BILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE

98.8%

SOURCES: KAPOV (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS, PLATFORMS, SELF-SERVICE ADVERTISING TOOLS, CNNIC, MEDIASCOPE.
*ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS IN SOME COUNTRIES. ▲ COMPARABILITY ADVISORY: BASE
CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

we
are
social

Hootsuite

Changing Consumer Behaviors

Those who cannot change their minds cannot change anything . . . The pace of technological change in recent years has been impressive!

Why does this apply to the employee?

- Length of career – 50 to 60 years!
- Average tenure of a job – 4.5 years!
- Half-life of a learned skill – <3.0 years!

Why does this apply to the employer?

- Consumer Preferences . . . Are Changing & Fast!
- 90% of the World's Data . . Created in the last 5 years!
- Moore's Law . . . Processors are Getting Faster!

Over the next few years,
we'll see the world change
more rapidly than any other
group of people in history.

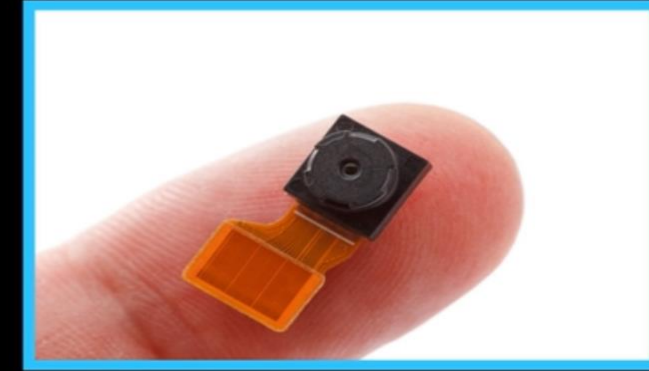
DIGITAL CAMERA

1976



0.01 megapixels
4 pounds
\$10,000

TODAY



10+ megapixels
0.03 pounds
\$10

0% INTEREST!
NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!

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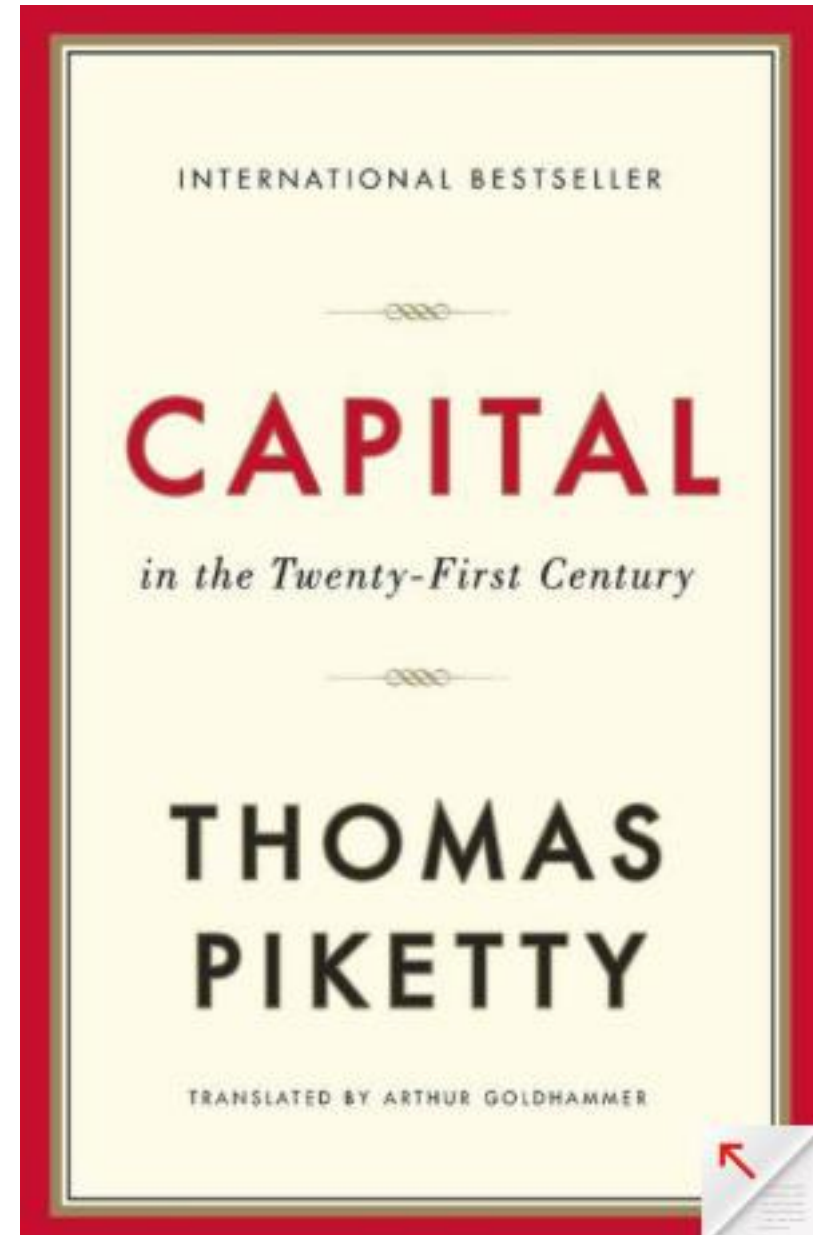
310-ZK

1991 to 2007



The way we work, travel, bank
receive healthcare and entertain
ourselves will look completely
different than they look now.

“Over 300 years of economic history, the principal and most enduring mechanism for distribution of wealth and reduction in inequality is the diffusion of skills and knowledge.”



Developing Organizational Agility and a Culture of Continuous Learning

The Strategic Opportunity and How we Close the Gap

Shifting the Curve of Employee Adaptability

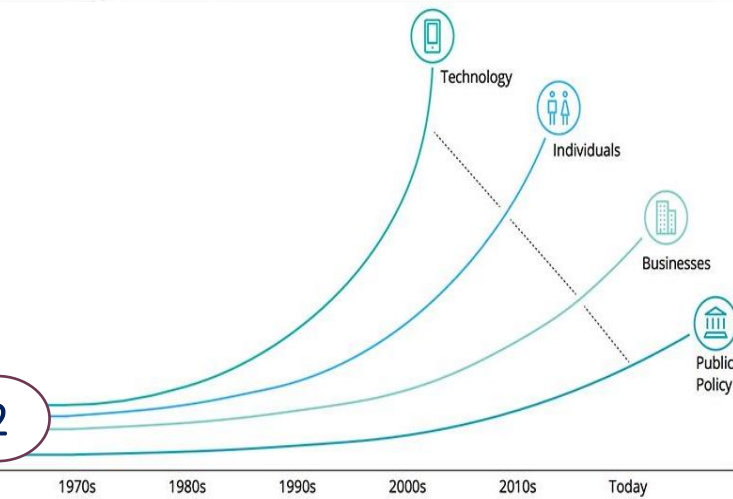
Adaptability means being able to rapidly learn new skills and behaviors in response to changing circumstances.

Human capital focus on increasing productivity and efficiency through a greater focus on education and training.

1



2



3

Exponential Progress



The Opportunity of Now!

Accelerating & Elevating Organizational Agility



Target Outcomes:



Infusing *agility* and *adaptability* into all institutions large, medium and small to win in the now and make it to the future!



Use stakeholder inputs, *synthesize data* from your customers, employees, and stakeholders, and intentionally participate in *events* and *conferences* to *stay current* on trends and technologies.



From *process-led* to *purpose-led*, leveraging *empathic human connection* and *digital innovation* to personalize employee engagement and development at scale.



Build a *sustainable infrastructure* that supports operating with greater *elasticity* and *velocity*. Utilizing the power of design thinking to enable highly relevant, less time and location constrained persona-driven engagement around key capability development area.

“If the rate of change on the outside of your organization exceeds the rate of change on the inside, the end is near.”

