Future Work

Remote workers, automation, the gig economy, robots, and artificial intelligence are all changing the future of employment.

Understanding the future of work with data and insights provides a competitive advantage in recruitment, compliance, and compliance. As technology continues to advance, it's essential to rethink our current work models and business models. Every industry is being transformed by technologies. How can we harness these innovations to improve our business, customer, and worker experiences?

When more and more large brands have transitioned from a traditional Chief Marketing Officer (CMO) to a Chief Growth Officer (CGO), shifting away from siloed roles to better embrace collaboration across disciplines.

"We can choose to use advances in technology merely to drive more efficiency and cost reduction, or we can consider more deeply the ways to harness these trends and increase value and meaning across the board — for businesses, customers, and workers."

Is your brand ready for the future of work?

The Work

Today's work is changing from task completion to problem solving. Work is often project-based, meaning a team forms to complete a certain project, and once completed, the worker's or employer's role changes.

The Workspace

A shared physical workspace is becoming nonessential as co-working virtually becomes easier. Employers now must figure out how to create a shared community and culture when employees may not actually share a physical space.

The Worker

Workers can't rely on mastering one set of hard skills anymore — but instead rely on interpersonal skills to sell themselves to prospective employers shopping for the right person. The future worker constantly masters new apps and platforms for acquiring work and new avenues for applying their skills to benefit companies.

Here are 3 key areas of the work landscape that are already changing:

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