

# Future Trends in the Work World

Future trends will bring changes to 3 parts of the work world: 1) **Work** — Jobs that workers are paid to do. 2) **Workforce** — Workers who are available to apply for and accept jobs. 3) **Workplace** — Place where workers perform the job. What changes are coming to the future work world? Here are 7 changes to expect:



## #1 — Social Media as Business Tools

Employers and workers will use social media sites as tools to: a) Advertise products and services. b) Connect with customers. c) Get information and connect with experts. d) Create "culture" and "brand" for the company. A company's culture and brand is the company's personality that includes: **logo design** (such as red target for Target Stores; or apple with bite taken out for Apple Stores) and **company's reputation** (ratings on Yelp and Google). Social media sites employers and workers use as business tools include Facebook, Google Plus, LinkedIn, Twitter, Instagram, Pinterest, Tumblr, and other sites such as Yelp, Yahoo Local, Craig's List.

## #2 — World Economy & Competition

World economy is defined as business activity among countries that creates profit (money) for the country and its workers. For example, the iPhone is made with parts from China, Singapore, Netherlands (Holland), Germany, South Korea, Japan, Taiwan, United States, and other countries. The iPhone is a world economy product that provides money to companies and jobs to workers all over the world. Why did Apple decide to produce iPhone parts in different countries? Can workers in Holland produce better and cheaper iPhone parts than workers in China or the United States? The answer must be "yes," and that is why Apple deals with other countries when making the different parts for the iPhone. In the future, workers in the U.S. will be required to show that they are the best workers in the world so that companies such as Apple will decide to make product parts in the U.S.



## #3 — Freelance Workers & Entrepreneurs

Freelancer is defined as worker who contracts (makes a deal) with a company to perform a job and gets paid by the job. Freelancer may contract to do these jobs: paint a building, design advertising flyers, give advice, (called consultant), install computers, train workers on new machines, design an office, or spray for bugs. When a company uses freelance workers to do a job rather than use company's own workers, it is called "outsourcing." An entrepreneur is a person who starts his or her own business. In the future, more workers will decide to freelance and start their own business.

## #4 — Many Older Workers Will Retire

Employers are worried that young workers will have fewer job skills because older workers retire. Older workers help train younger workers in job skills. For example, a trained carpenter work faster than a new carpenter — and also helps the new carpenter learn the tricks of the trade. New sales workers learn how to sell when working with an experienced sales worker.



**#5 — Future Skills Needed — The 4 Cs**

Beyond the 3 Rs (reading, writing, and math), future workers will need the 4 Cs to learn new skills, ways to improve, and create new ideas:

- 1) Critical thinking skills — research and problem solving.
- 2) Communication skills — read, write, speak, listen, social media.
- 3) Collaboration skills — working with others to solve a problem.
- 4) Creativity skills — turning new ideas into reality.

**#6 — Emotional Intelligence & Teamwork**

Workers will be expected to show Emotional Intelligence (called EI).

Workers with EI know: a) How to control their behavior (called self-control). b) Know how to treat others with respect (called social skills). c) Know how to work as a team (teamwork is defined as ability to work successfully with others to create and complete projects).

**#7 — Create Your Brand**

When you apply for a job, you fill out an application and create a resume to give to the manager. You are presenting yourself on paper with an application and resume. As you build your career, you create your brand by how you: a) Look on paper. b) Dress. c) Talk and listen to others. d) Perform your job. e) Interact and look on social media.

Managers hire workers after talking to other workers and checking social media. When a worker takes the time to create a brand that is good, that worker will get job offers, raises, and promotions.

**QUICK CHECK:**

1. Future trends will bring change to what 3 parts of the work world?
2. List 4 things employers and workers will use social media sites to do.
3. a) Give an example of a company's logo design. b) Which social media sites help create a company's reputation?
4. a) Define "world economy." b) List 5 countries that make parts for the iPhone. c) Why does Apple use workers from other countries to make iPhone parts? d) What will workers in the U.S. be required to show?
5. a) Define "freelancer." b) List 3 jobs freelancers may contract to do. c) What is "outsourcing"? d) What is an entrepreneur?
6. a) Why are employers worried? b) List 2 reasons why a trained carpenter is valuable. c) What do new sales workers learn when working with experienced sales worker? d) Do you think it is valuable for young workers to work with older, experienced workers?
7. What are the 3 Rs?
8. Define: a) Critical thinking skills. b) Communication skills. c) Collaboration skills. d) Creativity skills.
9. a) For what do the letters "EI" stand? b) What is controlling your behavior called? c) What is knowing how to treat others with respect called? d) Define teamwork.
10. List 4 ways you create your brand.
11. Managers hire workers after doing what 2 things?
12. What 3 things does a worker who creates a brand that is good get?
13. a) In your opinion, do you start creating your brand today or after graduation? b) Give a reason for your answer.
14. IQ (grades) gets the job, but EI (emotional intelligence) earns raises and promotions. Give your reasons why this is true in the work world.