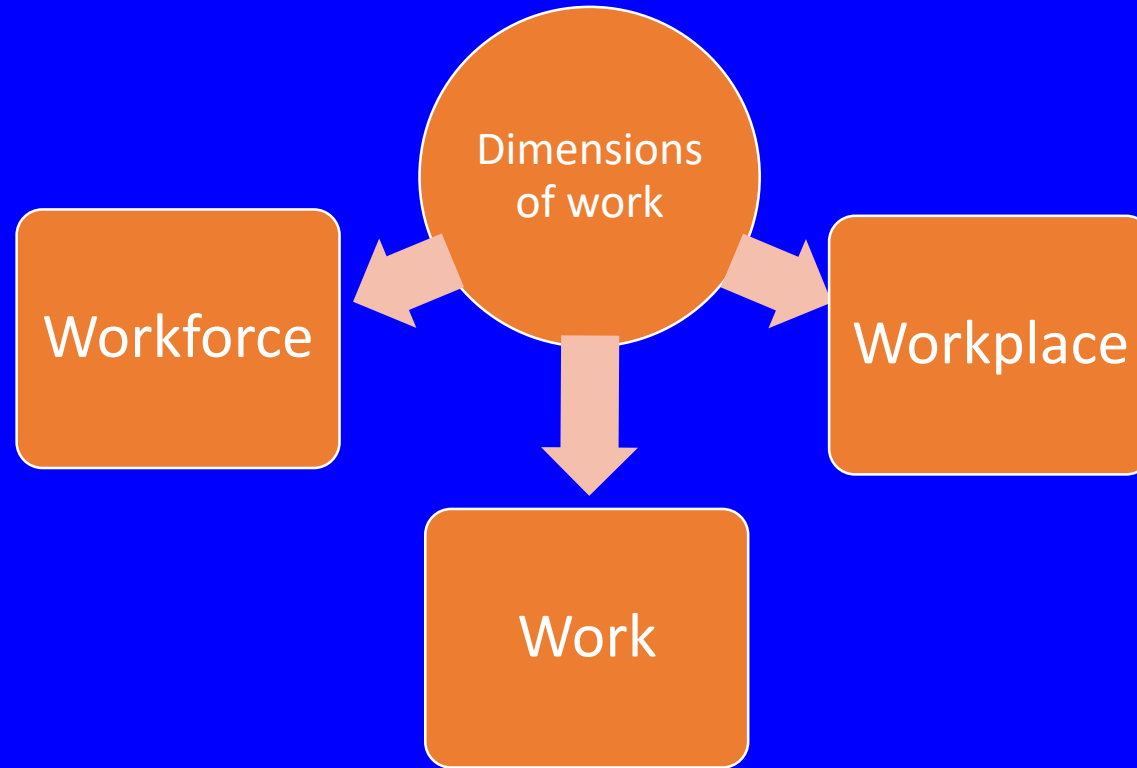


Future of work

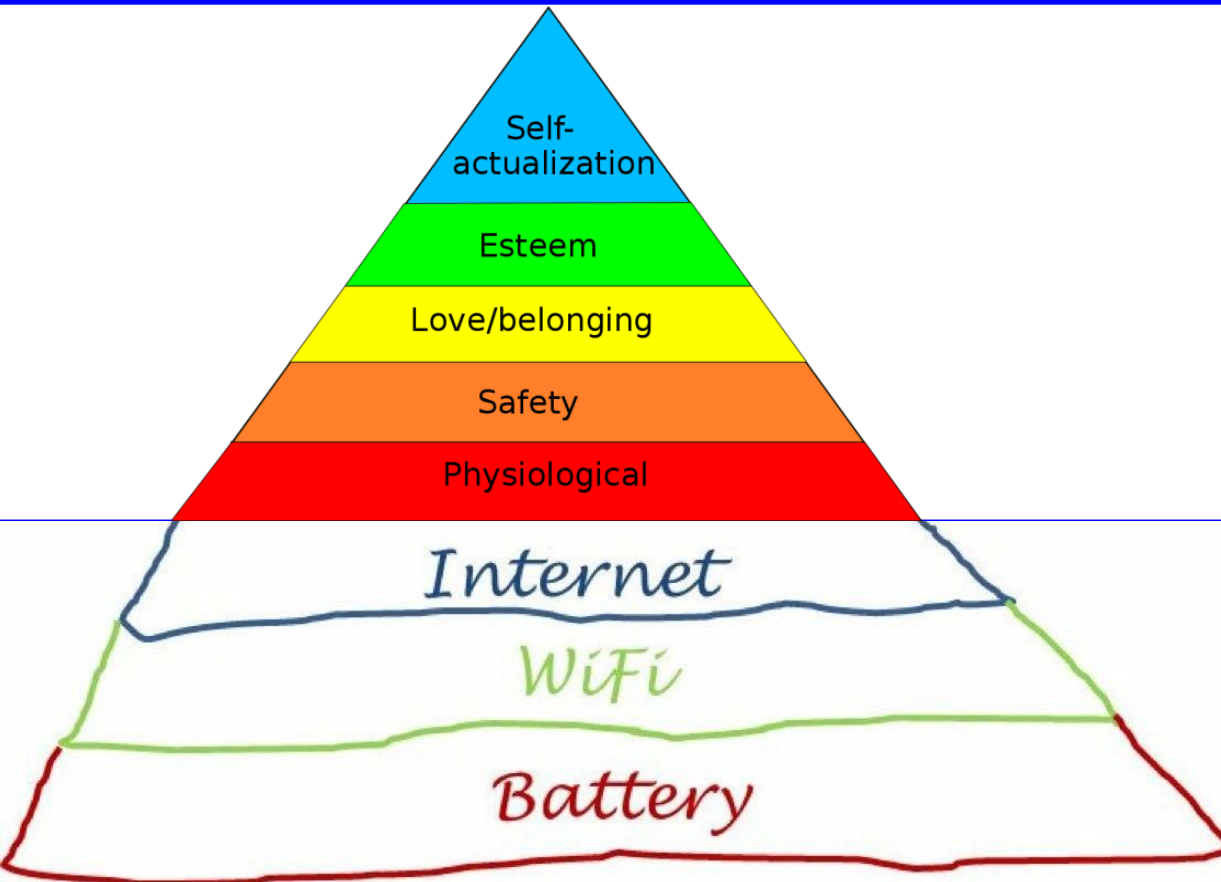
Mahmoud Jarrahi

Changing dimensions



Future of work is a result of **many forces of change** affecting three deeply connected dimensions of an organization.

Maslow`s hierarchy of needs



“What’s going on is that work is being disconnected from jobs, and jobs and work are being disconnected from companies, which are increasingly becoming platforms.”

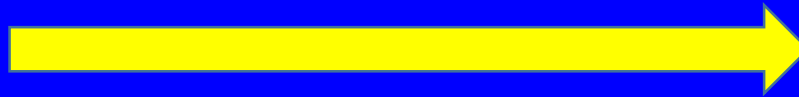
Thomas Friedman



How work will change



Conception of work changed
by industrial revolution



Future

- From industrial revolution to **cognitive revolution**
- Redefining work to create valuable **human-machine collaborations**
- Shifting work from **task completion** to **problem-solving** and managing human relationships

How work will change

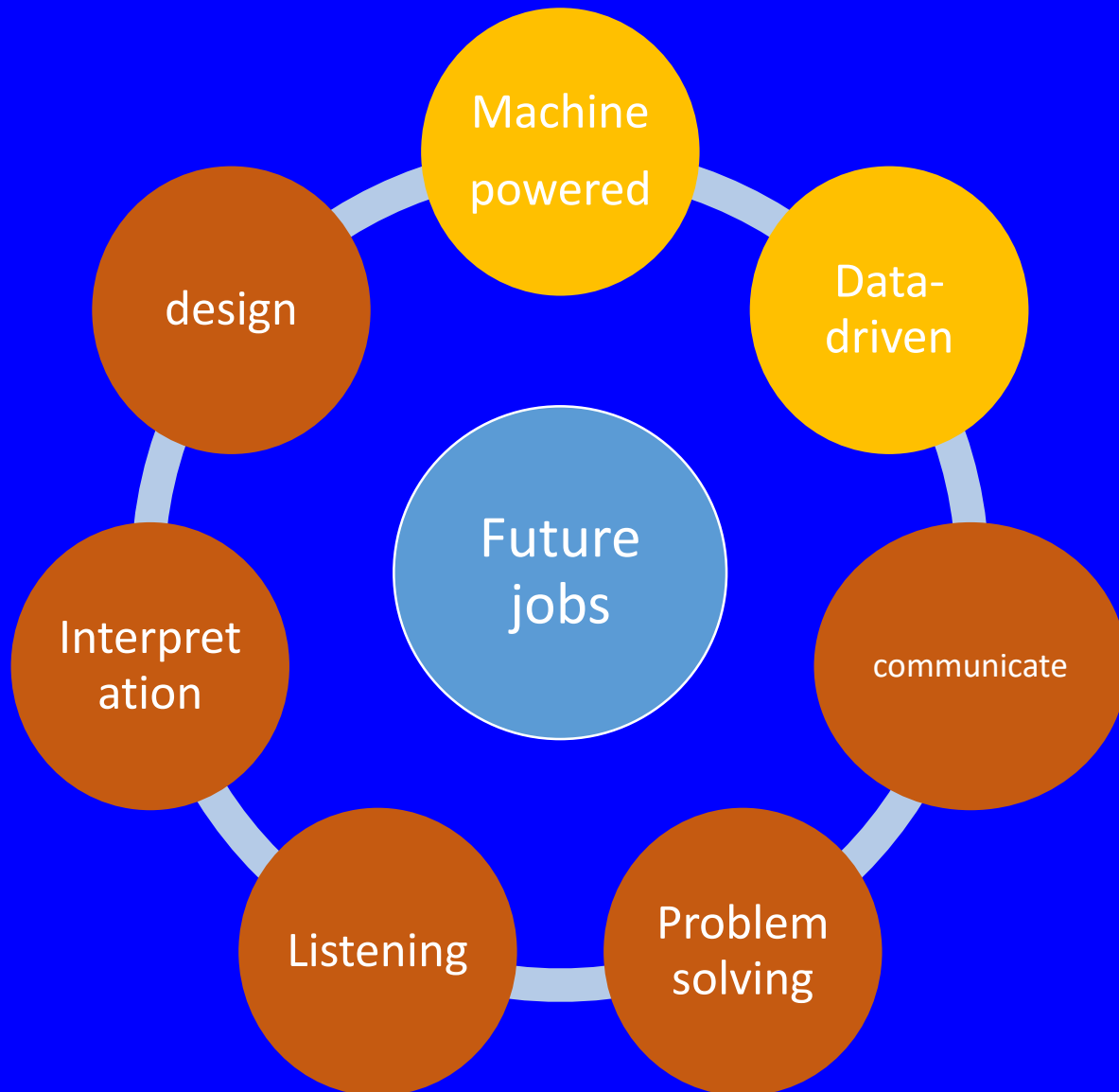


Automation could eliminate upward of 14 percent
and disrupt 32 percent of today's jobs.

BUT

while nearly 1 million jobs may be lost,
another 1.75 million will be gained.

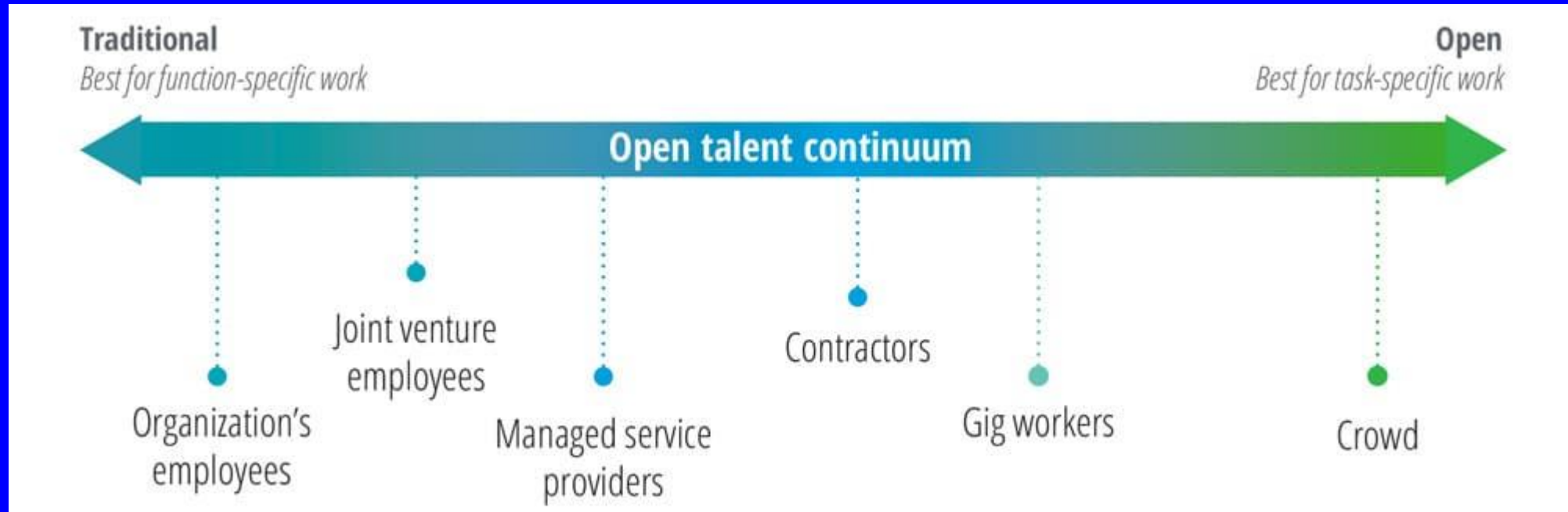
How work will change



As **machines** take over repeatable tasks
The work **people** do becomes less routine

Roles could be redefined to marry
technology with human skills and
advanced expertise in interpretation and
service.

How workforce will change



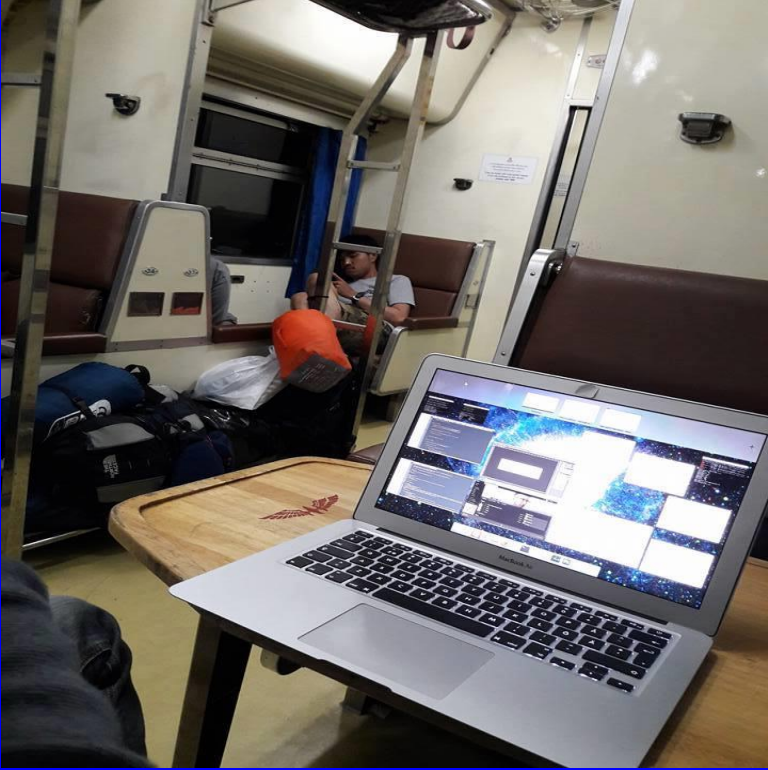
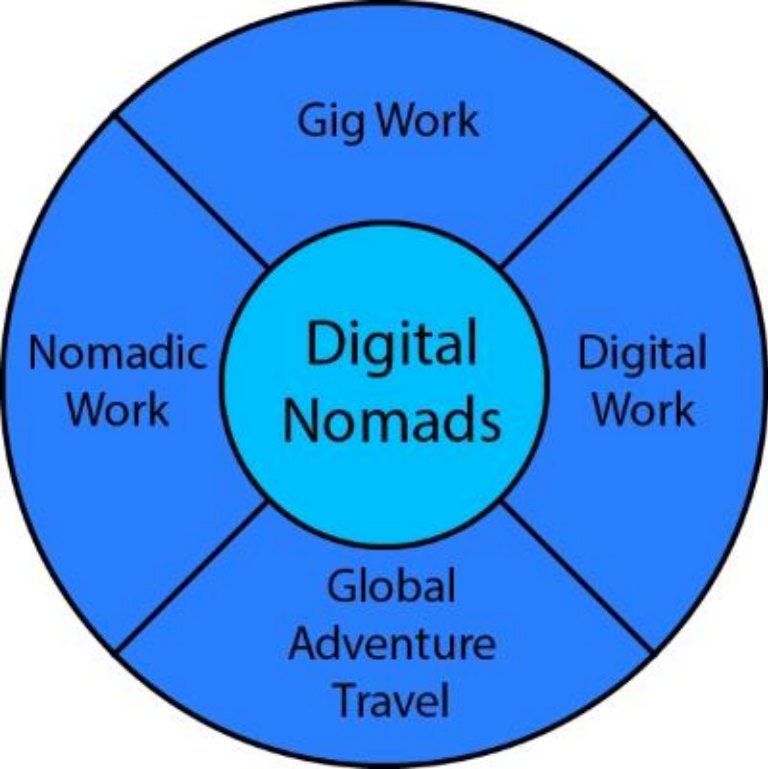
- traditional full-time employees
- independent contractors,
- gig workers
- crowdsourcing

Emerging of Digital Nomads

- **Digital nomads** are a type of people who use **telecommunications technologies** to earn a living and, more generally, conduct their life in a **nomadic manner**.



Digital Nomadcity is found at confluence of these four elements



1. Digital Work

- Digital workers: create, share, manipulate and access digital goods using digital tools
- Minimalists
- Profession specific vs. general tools
GitHub vs. Slack
- Necessity of public Wi-Fi



2. Gig Work

- Short independent contractors with flexible arrangements
- Find work as long as the demand for their skill is needed
- Trend in firms outsourcing projects to gig workers
 - Companies do not need to pay for healthcare and other benefits
- RemoteOK, Upwork, WeWork



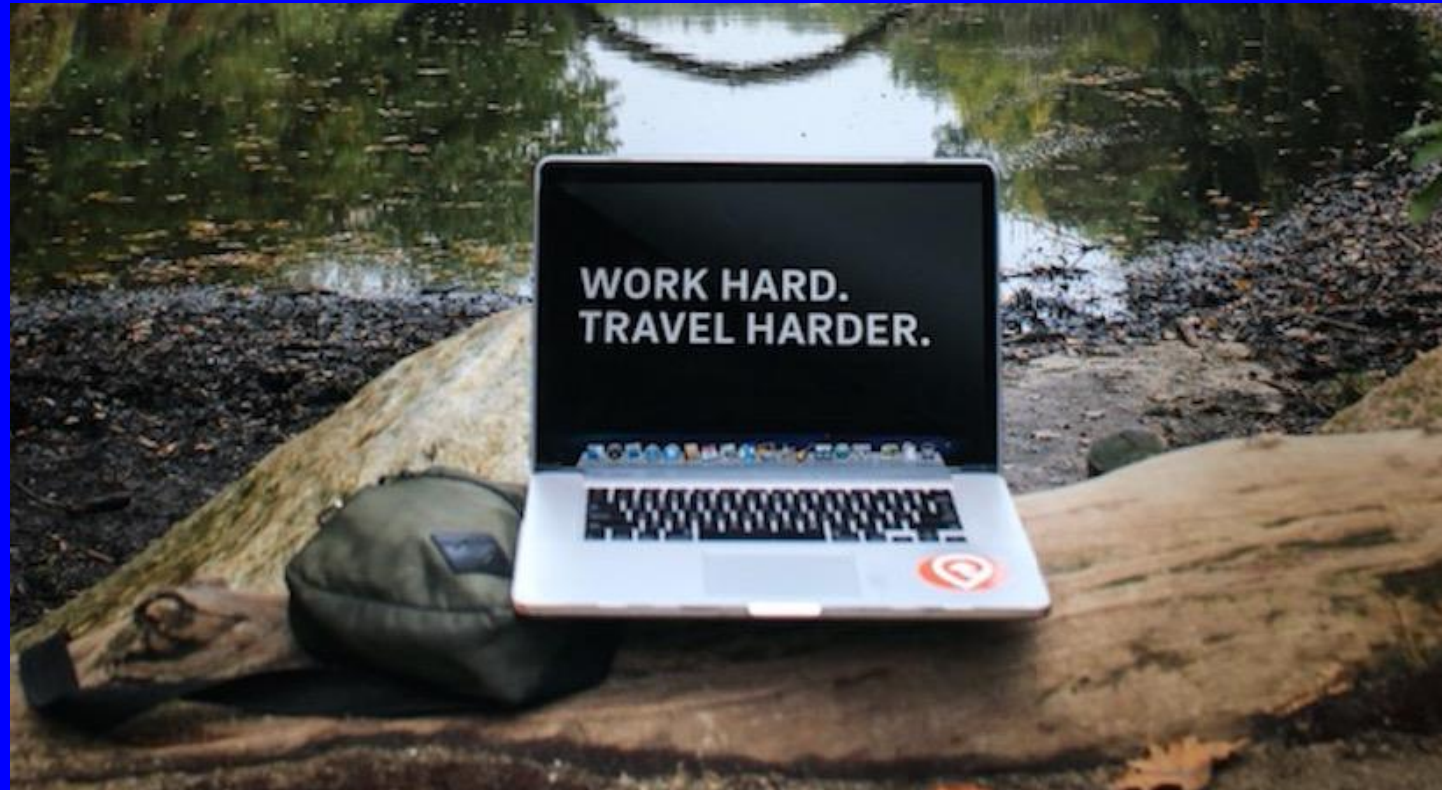
3. Nomadic Work

- Constant movement
 - Workplace to workplace
 - Country to country
- Digital nomads travel and work
 - *Not travel for work*



4. Global Adventure Travel

- Excited to travel and want to visit exotic places
 - *Example: Chiang Mai, Ubud, Phuket*
- Travel often creates obstacles for work
- Boundaries between work and lifestyle blur
- Not tourists





Traditional Nomads

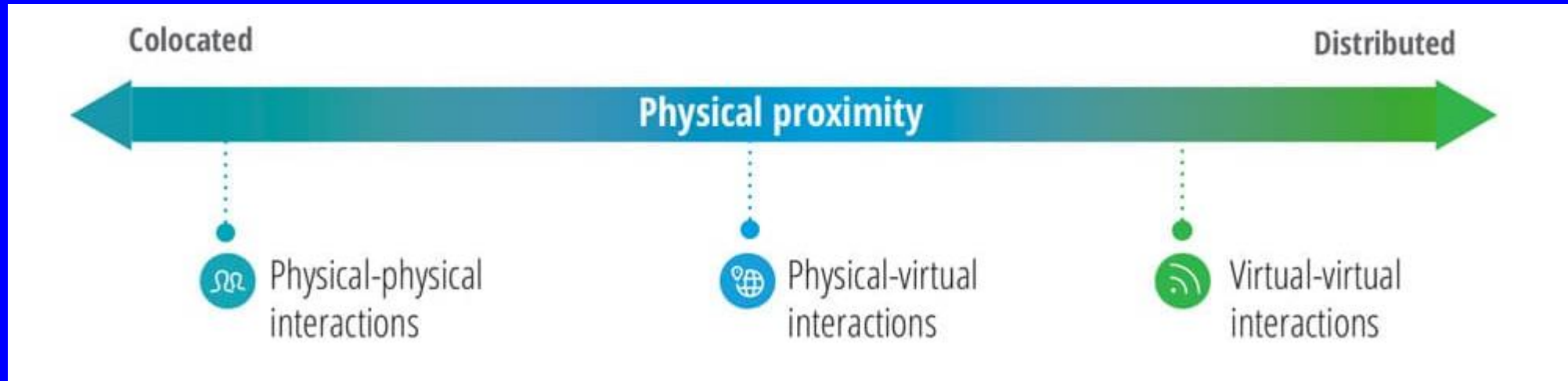


Digital Nomads



How will future workforce and workplace look like?

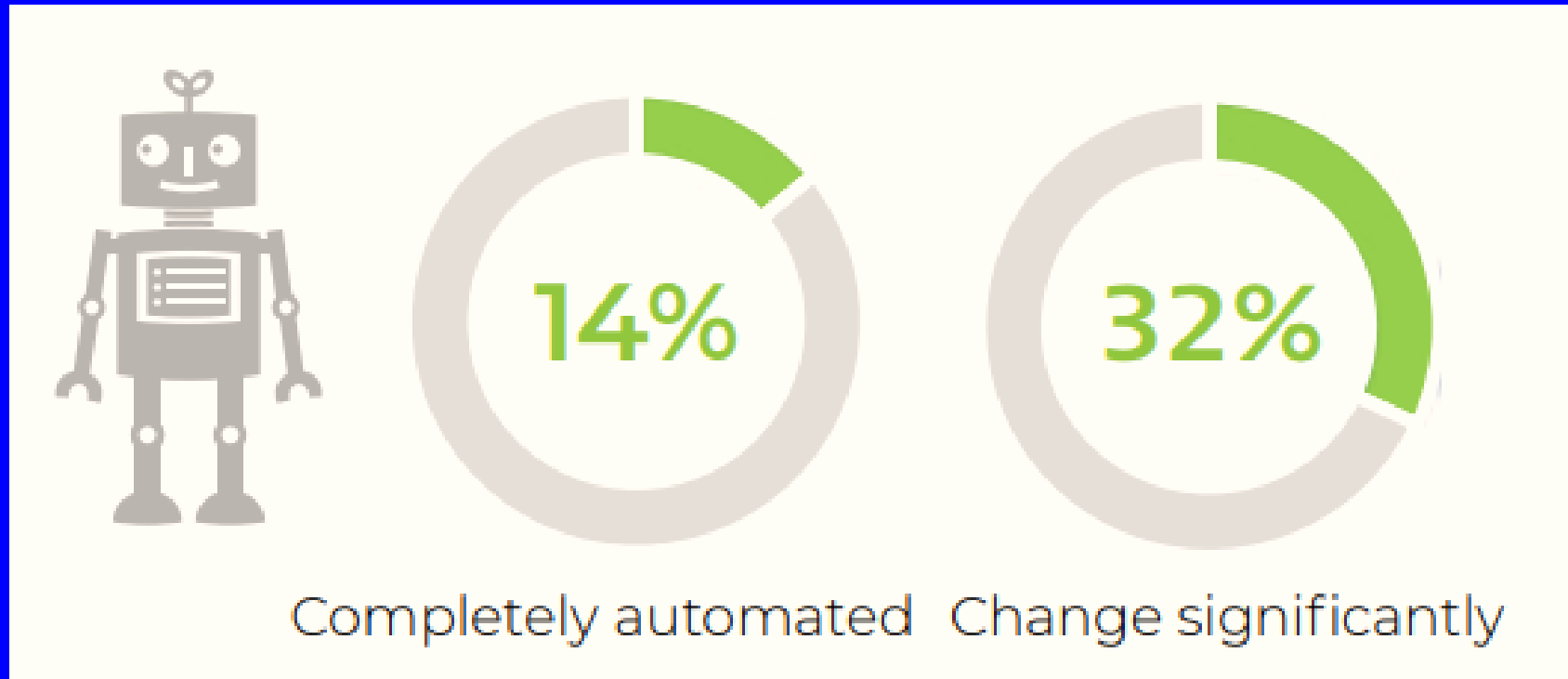
How workplace will change



As teams become more distributed, organizations might need to rethink how they foster both **culture** and **team connections**.

Fact and figures

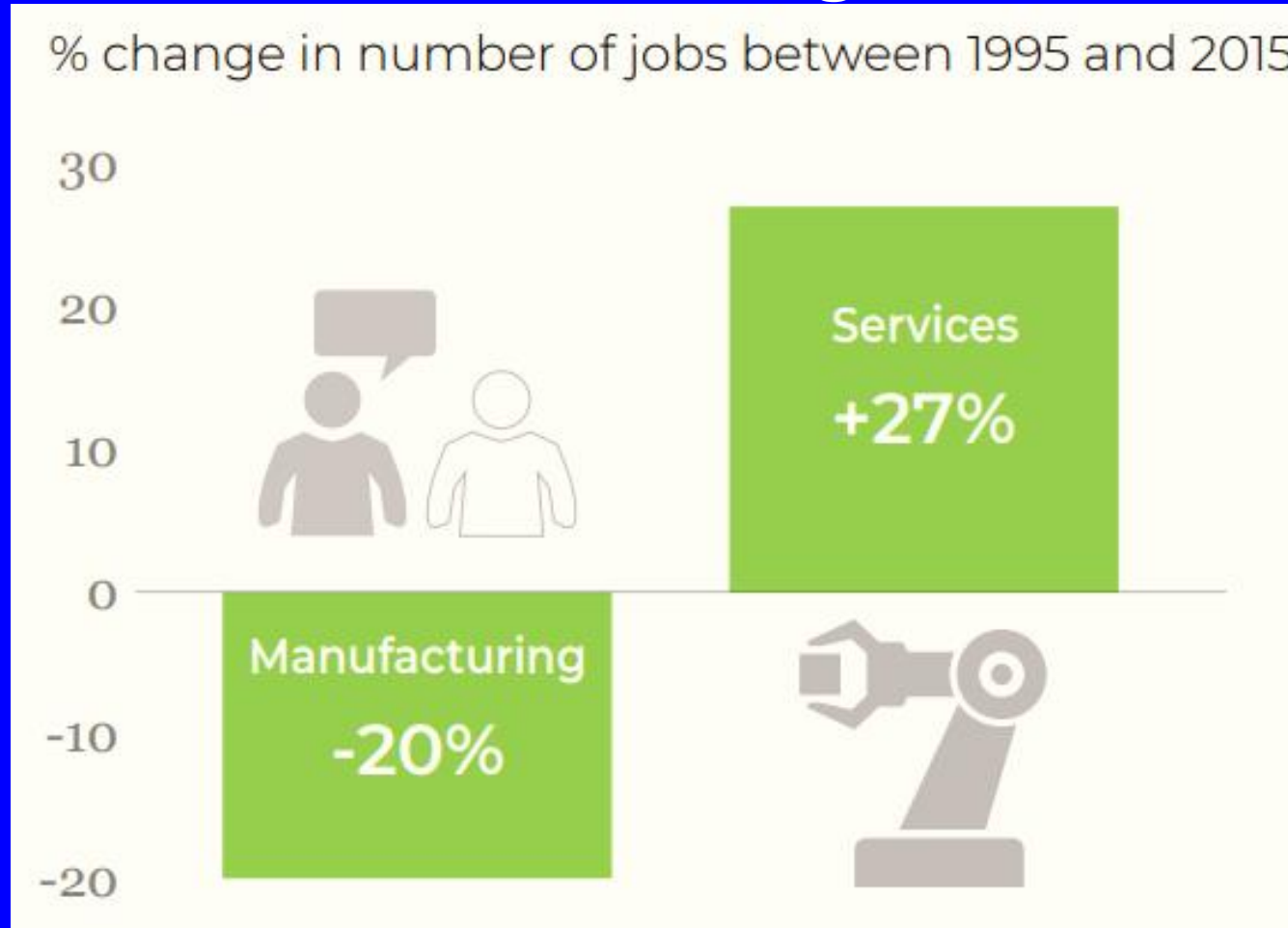
Risk of automation is real but varies across countries



Will this lead to fewer jobs for humans?

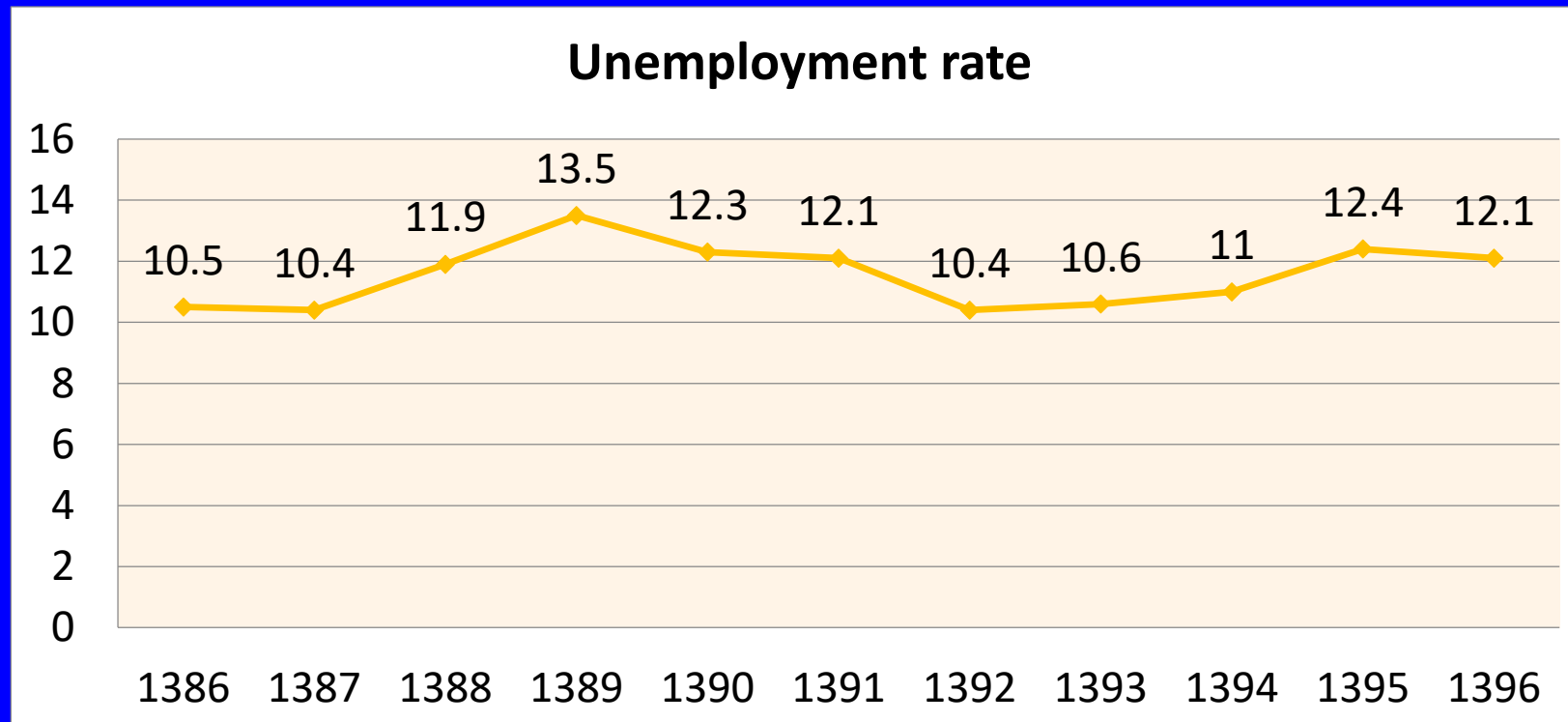
Unlikely. While technological progress makes some occupations obsolete, it also creates new jobs.

The labour market is transforming



- Between 1995 and 2015 employment in the manufacturing sector went down by 20%, while it rose by 27% in the service sector

Future of work in Iran



Unemployment rate in 60`s born

- 1.7 millions unemployed out of 9.3 active population of 60`s born.
- Total stat of unemployment is 3.2 millions.
- This shows that 50% of total unemployment caused by people born in 60`s.

What is happening organically?

1. Freelancing started to grow.
2. Most of these new jobs are in **service industry** and use IT.
3. **StartUps** emerged from ash of manufacturing industry.
4. Talents started to migrate from engineering to human science.



Characteristics of new jobs in Iran

- Young and talented foundation team
- No need for physical assets
- No need for loans
- Flexible work hours
- Most of them are in service industry
- Rapid growth



Entrance and Exit

10 vanishing jobs

- Farmers
- Manufacturing workers
- News reporters
- Teachers
- Lawyers
- Accountants
- Taxi drivers
- Cashiers
- Bank tellers
- Travel agencies



10 future jobs

- App developer
- Computer systems analyst
- Nurse practitioner
- Physical therapist
- Health services manager
- Physician assistant
- Dental hygienist
- Market research analyst
- Personal financial adviser
- Speech language pathologist

How to Prepare for the Future of Work

- We need to begin to think of work as **more than a paycheck**.
- Individuals will need to act and engage in **lifelong learning**, so they are adaptable when the changes happen.
- employees should **shape their own career paths**.
- Employers need to think differently about how they **recruit and hire** new employees.
- Employers will need to create a structure and culture that honors lifelong learning, and that **celebrates creativity**.

What has to be done in Iran?

- Establish a new **paradigm** in regulations about work.
- Promoting **service industry** because of its labour intensive essence.
- Supporting **management consulting** industry
- Informing top employers about **changes in concept of work**.
- Notifying potential workforce about **actual needs** of future.



“The future is already here —
it's just not very evenly distributed.”

William Gibson

Thanks for your attention

mahmoud_jarrahi@yahoo.com

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