

THE EMPLOYEE EXPERIENCE

- Organisations are changing from places where people *need* to work, into places where people *want* to work
- Different and often contradictory demands to the workplace
 - Up to 5 generations in the workforce!
 - Permanent employees, project teams, virtual employees work alongside each other
- As the workforce changes, ways to approach and work with them must also change



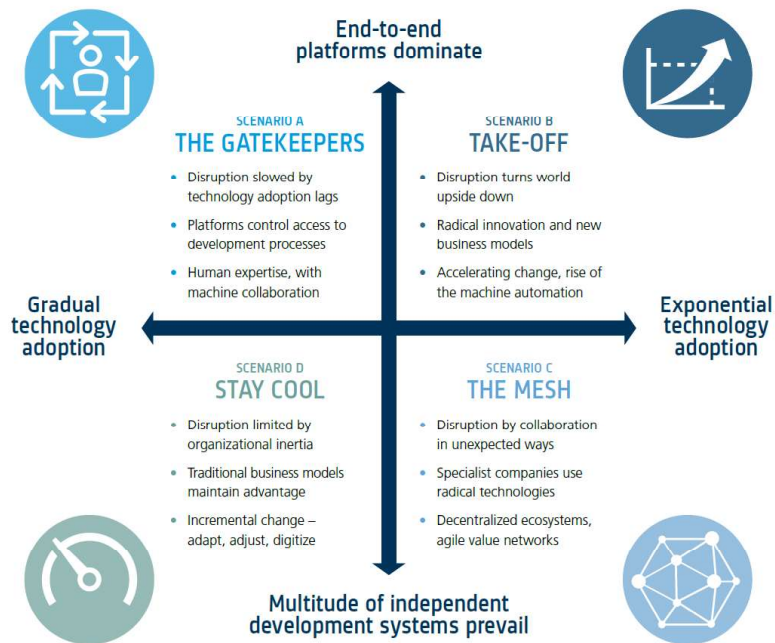
Customer journeys



**BEYOND
TOMORROW**
SCENARIOS 2030
www.beyondtomorrow.dk



Scenario matrix



NON-LINEAR B2B BUYER JOURNEYS

- B2B buyers want the same ease and convenience as 'everyday consumers'.
- B2B decision makers become younger and younger
- What is possible will soon be expected!
 - *Artificial intelligence*
 - *AR/VR*
 - *Voice recognition*
 - *Etc.*



WHO/WHAT MAKES PURCHASING DECISIONS IN THE FUTURE?

- Businesses must prepare to market to their newest customer – AI!
- Entirely new premises when a company markets its brand/products/services in a future where algorithms make most purchasing decisions.
- Could buying and selling deals eventually be conducted between AI assistants?



FROM B2B TO B2B4C...

From commodity supplier to...

- strategic partner
- consultant and educator
- investor, inventor and co-creator
- essential ally
-
-
-
- Or the most efficient dumb pipe

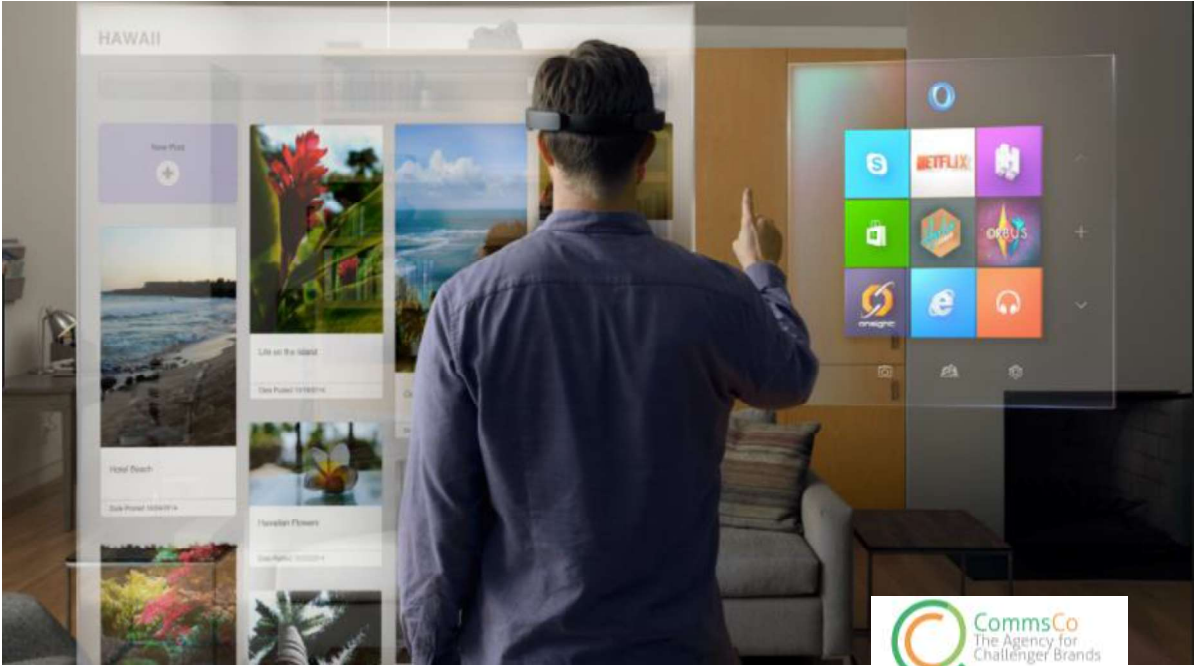
Source: Tony Gardner, 'The B2B4C Evolution: Building Relevance With End-Users For B2B Brands', Brand Quarterly (2019)

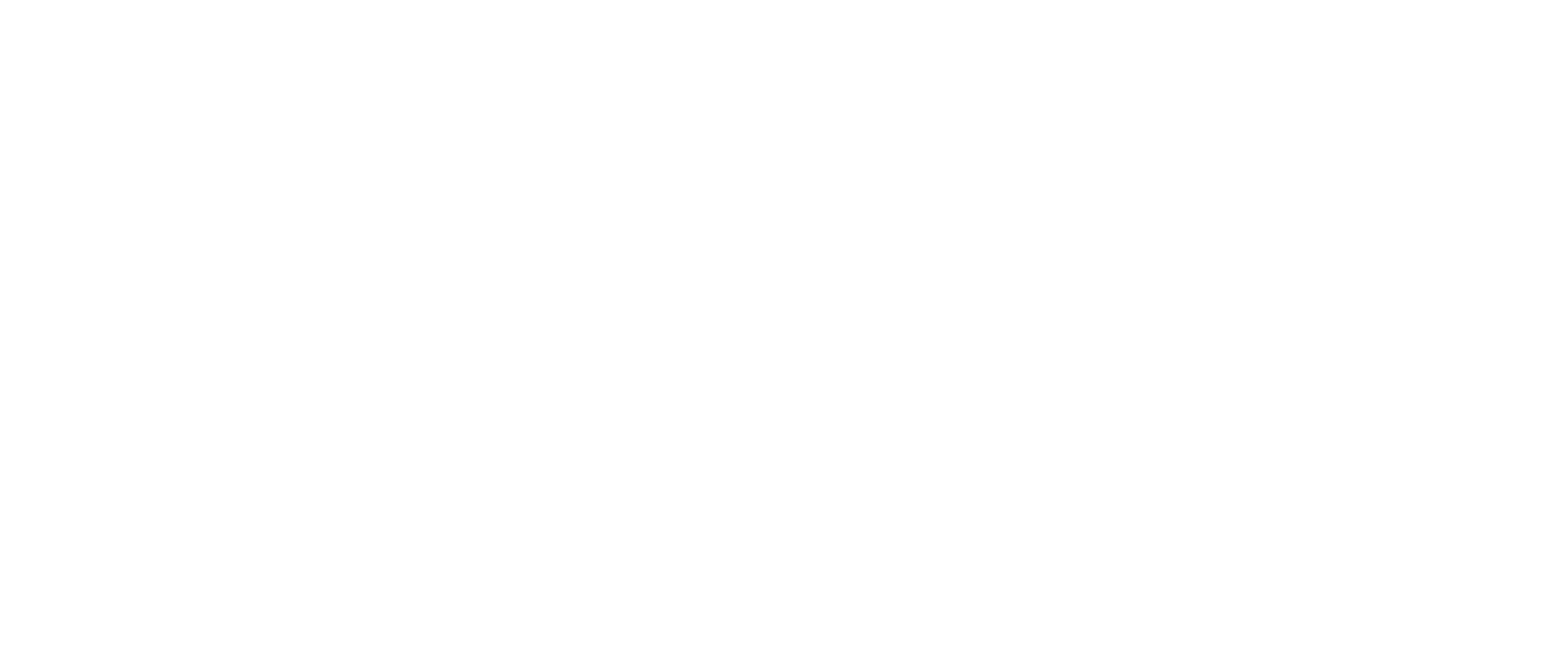




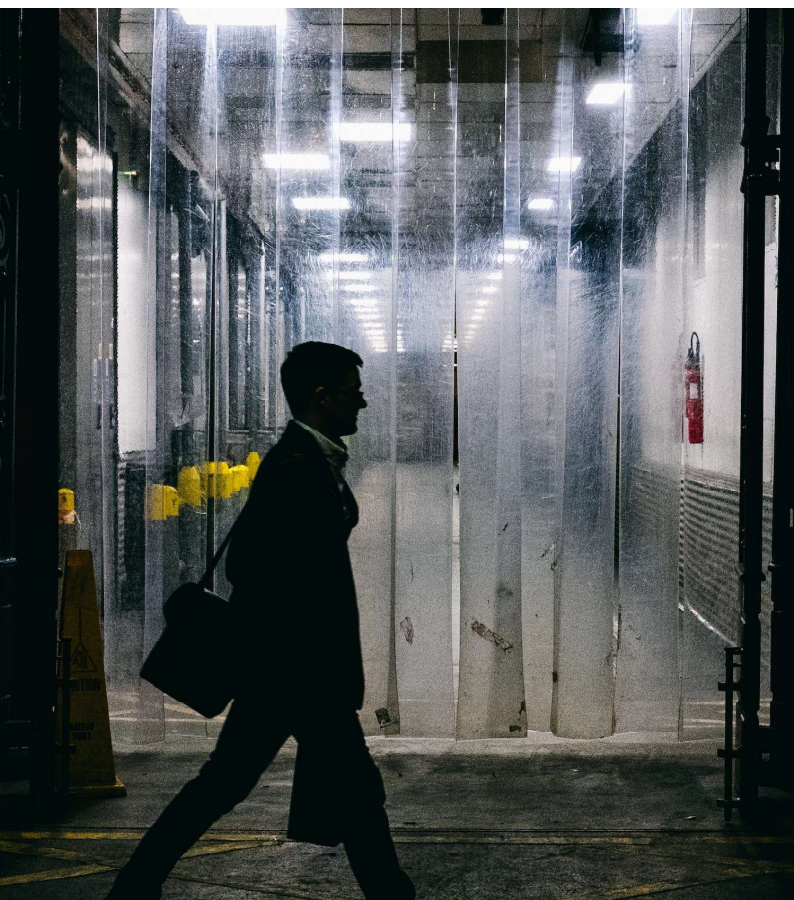
Automation is good And old news

AUGMENTED REALITY





But only so far..



Work

1. Standardized physical tasks
2. Administration/data
3. Collecting data
4. Non-standardized physical tasks/
unpredictable physical tasks
5. Physical meeting/Host
6. Experts (decisions, planning, creativity)
7. Management?
8. *(IT, Robot, AI, Biotech, Energy ...)*

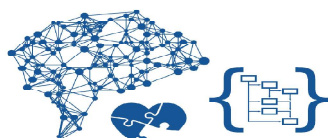
Competence, pride,
salary level



TOP 10 SKILLS

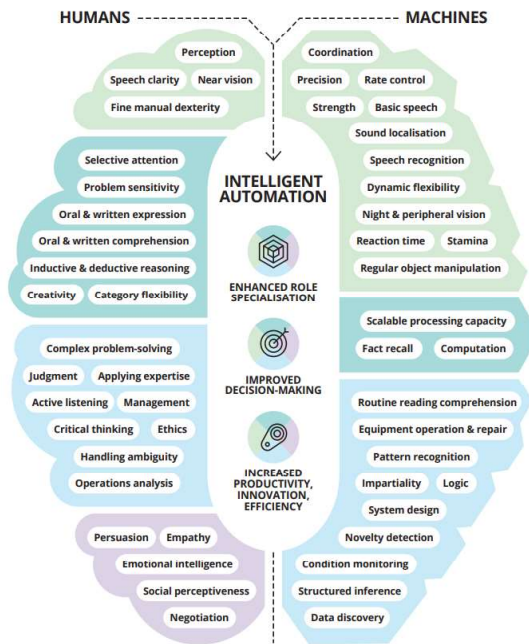
in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility



COLLABORATION

Abilities ● Psychomotor, sensory, physical ● Cognitive ● Skills ● Content, process, system ● Social

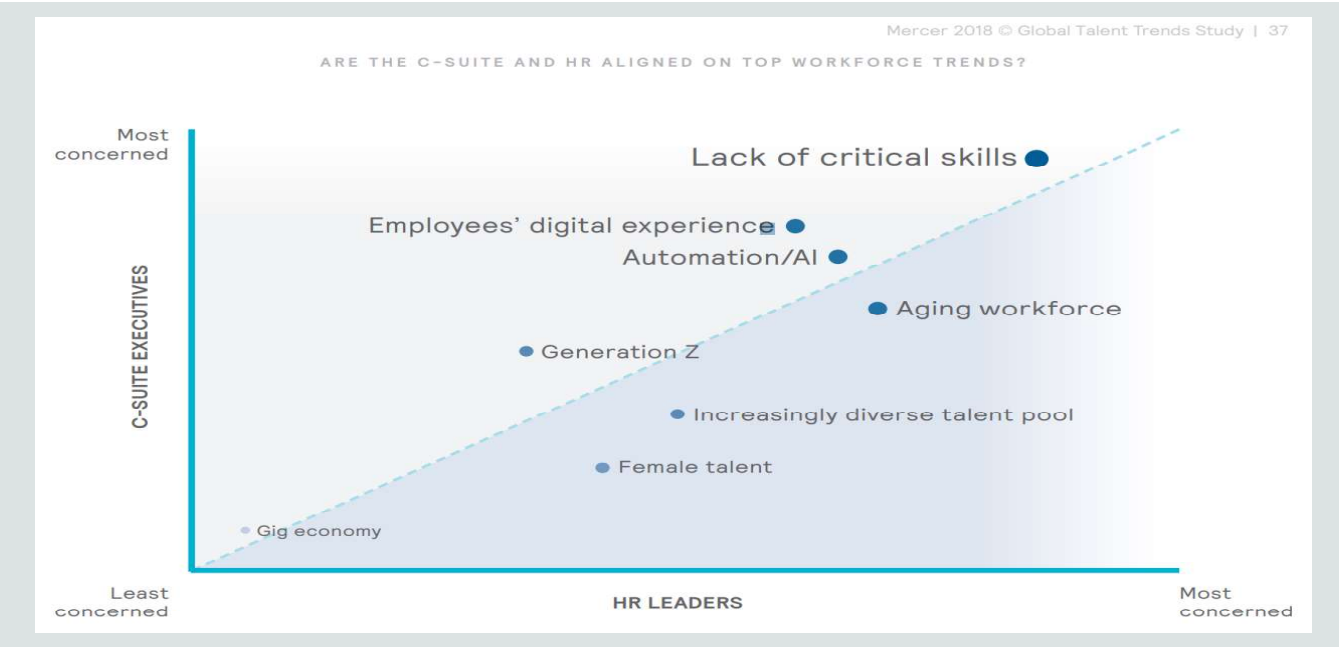


Copenhagen Institute for **Futures** Studies
 Institutet for Fremtidsforskning

Source: Deloitte Tech Trends 2018

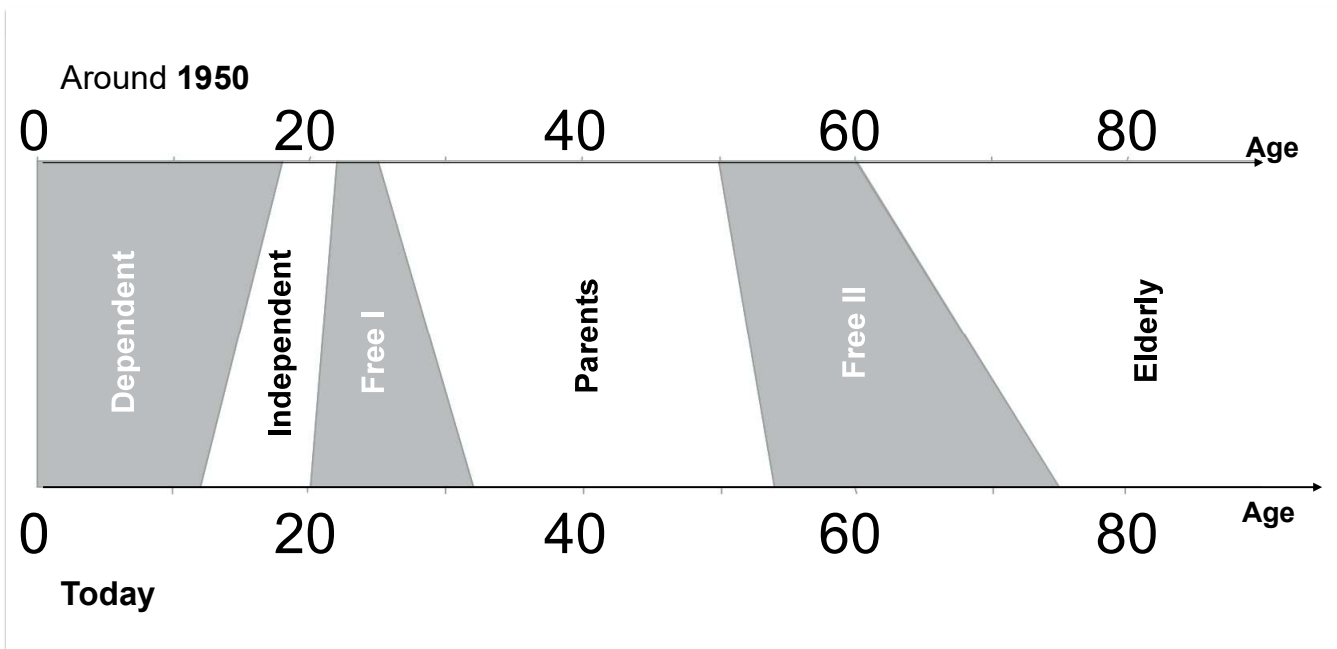


LACK OF CRITICAL SKILLS

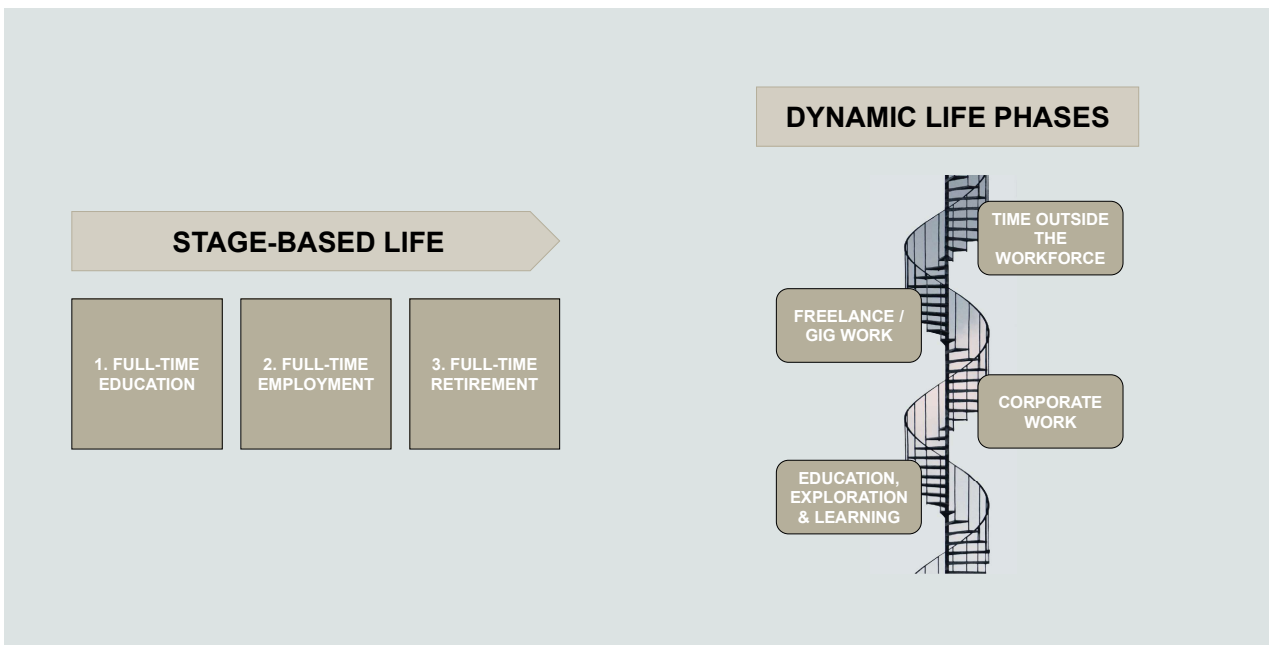


Source: Mercer Global Talent Trends Study 2018

LIFE PHASES



THE CLASSIC LIFE PHASE MODEL IS ON THE WAY OUT





Optimism



Shared values



Honest conversations



Up-to-date skills & tools



Physically fit



Social support



Meaning



Role model & moral compass



Flexible



Tomorrow



Today

谢谢
Gracias
Thanks
धन्यवाद
شكر
Obrigado
ধন্যবাদ
спасибо
感謝
Tak

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