



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





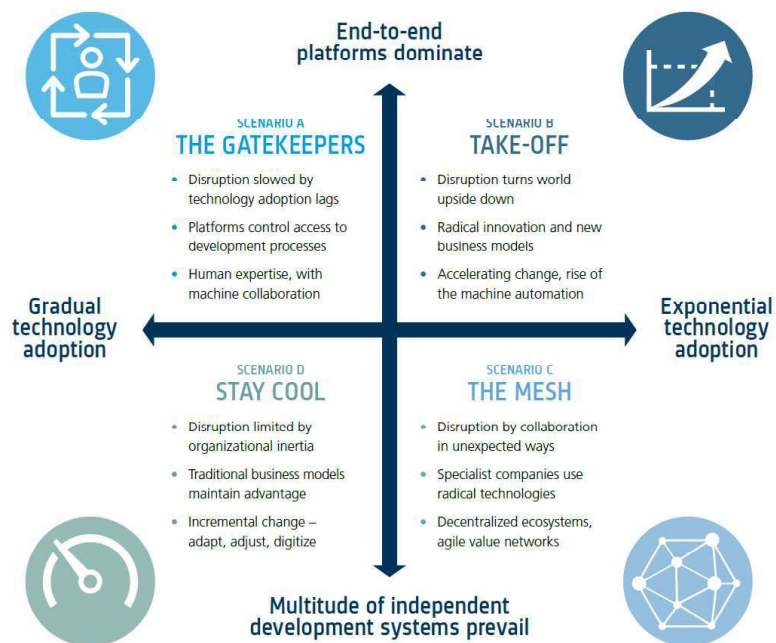
BEYOND TOMORROW

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

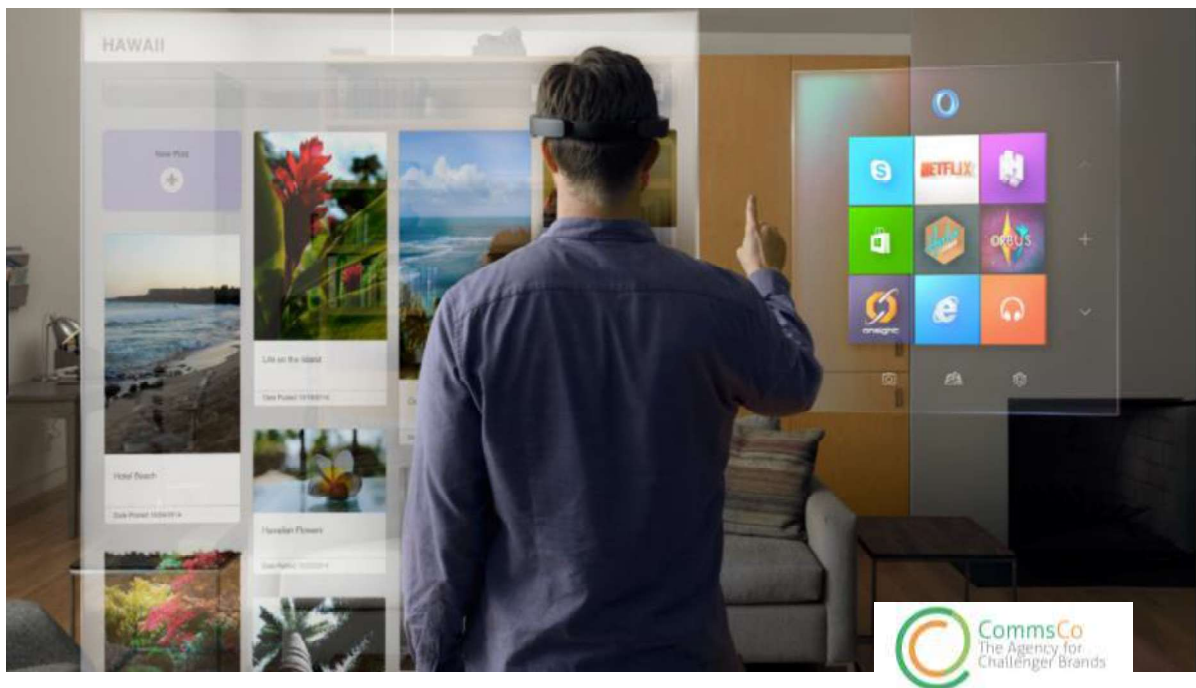
Source: Tony Gardner, 'The B2B4C Evolution: Building Relevance With End-Users For B2B Brands', Brand Quarterly (2019)



Automation is good And old news

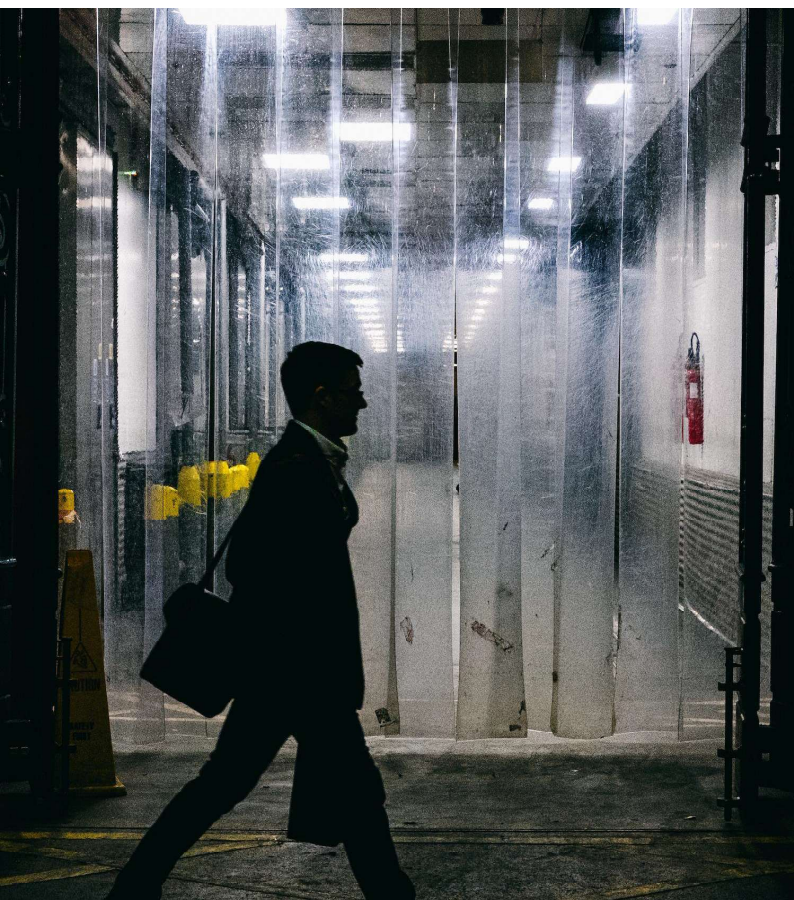


AUGMENTED REALITY





But only so far..



Work

Competence, pride,
salary level

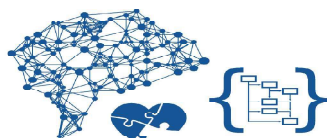
1. Standardized physical tasks
2. Administration/data
3. Collecting data
4. Non-standardized physical tasks/
unpredictable physical tasks
5. Physical meeting/Host
6. Experts (decisions, planning, creativity)
7. Management?
8. *(IT, Robot, AI, Biotech, Energy ...)*



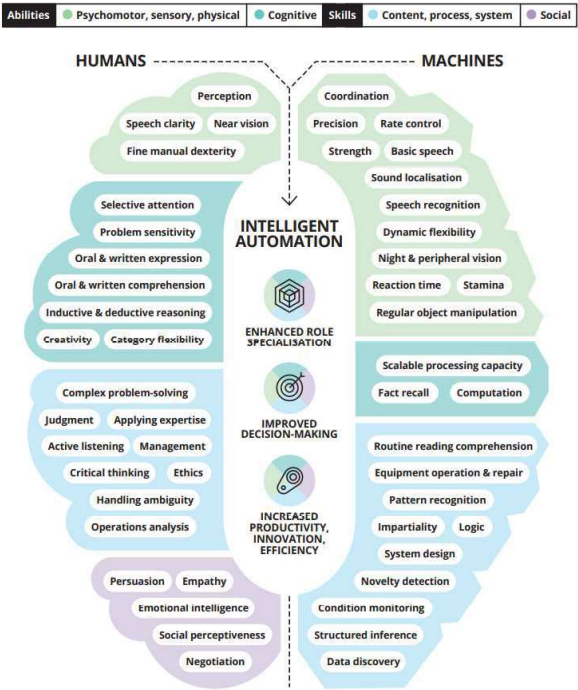
TOP 10 SKILLS

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

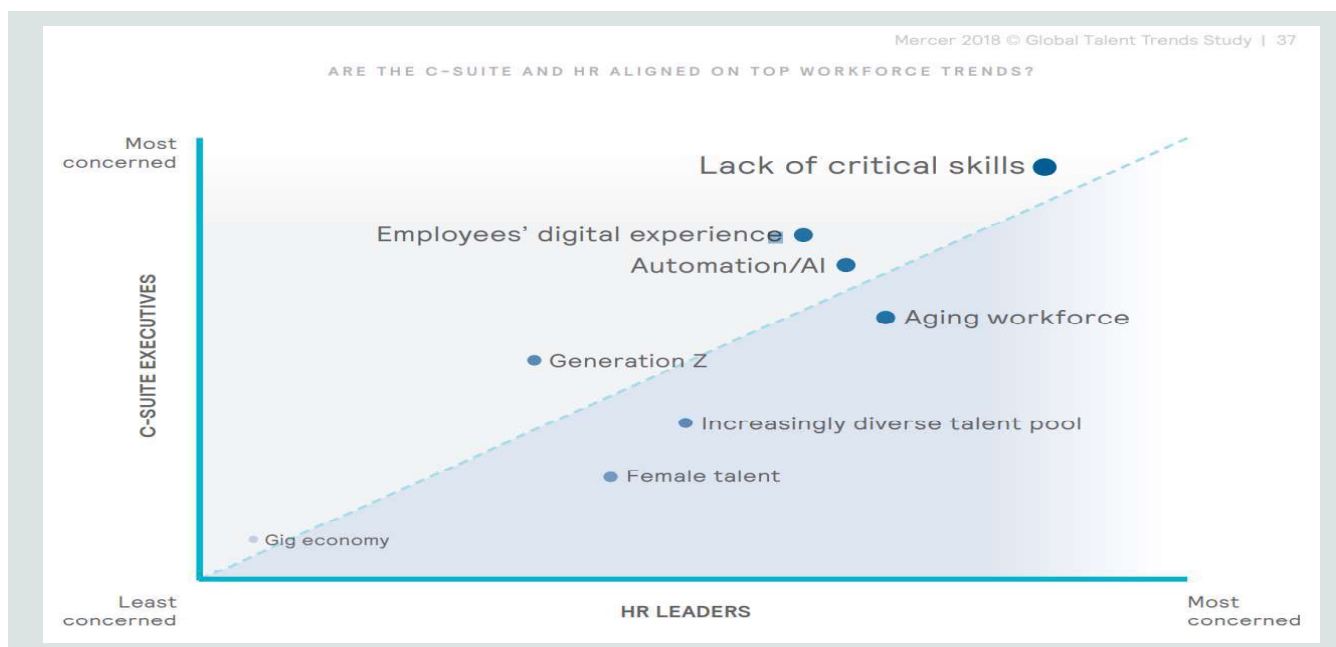


COLLABORATION

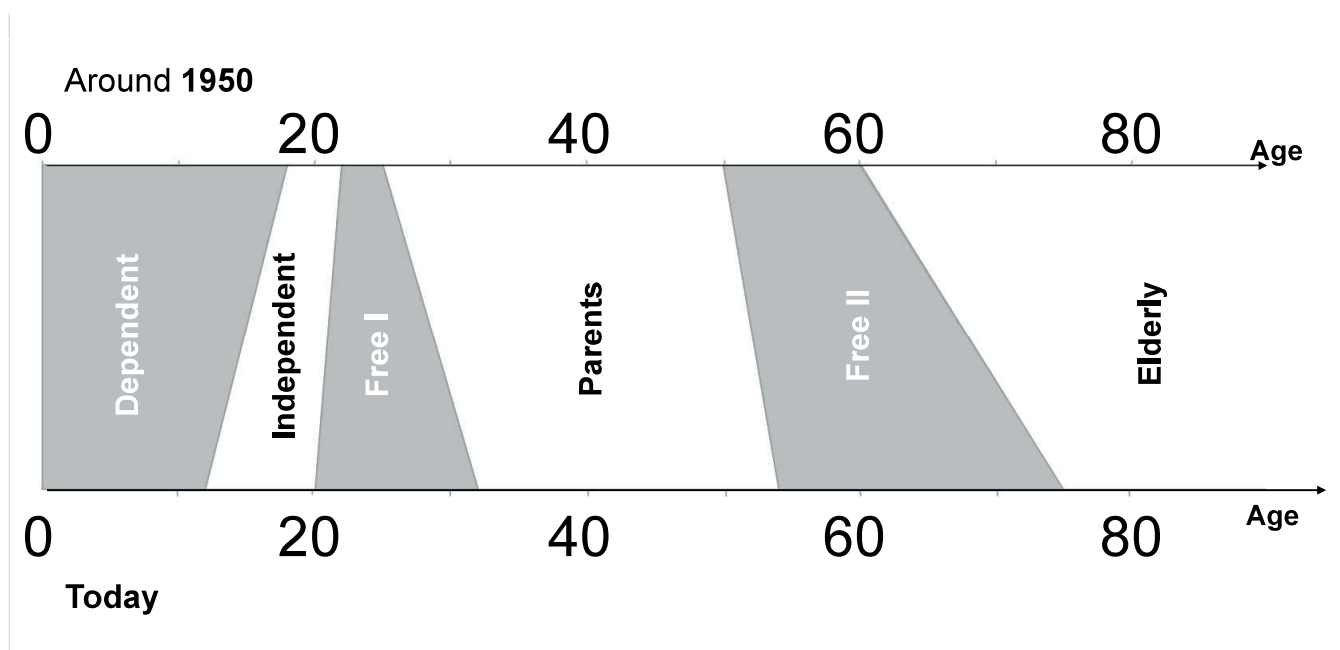




LACK OF CRITICAL SKILLS

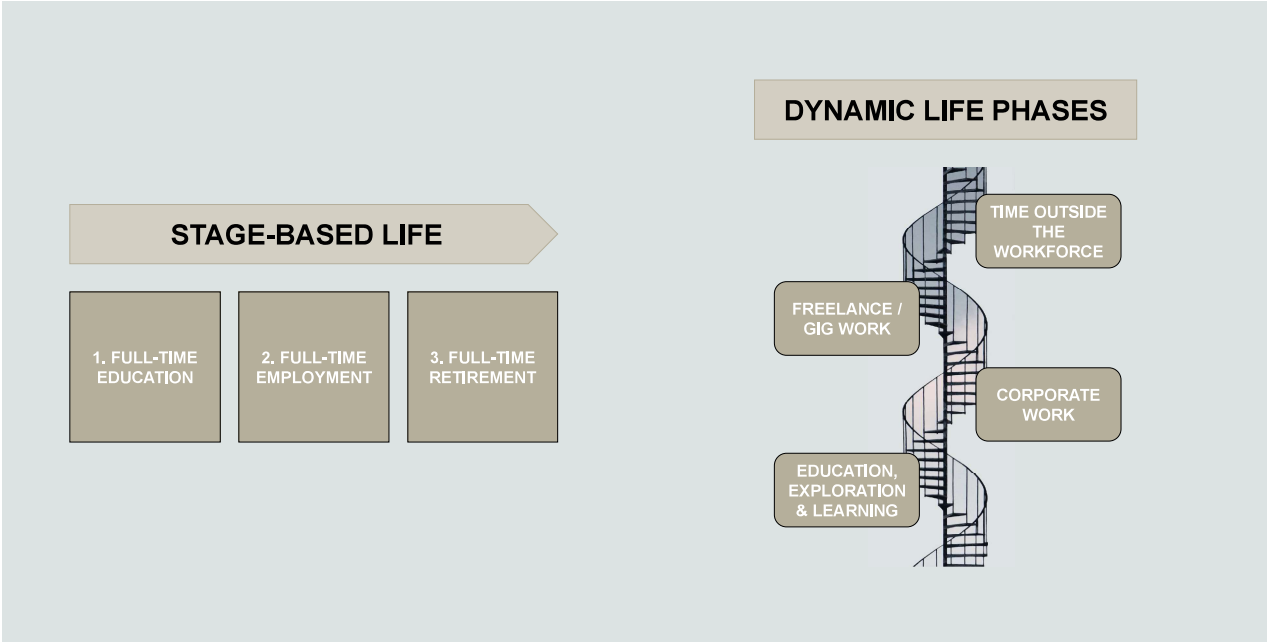


LIFE PHASES



THE CLASSIC LIFE PHASE MODEL IS ON THE WAY OUT

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



Source: Gratton and Scott, 2016



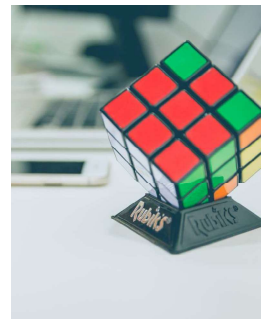
Optimism



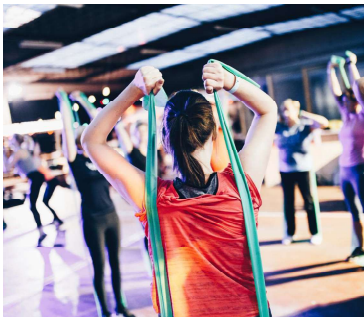
Shared values



Honest conversations



Up-to-date skills & tools



Physically fit



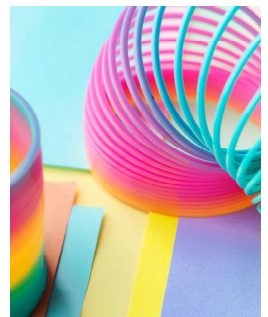
Social support



Meaning



Role model & moral compass



Flexible



Tomorrow



Today

谢谢

Gracias

Thanks

धन्यवाद

شكر

Obrigado

ধন্যবাদ

спасибо

感謝

Tak

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