

# Five Trends Shaping the Future of HR

an eLearning course by

*Dr. Bob Nelson*



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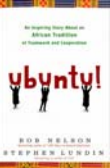
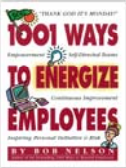
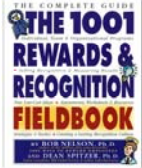
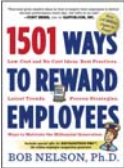
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Bob Nelson, PhD

- President, Nelson Motivation Inc.
- Executive Strategist, HR Issues
- *New York Times* / *Wall St. Journal*  
Best-selling Author



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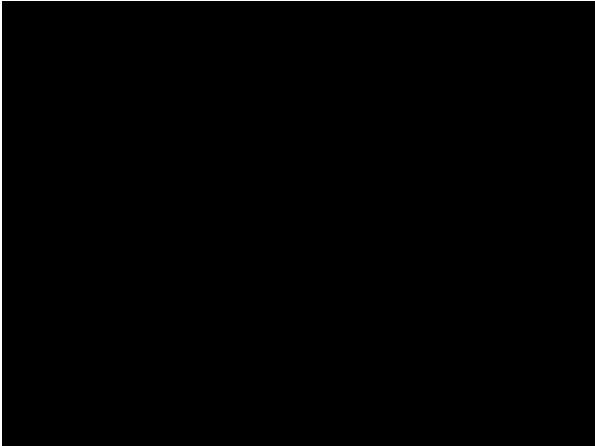
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## 5 Trends Shaping the Future of HR

1. Growing Shortage of Skilled Workers
2. Rise of the Millennials
3. Increase of Contingent Workers
4. Evolving Role of Virtual Employees
5. Globalization of the Labor Market

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### Growing Shortage of Skilled Workers



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Not a labor shortage,  
but a skilled labor shortage

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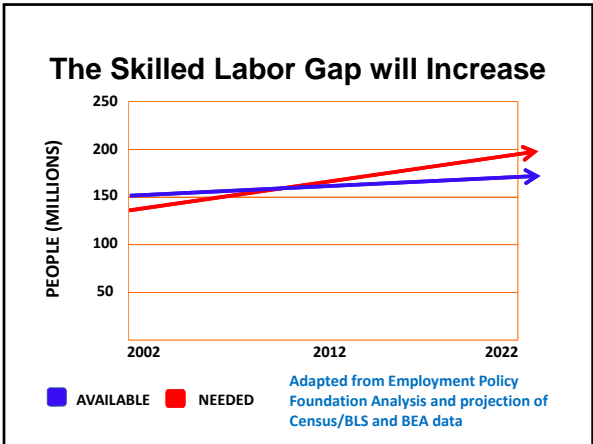
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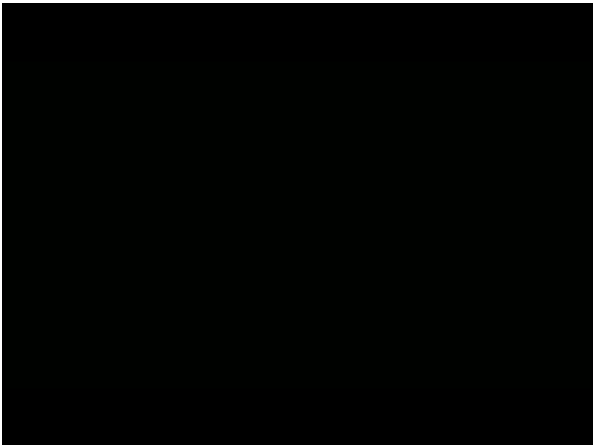
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Last year the U.S. was short  
**3 million** skilled workers in the  
manufacturing sector alone

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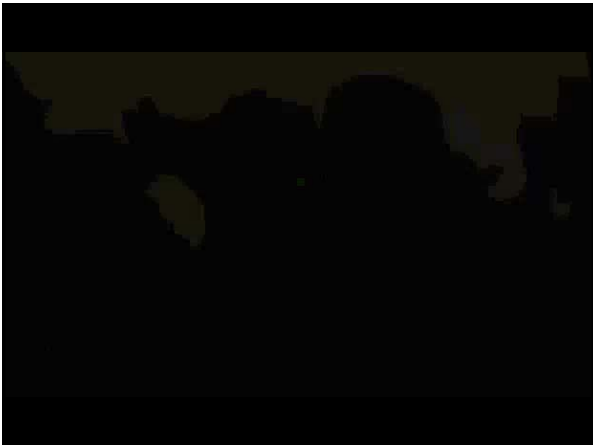
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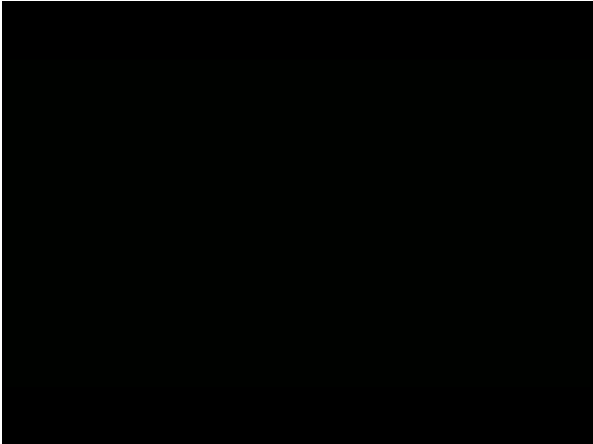
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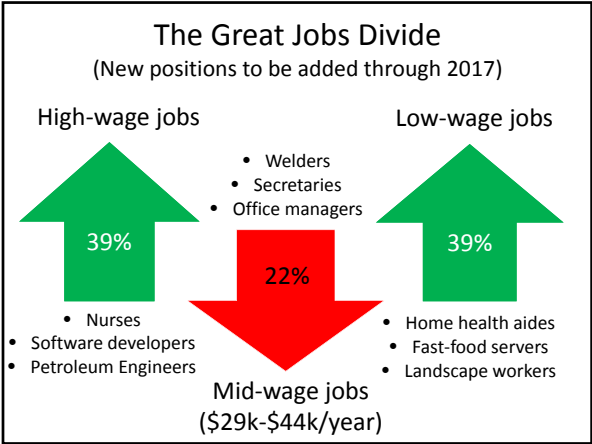
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**Need better collaboration between  
business, government and education to  
better help prepare students for  
the jobs of the future**

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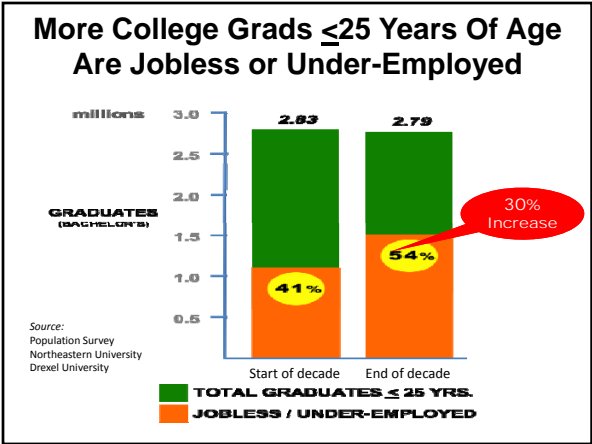
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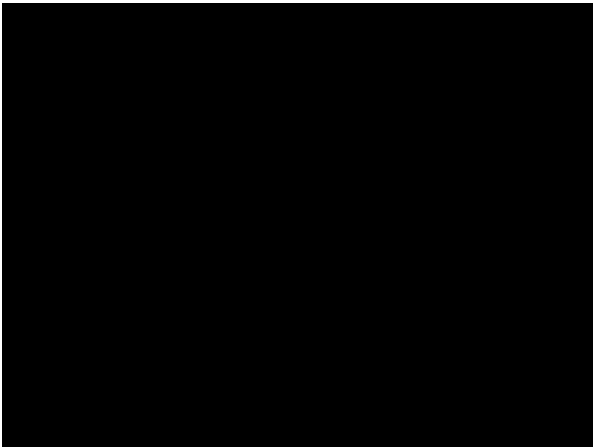
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~~The Millennials Are Coming~~  
**HERE**


Generation	Age	% Workforce
Traditionalists	(67+)	5
Baby Boomers	(47 - 66)	38
Generation X	(27 - 46)	32
Millennials	(18 - 26)	25



70 MM Boomers retiring



50 MM Gen Xers  
can't replace them



44 MM Millennials are here;  
46 MM more are coming

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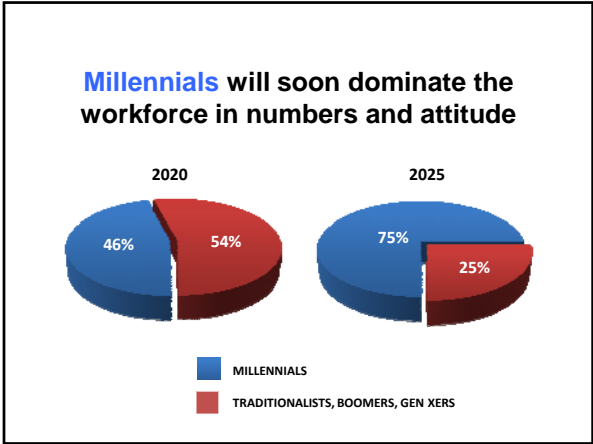
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**“76% of younger workers plan to find a new job as the economy improves.”**  
*—Harvard Business Review*

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D.O.B.	Roughly 1980-2000
Height	As far as I think I can go
Weight	I matter and what I do matters
Destination	Wanting to make a difference
Education	Considered the best in history
Tools	All the latest high-tech
Connection	Instant, variety of modes
Other	Optimistic, socially responsible

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## Key Influences



### PARENTS

- Loving, Sheltering
- Helicoptering, Clinging
- Pressure to Learn, Succeed
- No Limits, No Boundaries
- Close Relationships (90%)
- Congruent Values

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## Technology Defines Millennials

- iAnything
- Texting, IM
- Facebook



75% have a profile on Facebook 44% read blogs 76% use instant messaging



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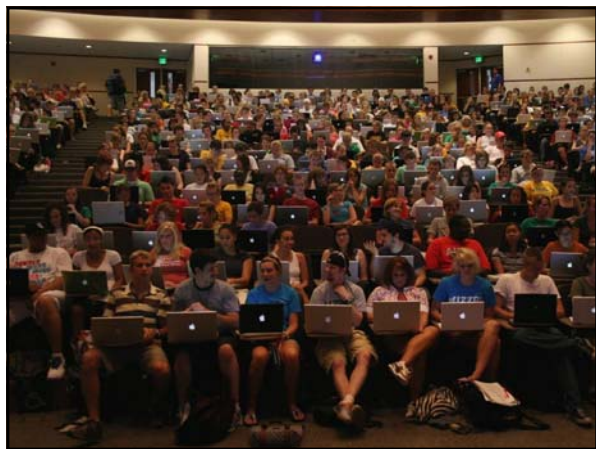
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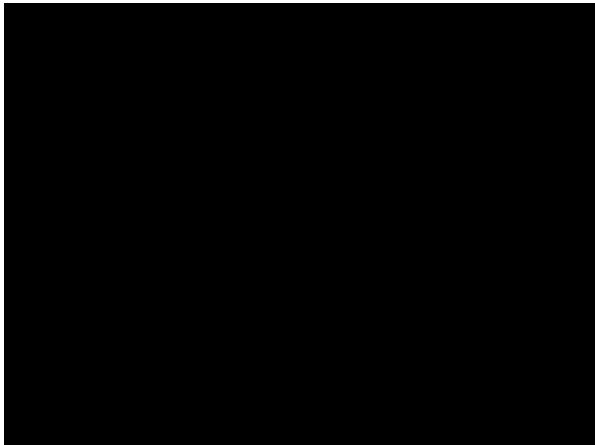
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PEERS

Active in Teams thru Childhood

Peer Influence & Pressure





Constant Contact via Cell & IM

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## Events Shaping the Millennials




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## Millennial Work Attributes



### Upsides

- Techno wizards
- Quick Learners
- Resourceful
- Hardworking, high achieving



### Downsides

- Inflated opinion of themselves
- Overconfident, especially given limited or no experience
- Need to be constantly challenged
- Need instant and ongoing feedback

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## What Millennials Want in a Job

- Career Advancement Opportunities (55%)
- Salary (52%)
- Interesting & Challenging Work (42%)
- Benefits (30%)
- Training/Mentorship (27%)

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## How to Motivate Millennials

- Work Direction
- Personal Development
- Social Interaction
- Recognition/Feedback

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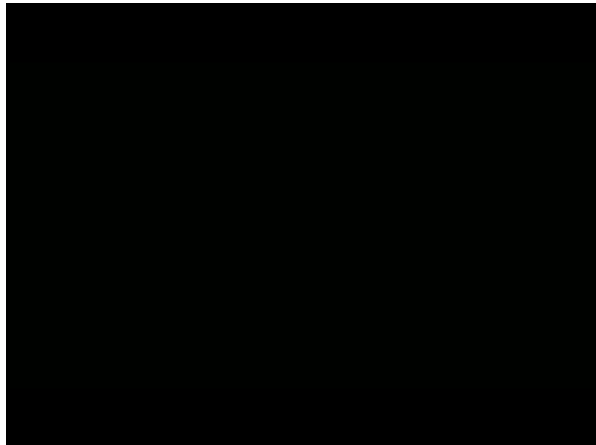
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Given **43%** of companies report they will  
have fewer opportunities for advancement,  
need to shift career focus from  
a **Career Ladder** to **Career Lattice**

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### Increase of Contingent Workers



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**65%** of new jobs added in the last year  
have been contingent workers, making up  
**20%** of the workforce population,  
projected to be **30-50%** in the future.

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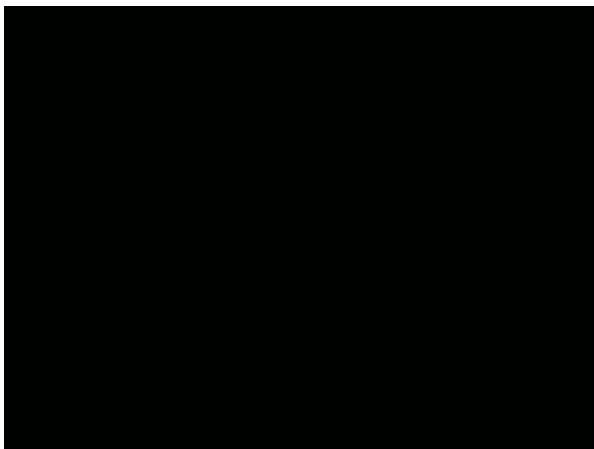
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Currently **10 million** contingent workers,  
which has doubled in under **5 years**;  
**22 million** U.S. companies have no payroll.

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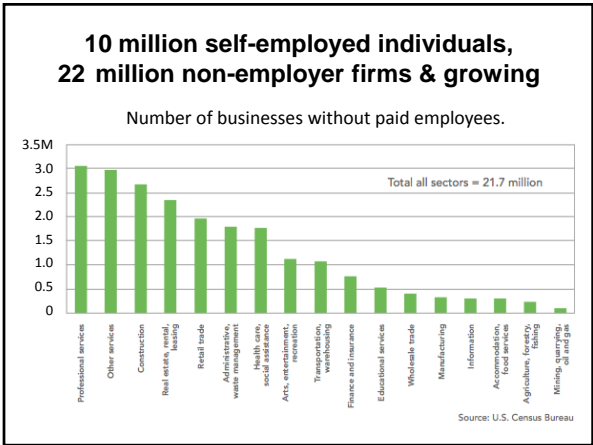
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Work is becoming a **state of mind**  
More than a **place to be.**

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**75%** of all current organizations have  
employees who work remotely;  
**45%** anticipate increasing that number.

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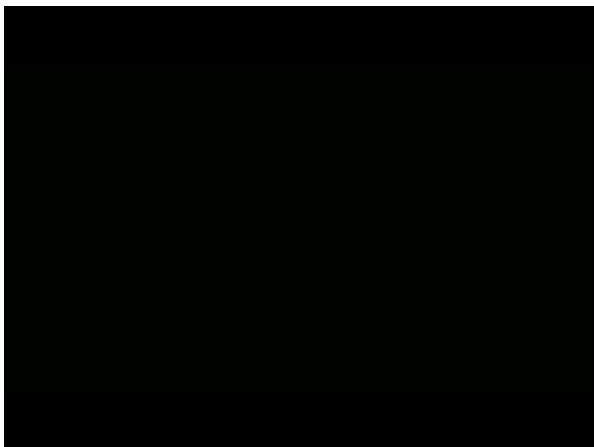
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There were **9.1 million** part-time  
virtual workers in a recent year,  
representing a **300%** increase in 10 years.

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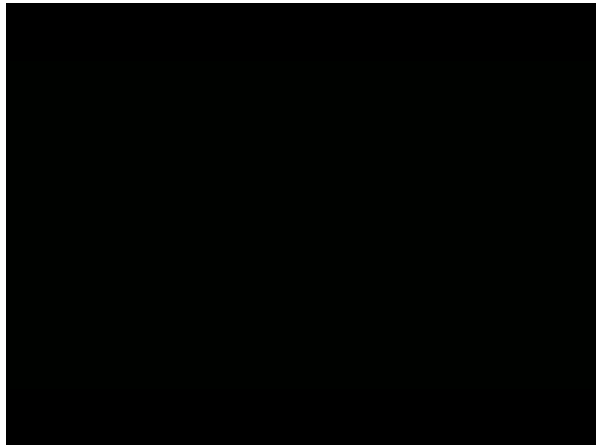
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Need to be open and flexible to consider  
**alternate work arrangements**, eg,  
telecommuting, job sharing, flextime,  
compressed workweeks, etc

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Multi-nationals employee **1 of 7** U.S. workers; since 2000 they have shed **2.9 million** U.S. workers and hired **2.4 million** workers overseas.

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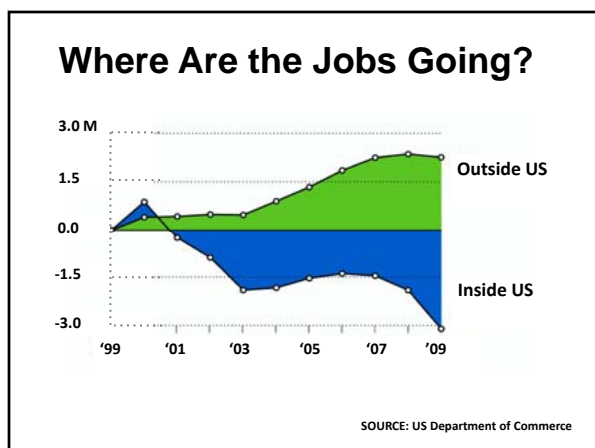
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In the next 5 years, **2 million** financial services jobs will move abroad;  
in the next 15 years, **3 million** service sector jobs will move overseas.

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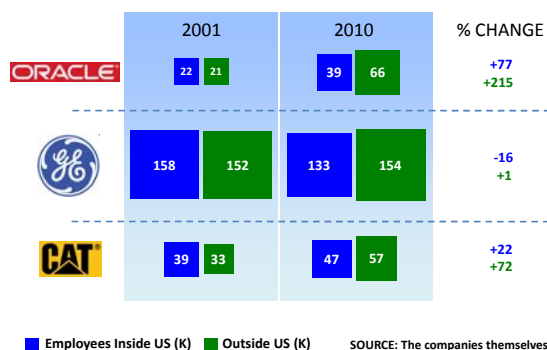
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### A Look at Three Companies




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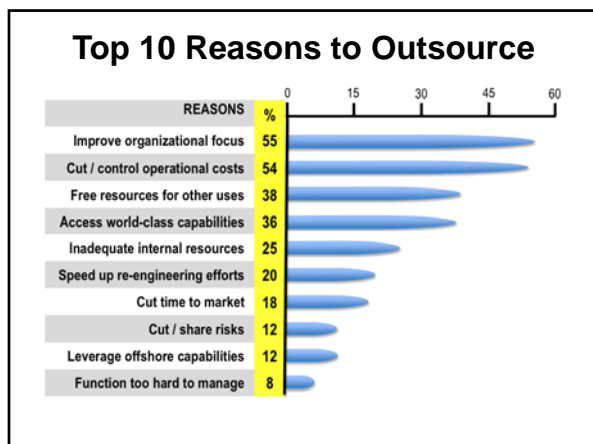
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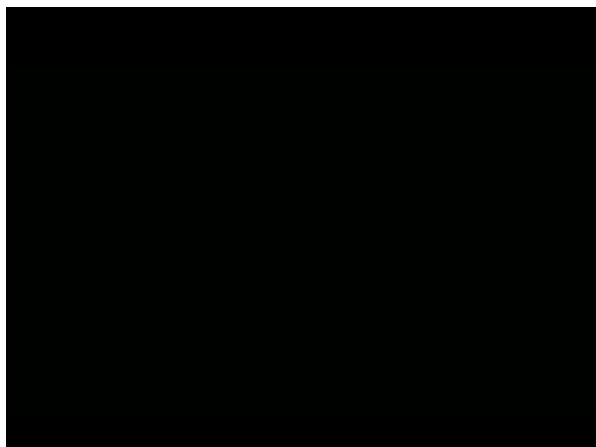
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**88%** of firms report they got better value  
for their money overseas;  
**71%** said overseas workers did better  
quality work.

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Need to help workers be more  
competitive; show them how to  
**add value** and **increase their  
contribution**

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**"The war for talent is over:  
Talent won."**



Carl Camden  
President & CEO  
Kelly Services

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**Case Study**

**Zappo’s Mission:**  
**“To Live and Deliver WOW”**

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Bob Nelson, Ph.D.

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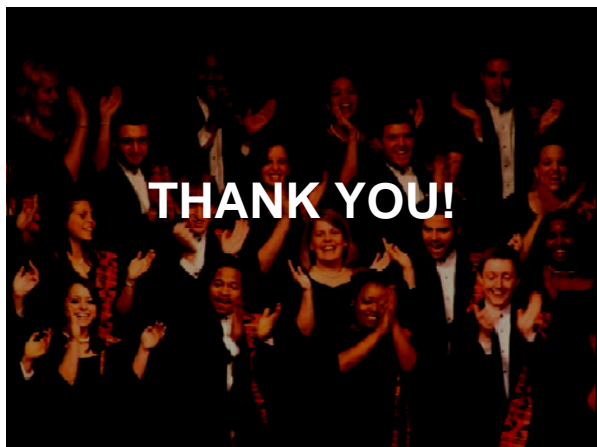
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