



2020

WORKPLACE

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Our Conversation Today ...



1. Introduction/Objectives
2. The 2020 Workplace: Three Trends
3. Success Strategies In Going Social
4. Implications For Leaders
5. Now What?



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forces
shaping the
2020 workplace

DEMOGRAPHICS

BY 2020 ...

**five generations will
be working side-by-side
in organizations**



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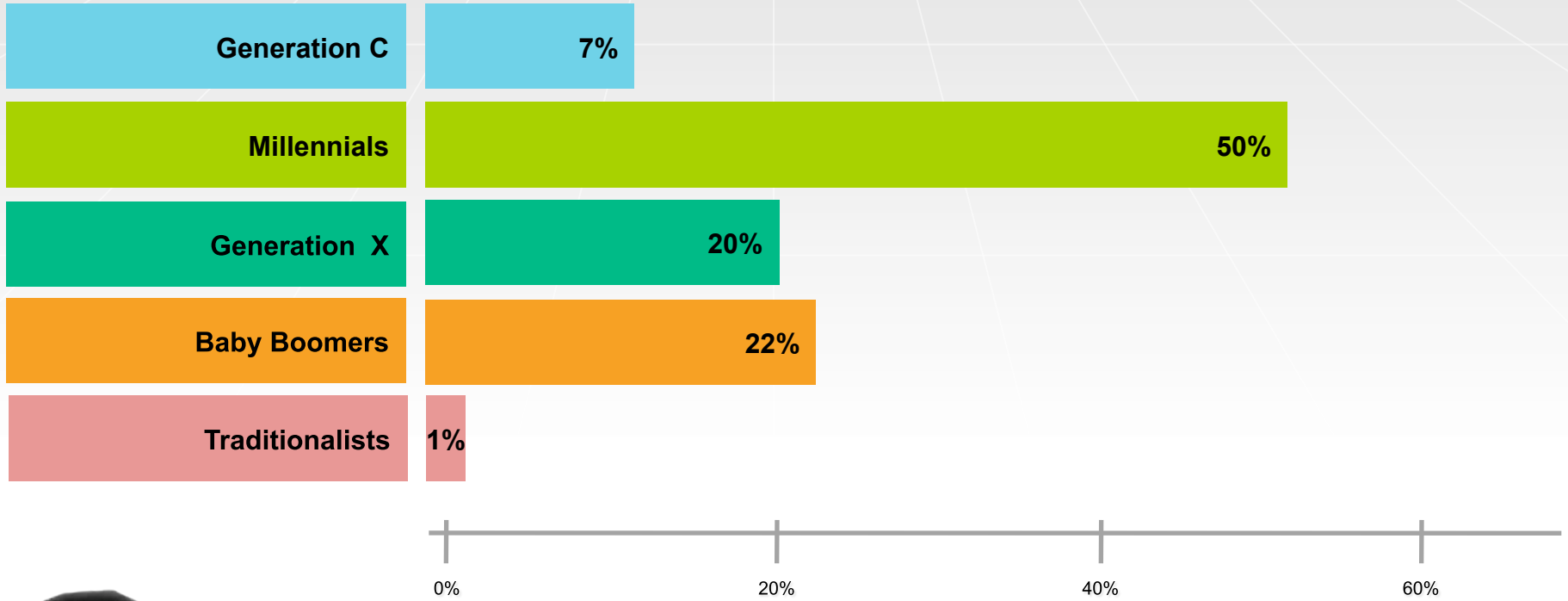
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Demographics



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Your Millennial Employees



- One Out of Two Millennials:
 - Expect to use their own technology and devices rather than ones supplied by employer
- They Want to Participate in:
 - How, where, and with whom they collaborate



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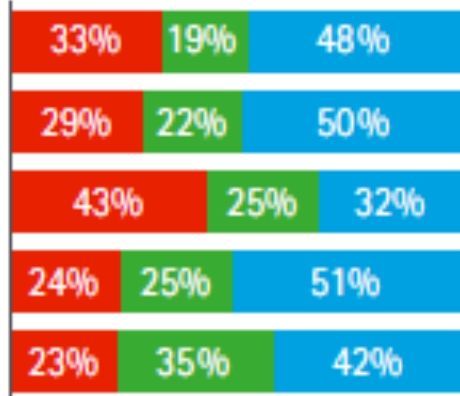
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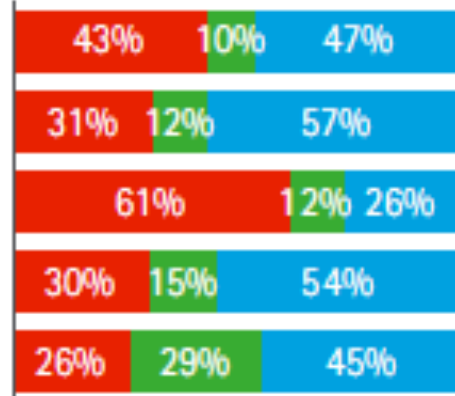
BYOT Is Here

Looking at the following list, which technologies do you currently use or access for work related activities that are not supported by your organization's IT department, or not meeting your expectations? [Working Millennials]

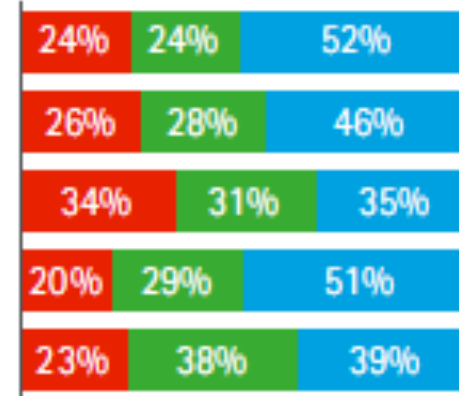
Global



Americas



Asia Pacific



Instant messaging
Open source technologies
Social networking sites
Online applications
Online collaborative tools

■ Currently use but not supported by IT department
■ Currently use, supported by IT department and meeting expectations

■ Currently use and supported but not meeting expectations



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Are The Generations So Different?

Skill	Baby Boomers	Gen X	Millennials
Communication	Print/ Social Networks	Web/ Social Networks	YouTube, Social Networks
Feedback	Co Policy/ Might Request More	Co Policy/ Requests More	Demands Frequent/ Immediate
Usage Of Technology	Hesitant: Unless part of job anxious about trying new tools	Mobile Phone Gen: So Trying New Tools Part Of Mindset	Fearless: Bring It On: Part of Google Generation
Learning Style	Face-2-Face	Web/ Self-Paced	Searchable Social Networks/Gaming



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2011 is the First Year American Baby Boomers Turn 65 Years Old



According to the
Pew Research
Center, every day
for next 19 years,
10,000 boomers will
turn 65 years old.

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By 2030 18% of the US population will be 65 years or older

- In comparison:
 - 30% of Japan is projected to be 65+ in 2030
 - (National Institute of Population and Social Security Research)
 - 23. % of Europe is projected to be 65+ in 2030
 - (Eurostat)



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What Are Companies Doing To Harness Multiple Generations?

- Tout CSR Commitments
- Research Employees As Research Customers
- Make New Hire Training Fun
- Plan For The Aging Of Your Workforce



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Millennials Reward Companies That Take CSR Seriously



- Research Conducted By AMP Agency Among 2,000 Global Millennials Found:
 - 83% will trust a company more if it is socially/environmentally responsible
 - 61% of Millennials feel responsible for making a difference in world
 - 79% want to work for a company that cares about how it impacts and contributes to society
 - 64% say their company's social/environmental activities make them feel loyal to that company
 - 56% would refuse to work for an irresponsible corporation



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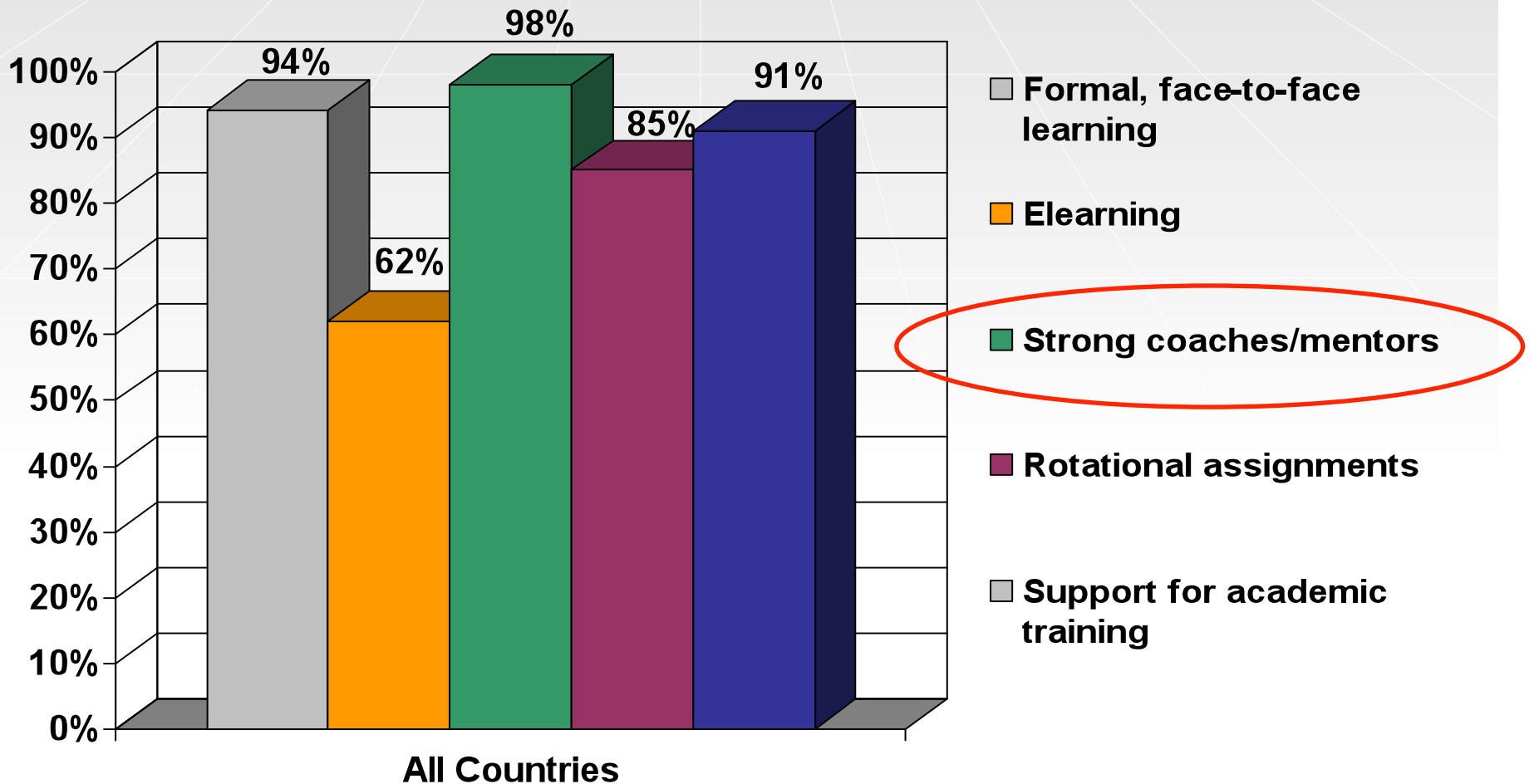
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Millennials at Work: How Much Do You Value the Following Development Opportunities?



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PwC, Managing Tomorrow's People

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Chevron: Alumni Bridges Program



- Online Social Network For Alumni
- Must Have Left In Good Standing
- Must Wait 12-24 Before Returning To Co.
- Managed Thru Agency
- Program Took Off With Online Social Network
- Retirees: Consultants, Faculty for Training,

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CONTRIBUTION REVOLUTION



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Just How Much Are We Participating?

Over 2 billion
YouTube views per
day

YouTube



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92% of
American
children
have an
online
presence...

CNN, October 2010



By two
years
old.

82% in
Western
Europe



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Contribution Revolution Has Led To Gamification In Workplace: 70% of FORTUNE 500 Will Gamify One Process



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Live Ops: Gaming Call Center Performance

MYWORK COMMUNITY
Powered By liveops

Home Profile Challenges Fun Zone Call Center

Profile



First Name (ID):
Matt (mmiles)

Last Name:
Miles

Total Points: 875
[Redeem points](#)




[Settings](#)

Your Performance: 08/24/09

Conversion	34%
Calls	123
AOV	\$124.35




Trophies & Badges

Trophies and Badges you have earned:

 Phone Panel 06/08/09 100 pts	 Selling Skills 06/08/09 100 pts	 Selling Skills 2 06/08/09 100 pts
--	---	---

Your History

Challenges completed in MyWork Community:

 Phone Panel Certification 08/08/09 100 pts	 Selling Skills Certification 2 05/08/09 100 pts
 Selling Skills Certification 07/08/09 100 pts	



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SOCIAL WEB

BY 2020 ...

**social media will connect
employees, customers
and partners**

for immediate communication



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New HR Department: Embracing Social Media

- Online survey conducted with 527 HR professionals in May-June 2011 B
By Achievers



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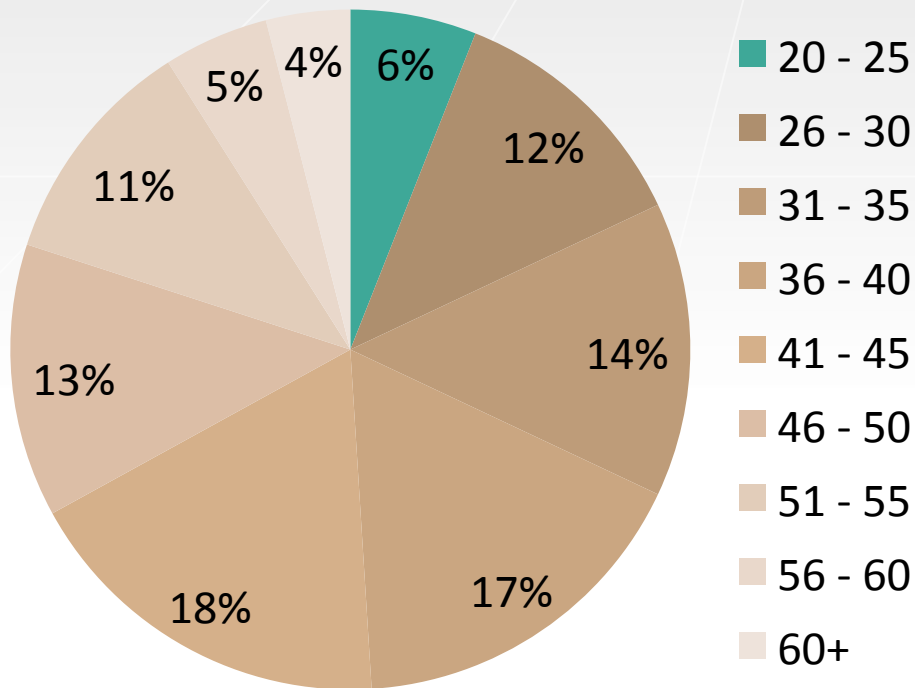
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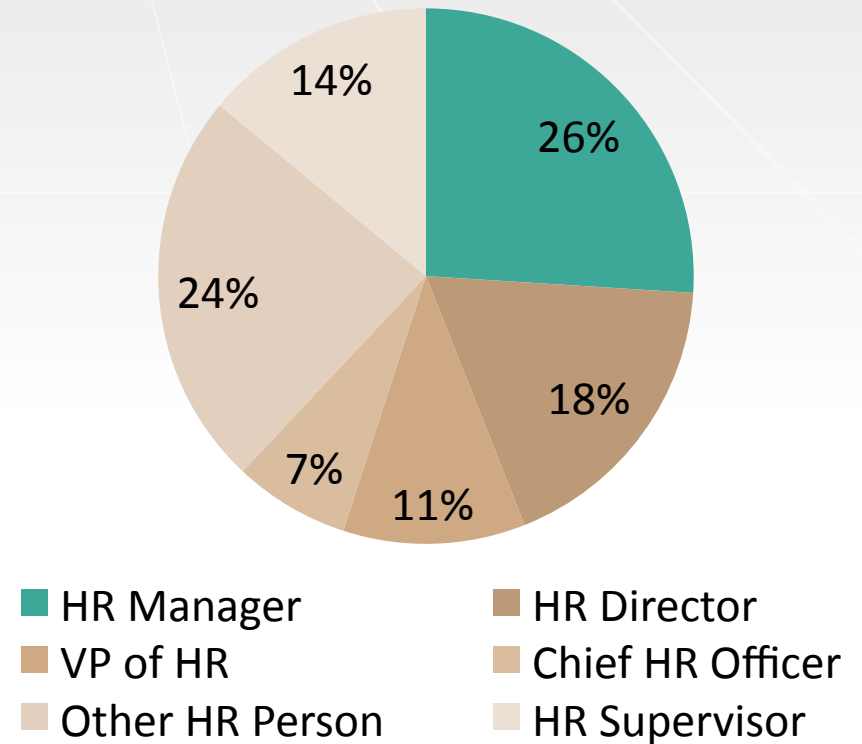
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Demographics

Age



Job Function



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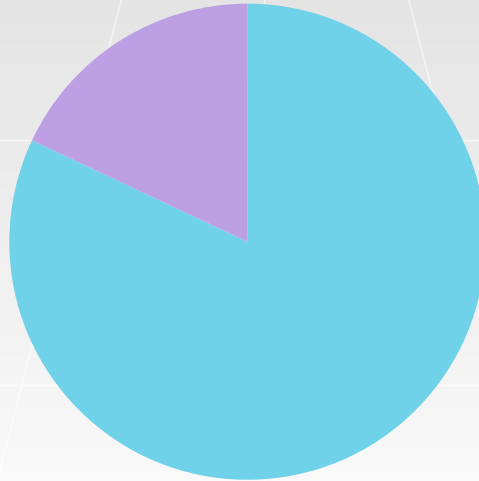
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Top Line Findings



98%

of respondents believe
HR should use
social networks



82%

of respondents believe
social networks will be
**used in the next
12 months**



52%

of respondents say
**management is
the biggest hurdle**



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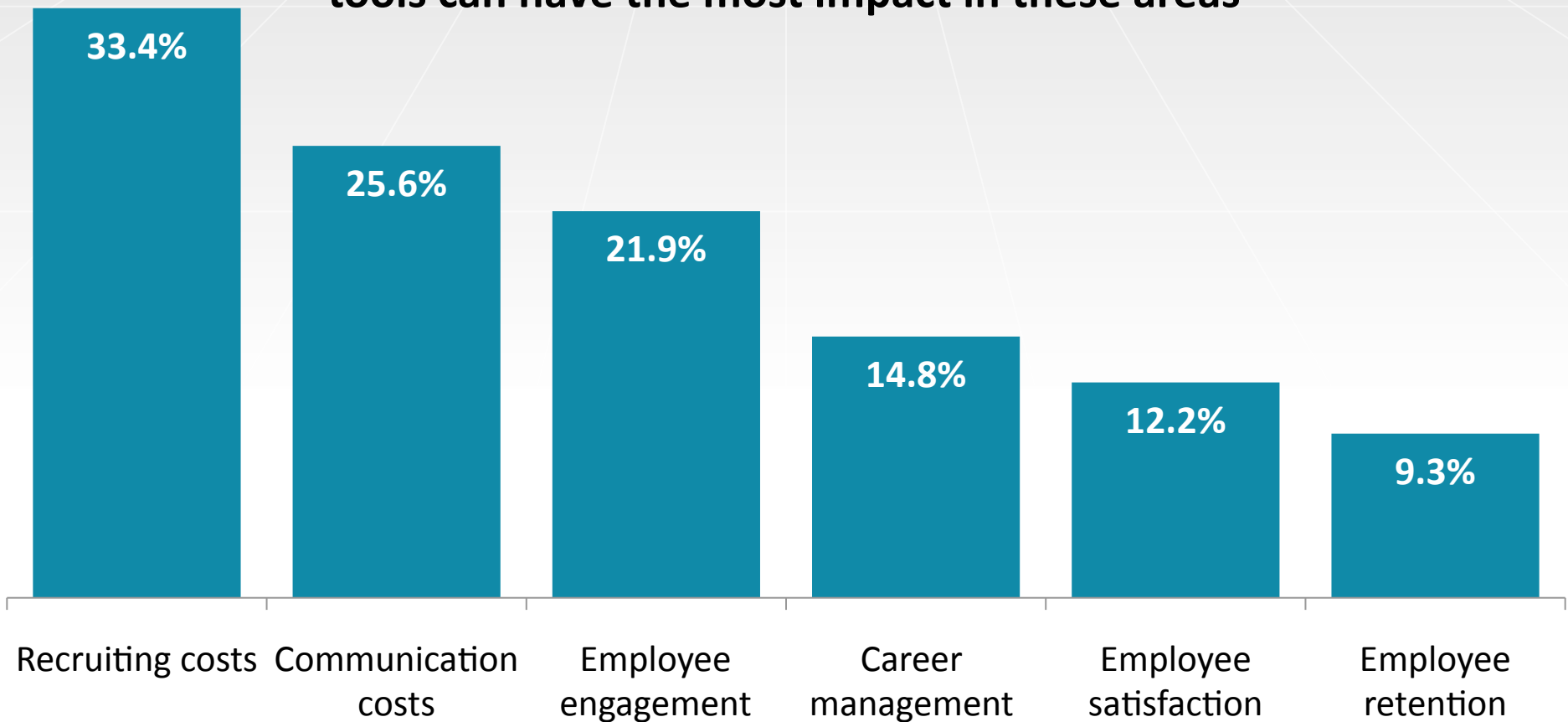
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How Is HR Using Social Media?

Percentage of respondents who believe that social networking tools can have the most impact in these areas



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Benefits & Barriers Of Social Learning

5 Top Benefits ...

- Improve Retention
- Improve Engagement
- Knowledge sharing
- **Productivity**
- Reduce Costs

5 Top Barriers

- Security
- Confusion on usage
- Culture Of Firm
- **Decreased productivity**
- Pass along wrong data

Based on Social Learning Boot Camp Attendees & Consulting Clients



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Addressing Barriers to Implementing Social Networks

Barrier

Senior Management Buy-in

IT Management Buy-in

Employee Fear



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Addressing Barriers to Implementing Social Networks

Barrier	Overcome Barrier By:
Senior Management Buy-in	<ul style="list-style-type: none">• Evidence based HR analysis.• Competitive analysis.• 1-1 social media coaching.
IT Management Buy-in	<ul style="list-style-type: none">• Social media monitoring management.• Competitive analysis.
Employee Fear	<ul style="list-style-type: none">• Policies/guidelines/formal training and annual certification.• Cultural Fear Factor• Link to performance management.



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How Are Companies Overcoming Barriers:

- Clear Policies & Guidelines For Social Media
- Training: Annual & Refresher Programs
- Monitor Usage Of Social Media Outside Company



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How is technology changing the lives of leaders?



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Predictions for the 2020 Workplace



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Every Person Will Have a Reputation Score ... *Starting with Leaders*



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Have You Checked your Klout Score?

Klout Summary for Jeanne Meister

Score Analysis

type a twitter username



Jeanne Meister

Workplace consultant, coauthor of The 2020 Workplace, author of Corporate Universities, consulting in social learning social media and corporate universities
ÜT: 40.775526,-73.941955

Klout Score

Measurement of your overall online influence [Learn more](#)

Score Summary



Achievements



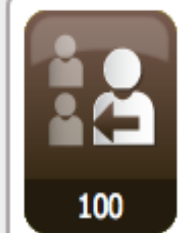
Roll over individual achievements to share them.



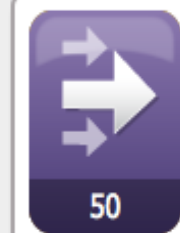
100 LIST MEMBERSHIPS



100 TOTAL RETWEETS



100 UNIQUE RETWEETERS



50 UNIQUE MENTIONS



50 UNIQUE MSGS RETWEETED



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Companies Will Embrace Mobile Workforce & Workplace By 2020, 10 Billion Mobile Connected Devices



PREDICTIONS

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What Can You Do Now?

- Have HR be a pioneer user of social media:
 - Consider starting a blog
 - Consider a wiki for new terms Millennials uncover in their first 90 day
- Learn About & Visit Sites Impacting HR:
 - www.klout.com
 - www.glassdoor.com
- Be a LURKER on HR related hashtags on Twitter
 - #hr, #socialrecruiting, #sociallearning, #slbootcamp, #shrm,
- Identify HR processes in need of re-imagining: 360 degree feedback, annual performance review, annual vision & values survey
- Build a blueprint for success using social media
- Identify New Skills For You, Your Team & Your Company



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The 2020 Workplace Available on Amazon



<http://www.amazon.com/2020-Workplace-Innovative-Companies-Tomorrows/dp/0061763276>



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**Interested in Social Learning Boot Camp...
IESE Business School.. New York City
March 19-20, 2012**



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<http://www.sociallearningbootcamp.com>



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