

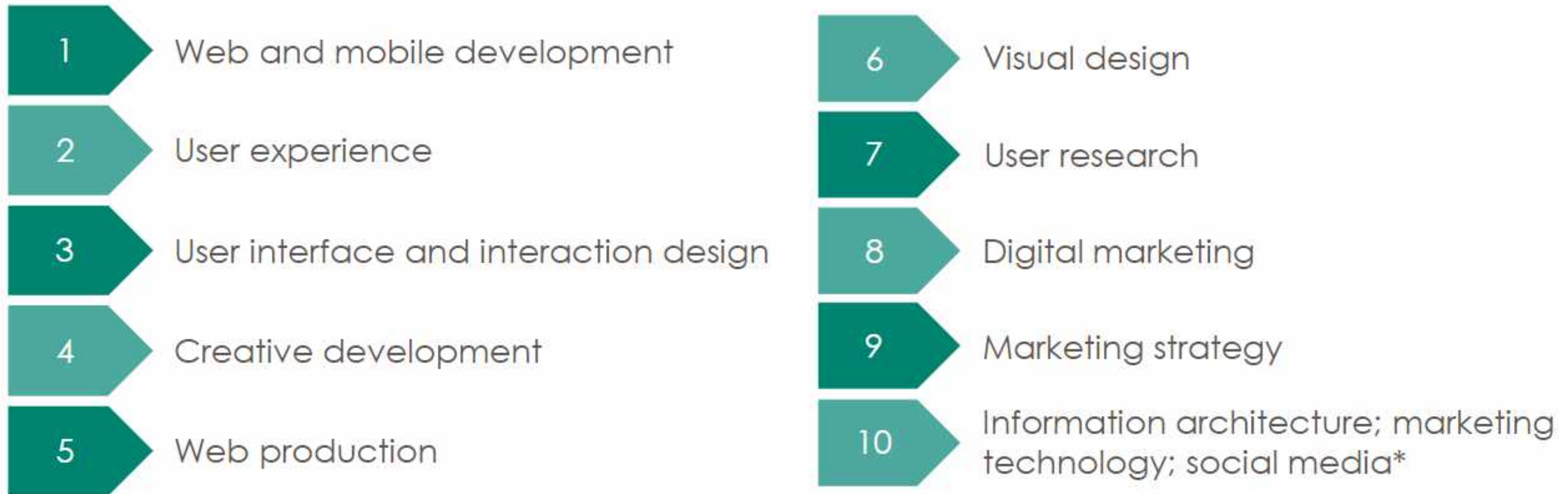
Pivot and Take Advantage of Change in the Workplace



HIRING LANDSCAPE

STATE OF CREATIVE HIRING — U.S. First Half of 2020

TOP AREAS FOR HIRING



5 TRANSFORMATIVE TECHNOLOGIES

INTERNET OF THINGS

**BUSINESS PROCESS
AUTOMATION**

CLOUD SERVICES

**ARTIFICIAL INTELLIGENCE
AND MACHINE LEARNING**

IMMERSIVE TECH (EXTENDED REALITY)



TECHNOLOGICAL CHANGE DRIVES NEW CREATIVE CAREERS

- User experience (UX) designer
- Interactive art director
- Social media manager
- Virtual reality (VR) designer
- Creative technologist
- Avatar designer
- Voice design specialist





HOW WILL TRANSFORMATIVE TECHNOLOGIES CHANGE THE WAY CREATIVES HIRE — AND ARE HIRED?



THE FUTURE OF WORK: 2 MORE TRENDS



**AI for
retention**



**Immersive
workplaces**

- Virtual teams and offices
- Always-on connections

HOW TO PREPARE FOR THE FUTURE OF WORK?



**ADAPTABILITY AND
CONTINUOUS LEARNING
ARE ESSENTIAL.**

**YOUR TEAM
MEMBERS
ARE EAGER
TO LEARN.**



88%

**of creative professionals
expect it will be **challenging to
keep their skills up to date** as
they advance their career.**



93%

of managers in the creative industry believe their staff is **eager to learn** about new technologies

94%

said they expect their teams will be **quick to adapt** to new technologies

5 STRATEGIES FOR TEACHING SKILLS OF THE FUTURE



1.
**In-person
training,
seminars and
classes**



2.
**Online
courses**



3.
**Knowledge
transfer from
consultants and
external SMEs**



4.
**Reimbursement
for professional
certification
costs**



5.
Mentoring

UPSKILLING AND RESKILLING: A WORTHWHILE INVESTMENT



- Coding
- Data analytics
- AR and VR
- CRM systems
- Voice technology
- Animation
- Video

SOFT SKILLS ARE ESSENTIAL TO THE FUTURE WORKPLACE



- **Strategic thinking**
- **Leadership**
- **Communication**
- Collaboration
- Intellectual curiosity
- Empathy

5 WAYS TO “FUTURE PROOF”



1.

Anticipate tech changes in your workplace



2.

Put career development on the front burner



3.

Elevate your soft skills — especially emotional intelligence



4.

Nurture your inner leader



5.

Be flexible — and BOLD