



Future Trends

I've been doing some research because the future, especially now, intrigues me. The way we've always done things in the past is not how will do them in the near future. I believe that we're on the edge of massive changes and at whirlwind speeds.

So, what's in the future? Well, no one really knows but here are some things that I found.

The one theme that made me say, "I got it" is ... the capacity of any company to understand the key trends that will shape the future of technology, customers, society and the marketplace will absolutely determine its' survival.

In order to do this, real-time knowledge and business intelligence about competitors, markets, services and customers will enable you to strategically plan better, identify new opportunities and change fast. The key weapon will be how you offer "on-demand" services to customers over personalized networks. I think this is the biggest change our industry will face. Just how will we do it?

Here are some other interesting things I found:

- **Every Business is an eBusiness**
One of the key competitive advantages should be your investment in the Internet. Stop moving paper and move bits. Look at the opportunities for online collaboration, web broadcasts, online direct marketing and more. Many companies have benefited in cost savings, efficiencies, and better customer service from leveraging the Net. How can you shift the thinking in your company to embrace the opportunities that eBusiness offers?
- **Knowledge Engineering**
Data is dumb. Knowledge is smart. Learn to capture, package, and communicate the knowledge that creates success. Set up a data bank, conduct customer profiling, deploy customer data mining, create a Knowledge Bank to share best of breed solutions in your company. How do you share, communicate, and re-use knowledge in your organization?

- E-business that enables customers to personalize and customize services will flourish.
- Learning to develop and serve online communities with niche interests will also be essential to building customer loyalty.

More Trends ...

1. A global war for talent will be the top driver of competitive advantage, pitting nations, individuals, and companies against one another as talent grows scarce.
2. The future of the workforce should not be defined by geography, but by talent.
3. The aging of the population in American and Europe will have dramatic effects on society and the economy.
4. Hispanics and women will dominate the future US workforce.
5. Women will comprise a high percentage of new workers and leaders, forever changing the politics of boardrooms and markets.
6. Increased immigration will be necessary to enable available talent to keep up with the demands of business society.
7. Finding high-tech skilled employees from a global talent pool will be the greatest challenge for every organization and every nation.
8. Innovation will be a key driver of workforce skills, requiring the education system to be completely overhauled.
9. The domestic workforce will grow more slowly because of dangerously lower fertility rates.
10. Workforce crises that arise in the near future will be traceable to the lack of skilled workers.

A Future Snapshot of the U.S. Workforce

- Workforce shortages will be highest among managers and skilled employees in tech, science, and other innovation and service jobs.
- The total projected skilled and unskilled labor shortage may be as high as ten million.
- There may be fourteen million more jobs than workers to fill them by 2015.
- Based on current data, the lack of Future-Readiness of the U.S. workforce due to low high-tech skills will restrict the competitiveness of U.S. corporations in the twenty-first century.
- America's global leadership will be significantly reduced if workplace needs for skilled talent are not met effectively.
- The search for innovation-skilled talent will drive global outsourcing - not just costs.

- New entrants into the workforce will be dominated by women and minorities, especially Hispanic American, by 2020.

Top Jobs by 2015-2020

Neuro-Medical Techs

Person Protectors: Personal Security Techs

Organ Cloners

Biofuture Therapists

Quantum Scientists

Real-Time Business Executives

Online Consumer-Marketing Wizards

Health Enhancement Therapists

Cancer Enablers

Knowledge Management Advisors

Nano-Bio Entrepreneurs

Artists, Writers, Poets

On-Demand Supply-Chain Designers

GLOBAL HEADHUNTERS!

ASK THESE QUESTIONS NOW:

- Where will your company be in 2015?
- Will there be enough skilled workers to grow your company?
- What innovations will drive my competitive advantage, or derail it in the future?
- How will we understand and attract talent from a changing

workforce?

- How can you prepare today?