

The Future of Work: Are You Ready?

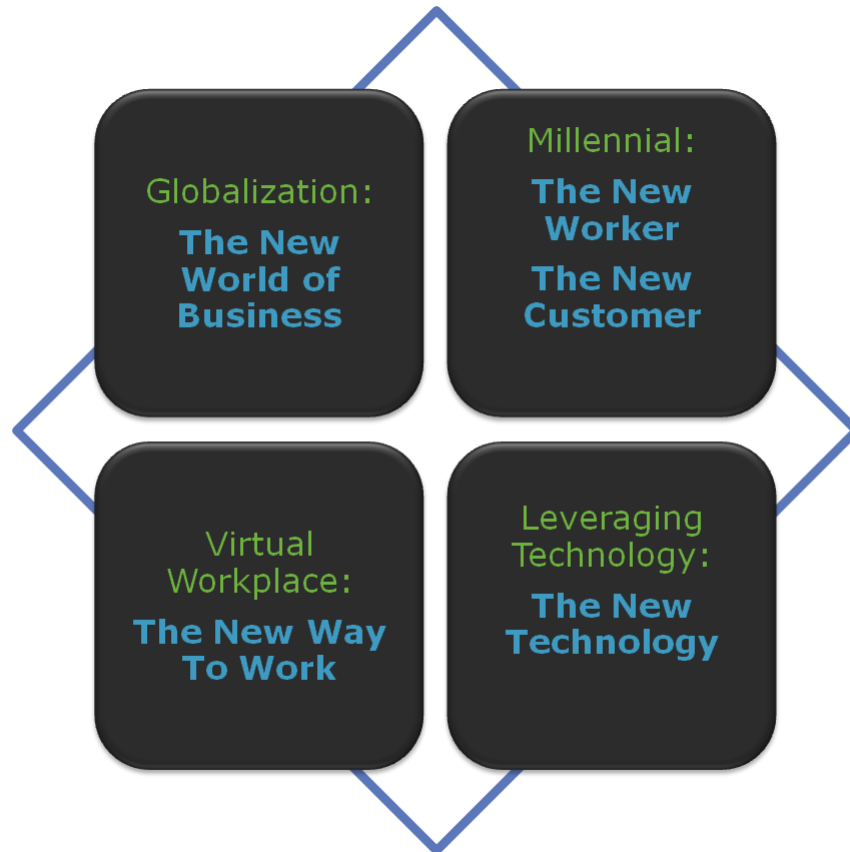
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Cognizant



Is your organization embracing the future of work?



Globalization means companies can now access expertise, capabilities, customers and resources anywhere they wish

Virtualization contains platforms of collaboration that are enabling real-time teamwork between project members regardless of time or place

The **Millennial** generation is reshaping how business is conducted both inside (as employees) and outside of the organization (as customers)

Cloud, mobility, social tools and broadband evolution enable a transformative new computing and delivery model

Leading companies need to act upon these forces in order to capitalize on these business dynamics

The four forces pose multiple challenges that need to be addressed to remain competitive

Technological developments enable **"Device-2-Device" operations**

New competitors due to reducing geographical and technological barriers

Market boundaries collapsing creating a massive **global consumer base**

Social media and mobility accelerating the velocity of change



Increased struggle to recruit and retain **Millennials as employees**

Anytime, anywhere access of processes and systems for real time collaboration

Increasing availability of **"utility-like" service providers**: e.g. business processes

Millennials tend to be **less brand loyal** – need to ensure stickiness

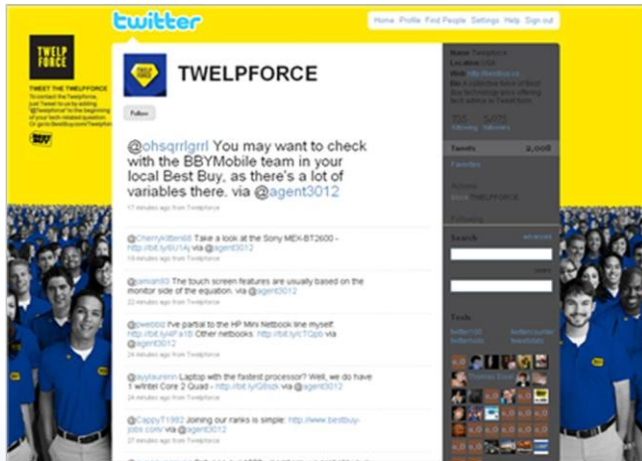
Leveraging FoW Forces:



Millennial + Business Model:
Geek Squad customer services



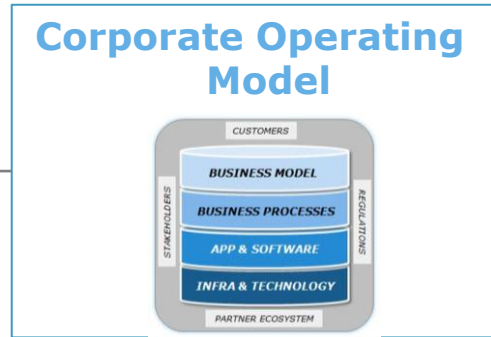
Millennial + Business Process:
Policies for millennial workers



New Tech + Business Process:
Online customer service via Twitter



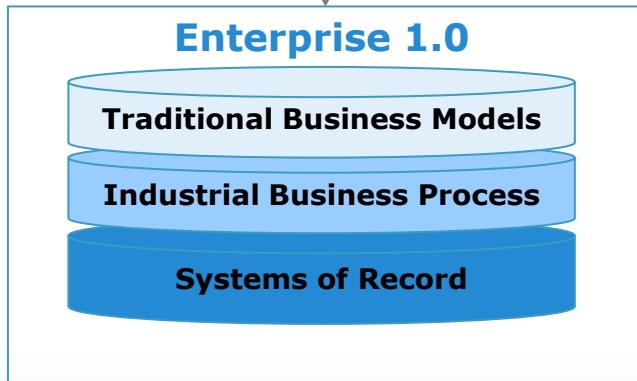
The FoW revolution will have a transformational impact across all layers of the traditional Corporate Operating Model.....someone needs to lead the transformation to the “The Next Generation Enterprise”



1990- 2010

Industrial BPR * Client/Server

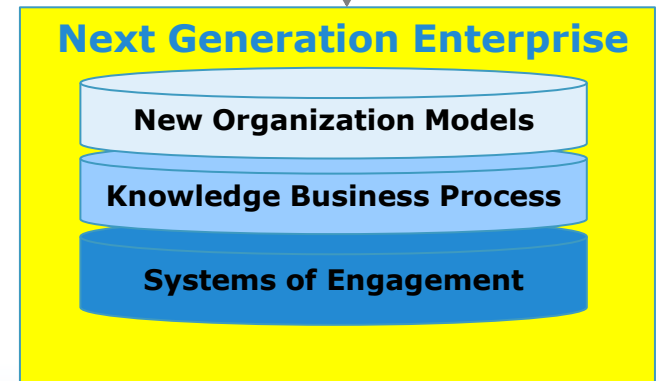
Systems of Record



2010 – 2020

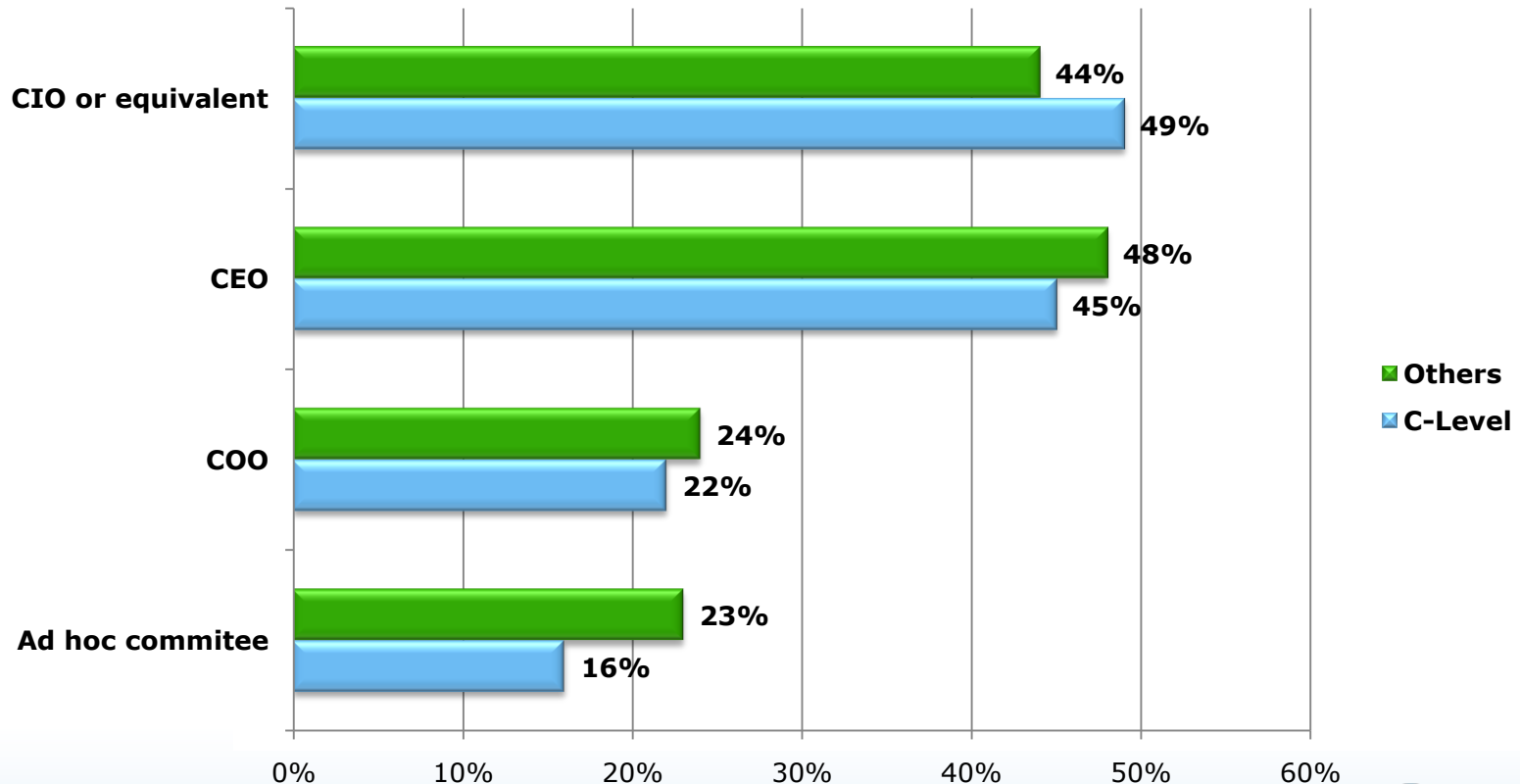
Knowledge BPR * Social/Cloud Computing

Systems of Engagement



Our research shows that the CIOs are most qualified to lead their organizations to capitalize on the FoWs

Who should lead the effort to implement the structures and tools necessary to act upon the FoW forces?



Breakout session will cover the following topics for discussion

SERVICE DELIVERY FLEXIBILITY

How are you starting to think about the disaggregation of technology and being flexible in choosing and sourcing infrastructure from anywhere (e.g. Cloud, mainframe, client-server, etc.)?

Based on group consensus, what are the challenges with adoption in your organization?

Does anyone feel like they have done a good job with creating flexible service delivery models?

What were your pain points and any pointers for the group?

What benefits have you realized that you didn't anticipate?

WORKER EMPOWERMENT: ENABLING MOBILITY AND SUPPORTING A MILLENNIAL MINDED WORKFORCE

Are (and how) are you empowering your workforce to being location agnostic?

What tools and technologies are you making available to facilitate being location agnostic?

How are you enabling a culture of collaboration and creativity for the millennial minded workforce?

Based on group consensus, what are the challenges with adoption of the necessary tools and business processes needed to support the millennial-minded worker?

Does anyone feel like they have done a good job with supporting mobility and millennials?

What were your pain points and any pointers for the group?

What benefits have you realized that you didn't anticipate?

NEW TECHNOLOGIES: SOCIAL MEDIA

What specific about SOCIAL MEDIA is a driving priority for you right now?

Based on group consensus of the top priority, what are your challenges with adoption in your organization?

Does anyone feel like they have done a good job with adopting the new technology?

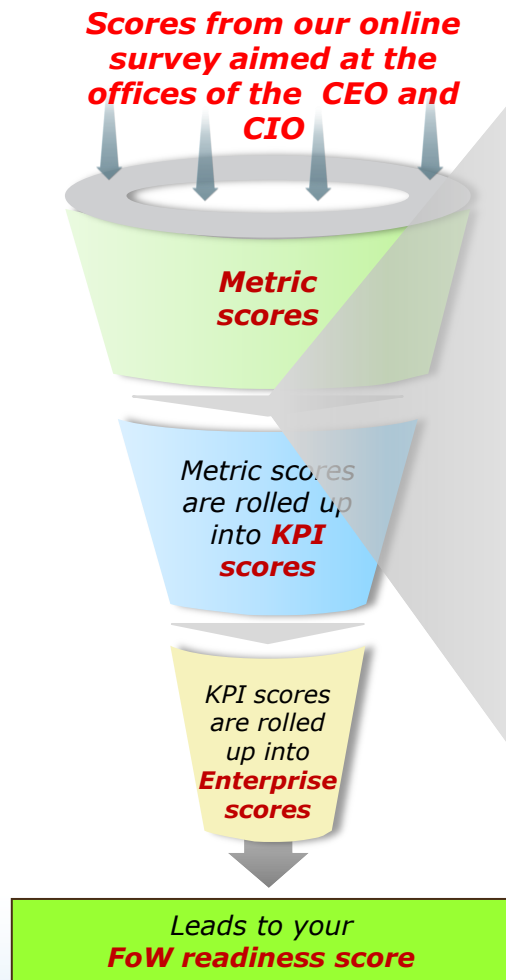
What were your pain points and any pointers for the group?

What benefits have you realized that you didn't anticipate?

How do new technologies play into your SOCIAL MEDIA initiatives / strategy? (millennial clients and employees)

How has the need for a virtualized workplace affected your social media strategy?

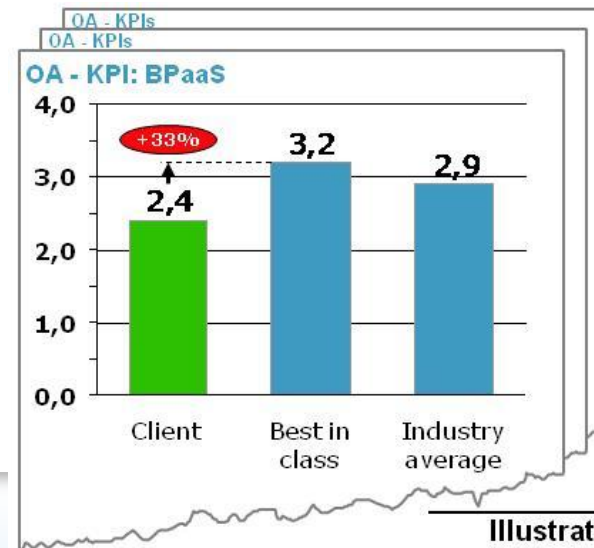
Take a FoW readiness assessment survey to determine your degree of future readiness



Scores are assessed against two reference points:

- **FoW industry benchmark**
Expresses how the overall industry and the top performers deal with FoW challenges
- **Your Organization's Strategy**
Currently held strategy (e.g. cost leadership)

... identifying opportunity areas



Thought...

"When it comes to the future, there are three kinds of people:

- 1. Those who make it happen,*
- 2. Those who let it happen, and*
- 3. Those who wonder what happened."*

"Don't get Mubaraked"



For more information.....

- For more information about the Future of Work, visit www.cognizant.com/futureofwork.
- To start your journey, complete the free online survey or contact us at:
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