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The Workforce of the Future Powered by Learning

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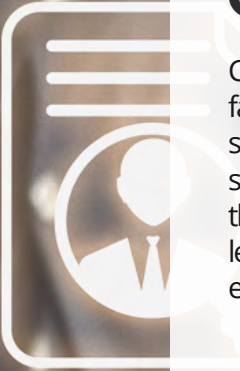
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DIGITAL TRANSFORMATION

Leaders are applying digital technologies to reinvent their businesses. At the same time, they are reimagining how to create future business models and revenue streams. Digital transformation is changing how businesses deliver value to their customers.

CUSTOMER OF THE FUTURE



Customer expectations for products and services evolve ever faster influenced by advances in technology. Customers seek smart, personalized products and experiences, and embrace subscription models to pay for them. Technology leaders set the standard that future customers come to expect when learning about and buying new products, services, or experiences.



WORKFORCE OF THE FUTURE

The customer of the future requires the workforce of the future. Business model and product innovation will need new staff capabilities, mindsets, and tech savvy. Businesses without the right people with the right skills will struggle to meet evolving customer needs. They will struggle to attract new customers and retain existing customers. They will not be able to compete with more nimble competitors. They will not be able to attract the skilled talent they need to compete.



CHALLENGES BUILDING FUTURE WORKFORCES

PERSOLKELLY recently surveyed 1,500 employers across APAC and published the results in its 2021 APAC Workforce Insights Report. 85% of business leaders surveyed indicated that they faced significant challenges building their future workforces. The top 5 critical challenges identified in the report include

1. **Mobility constraints**
2. **Availability of local talent**
3. **High attrition rates**
4. **Talent acquisition costs**
5. **Equipping workforce for future**

Securing needed talent remains the biggest challenge for most employers.

Workforce Of The Future

2021 APAC Workforce Insights Report
September 2021

FUTURE TALENT STRATEGY: BUILD OVER BUY

Historically, most employers turn to external hires as their primary solution to drive business and product innovation. However, growing difficulties hiring and integrating skilled talent are shifting priorities to more internal talent development. PERSOLKELLY's 2021 APAC Workforce Insights Report highlighted some of the talent acquisition challenges. Businesses can no longer rely on external hiring alone. Learning and developing one's workforce is central to transform business for the customer of the future.



LEARNING POWERS THE WORKFORCE OF THE FUTURE

Leaders should use learning to help their people better understand changing customer needs and create future products and services.



JUST-IN-TIME

Business leaders must enable their people to learn effectively, quickly, and at scale. Employees require just in time learning. Designing and delivering traditional courses may not be fast enough. Young employees are used to quickly looking up and watching how-to videos for the skills they need. This model will become more and more common.

DISTRIBUTED COLLABORATION

Further, no one can predict when covid will finally end, but even after covid, workforces are highly likely to remain distributed. Hybrid working arrangements have become the norm. For this reason, learning must enable collaboration regardless of location.

DATA SAVVY

Businesses undergoing digital transformation are data driven. Learning programs must enable data savvy workforces where data is a currency to propel business model and product innovation.

LEADERSHIP COACHING

Change happens so frequently and so unexpectedly that on-the-job coaching and mentoring are integral to digital transformation. Since the future cannot be predicted, the only way to navigate it is to build cohesive teams, empower your people, and focus on future customer needs. Learning programs should help leaders manage and coach distributed and hybrid workforces.

Business leaders serious about successful digital transformation will prioritize learning as a core strategy. Learning powers the workforce of the future.



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Chris Sotomayor is Head of PERSOLKELLY Consulting Group Korea, based in Seoul.

He is responsible for driving the growth and implementation of clients' leadership development and organizational transformation strategies in Korea and APAC.

- 24 years consulting and coaching on strategy, technology, marketing, finance, and HR
- 13 years coaching over 3500 professionals from 90+ countries
- Expert on leadership, personal branding, interpersonal effectiveness
- Guest lectures at SKK GSB, Seoul National University, Yonsei, KAIST
- 13 years in Seoul, 10 years in NYC, and 3 years in Singapore

Chris held a variety of coaching and leadership development roles at UNC Kenan-Flagler and INSEAD business schools. Chris has international management consulting experience in projects spanning technology, strategy, marketing, finance, and human resources at firms including Samsung Electronics and McKinsey & Company.

Chris is a graduate of Harvard University.



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These brands combine our vast experience and knowledge in innovative talent development, HR & management advisory, organisational effectiveness and insights-driven HR solutions to achieve optimal results for our clients.

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