SHIFTFUTURE MUSINGS ON THE FUTURE Now OF WORK Life

By:

Andre Martin, PhD

For:



We are in the space^{*} between no longer and not yet.

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*There is an estimated 7.9T of lost productivity due to disengagement (-Gallup)

Gaining more productivity^{*} is the focus of most top CEOs.

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*When it comes to work CEOs are looking to increase performance, reduce administrative burden and get people f2f again (-McKinsey)

We are getting the rest* of folks, not the best of folks.

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*83% of employees suffer from work related stress (-stress.org) *40% of employees feel isolated at work (-EY) *53% of managers are burnt out at work (-CNBC) Businesses are being asked to do and be more*.

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Businesses are the only trusted and ethical institution (-Edelman) 63% of Consumers and 69% of Employees want businesses to have a societal impact (-Edelman) We are all infinitely browsing^{}, looking for greener pastures b/c of a FOMO.

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*45% of workers have a side hustle (-CNBC) 50% of new joiners are looking for a new job (-Lattice)

This is a moment about growth* not learning.

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*The key difference between leaders that excel and those that don't are "lessons of experience" (-CCL)

The message is not the medium^{*}. We are entering the age of content quality.

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*Only 50% of respondents trust the media (-Edelman) 42% see media as a source of false or misleading information(-Edelman) Ideology is quickly and deeply becoming our identity.

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*Only 30% of people would help someone in need that disagreed with their point of view (-Edelman) *62% of respondents say the lack of civility and mutual respect is the worst they have seen (-Edelman) Our relationship with time is more pliable, but we are feeling pressed*.

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*80% of americans feel more pressed for time even though leisure time has increased 3-10 hours since the 1950s (-CSM/HBS)

Hard things are hard^{*}. You are ready for hard things.

*Only 42% of adult Americans believe our youth will have a better life than their parents which is down 18 points since 2019 (-Gallup) *Gen Z is the first generation to have little or no memory of a world without smart phones (-Pew) Gen Z will be the best educated generation yet (-Pew)

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