



Marketing Futures

INNOVATE. ACCELERATE. GROW.

2020 Edition

CMO Trend Brief

Future of Work

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is the Future of Work?

The emerging work landscape scarcely resembles that of the previous generation, during which workers could expect to work for one company throughout their entire career. Increasingly, work roles are fluid, workers earn a living through multiple temporary gigs, work can happen from anywhere with WiFi, and many entry-level jobs are automated.

The future of work is marked by an **increased use of technology and dissolving borders between departments and roles as workers race to keep their skills up to date.**

Why Should Marketers Care?

The future of work affects marketers in three major ways. First, marketers face fewer barriers to assembling high-performing teams than in the past, both for short-term projects and long-term hires, if they adapt to the changing nature of work. Employers that rigidly stick to traditional work models, such as the nine-to-five schedule, are less attractive and will have a harder time persuading the best talent to come work for firms that don't embrace the future of work and its inherent flexibility.

Second, successful marketers must adapt their old tactics to new ways of doing business. For example, the B2B marketer must engage with businesses that sell novel services, like cloud storage solutions, or operate on a novel business model, like direct-to-consumer online retail.

Finally, to stay relevant, marketers **must understand the “why” behind the shift toward Chief Growth Officers and how this new approach to marketing can improve performance, regardless of job title.**

How Can It Help Your Business?

Understanding the future of work gives businesses a competitive edge across several operations: securing talent, retaining talent, optimizing the org chart, reaching customers who increasingly interact exclusively online, and capitalizing on automation. An understanding of this evolving landscape frees companies to create meaningful solutions for today's newest business challenges.





Jeff Schwartz

DELOITTE CONSULTING

“We seem at a crossroad in redefining what it means to work, to be an employer, and to contribute value and talent in newfound ways. Purpose will bring the future into focus.

We can choose to use advances in technology merely to drive more efficiency and cost reduction, or we can consider more deeply the ways to harness these trends and increase value and meaning across the board—for businesses, customers, and workers.”

Key Takeaways

Changes in the work landscape are happening on a continuum, not overnight. Some have already happened, such as increased automation and the rise of remote workers, and additional change will continue.

- 1** Increases in automation will change the nature of jobs available but not necessarily the total number of jobs available.
- 2** The supplanting of CMOs with Chief Growth Officers reflects the changing future of work: cross-disciplinary collaboration and fluid job roles.
- 3** Optimizing the workspace of the future requires more than an open floorplan.
- 4** Gig work is a key component of the future of work, but the lack of steady income and benefits for workers remains a hurdle.

Want to learn more?



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