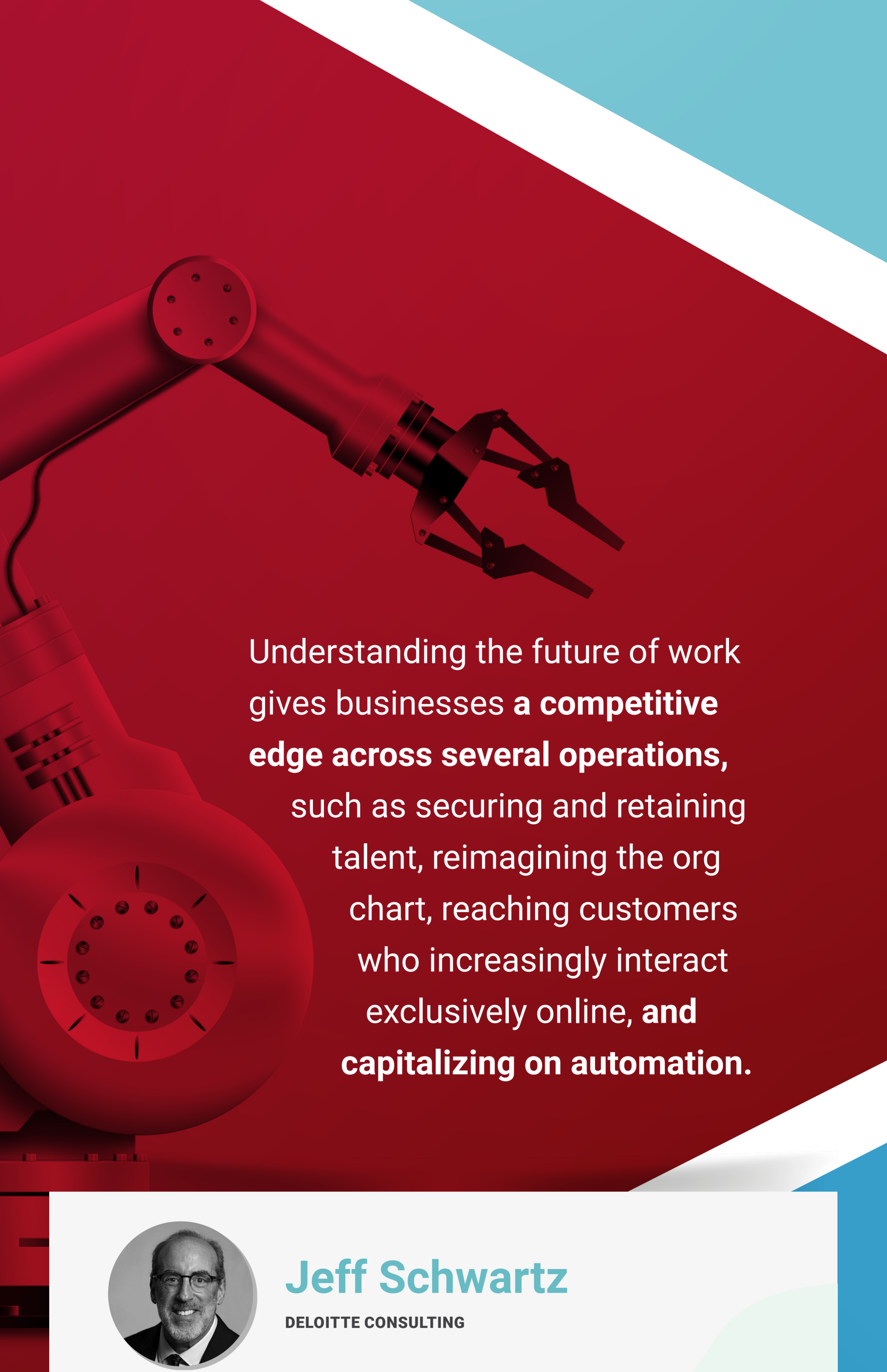


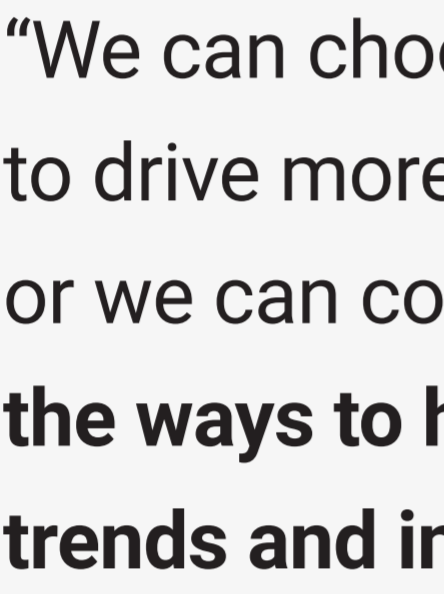
# Future of Work



Remote workers, automation, the gig economy, robots, and artificial intelligence are all **changing the future of employment.**



Understanding the future of work gives businesses a **competitive edge across several operations**, such as securing and retaining talent, reimagining the org chart, reaching customers who increasingly interact exclusively online, and **capitalizing on automation.**



**Jeff Schwartz**

DELOITTE CONSULTING

“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.**”



More recently, many large brands have transitioned from having traditional **Chief Marketing Officers (CMO's) to hiring Chief Growth Officers (CGO's)**, shifting away from siloed roles to better embrace collaboration across disciplines.



COLGATE-PALMOLIVE



## Is your brand ready for the future of work?

Here are 3 key areas of the work landscape that are already changing:



### The Work

Today's work is changing from task completion to problem solving.

Work is often project-based, meaning a team forms to complete a certain project, and once completed, the workers' or employer's role changes.

Work's future is fluid.



### The Worker

Workers can't rely on mastering one set of hard skills anymore—but instead rely on interpersonal skills to sell themselves to prospective employers shopping for the right person.

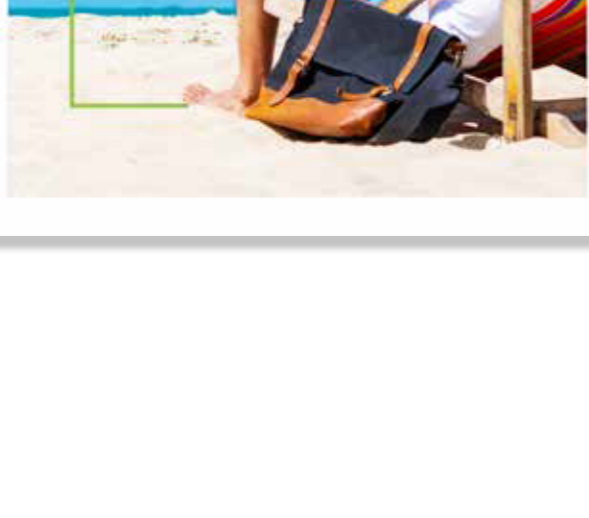
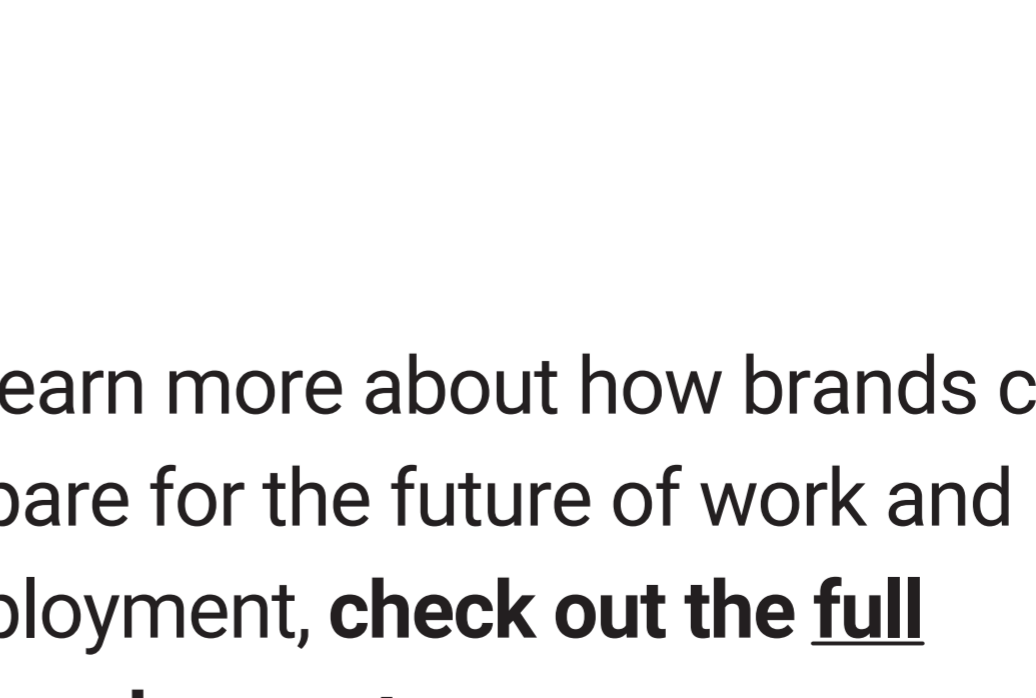
The future worker constantly masters new apps and platforms for acquiring work and new avenues for applying their skills to benefit companies.



### The Workspace

A shared physical workspace is becoming nonessential as co-working virtually becomes easier.

Employers now must figure out how to create a shared community and culture when employees may not actually share a physical space.



To learn more about how brands can prepare for the future of work and employment, **check out the full research report.**

You can also visit **ANA's Marketing Futures Hub** for other cutting-edge marketing topics that are changing the world of marketing forever.