

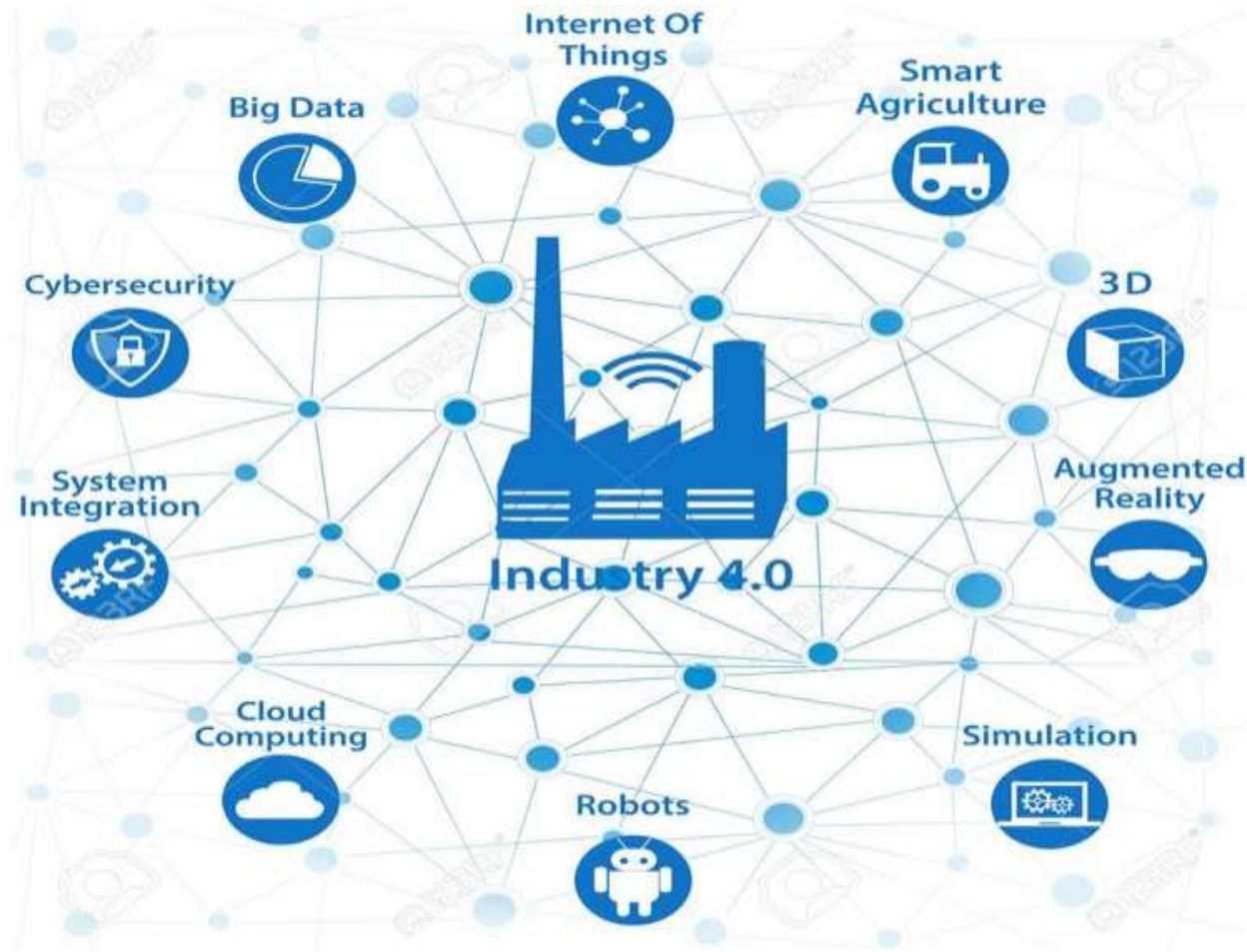
PERITUM
AGRI-HR SUMMIR 2019

DevelopSMART: Involve and grow

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Develop SMART



Future world of work

- Barry Vorster PwC

Global megatrends



Technological breakthroughs

Rapid advances in technological innovation



Demographic shifts

The changing size, distribution and age profile of the world's population



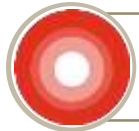
Shifts in global economic power

Power shifting between developed and developing countries



Rapid urbanisation

Significant increase in the world's population moving to live in cities



Resource scarcity and climate change

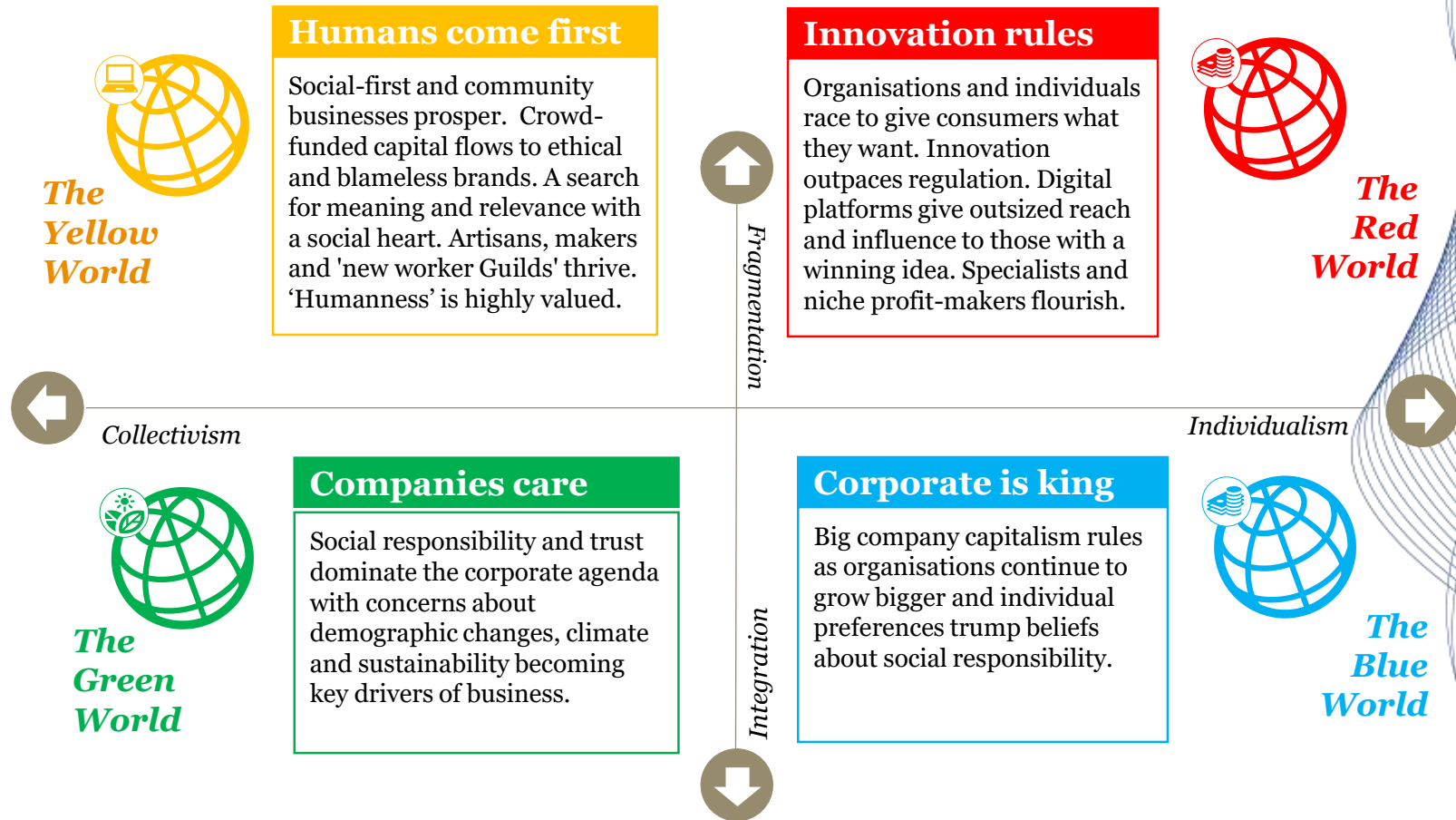
Depleted fossil fuels, extreme weather, rising sea levels and water shortages



January 2019

Exxaro

2030: Four worlds of work



Red World: Innovation rules

• **Red World in 2030**

- In a world with few rules, ideas – and speed to market - rule.
- Organisations and individuals race to give consumers what they want. Specialist and niche profit-markers flourish
- Innovation outpaces regulation. In the Red World today's winning idea might be tomorrow's court case.
- Digital platforms give outsized reach and influence to those with winning ideas

• **Red World workers**

- Innovation and people are inseparable in the red world.
- Organisations stripped-down and nimble. A small number of 'pivotal people' with outstanding skills command high rewards.
- Like-minded workers gravitate towards each other, aided by technology, sparking bubbles of innovation.
- Projects quickly flourish, evolve and resolve and specialists move rapidly from one to the next.

• **Red World technology**

- Technology encourages the creation of powerful, like-minded, cross border social "bubbles"
- Businesses find new ways to serve niches and individual preferences powered by technology and big data.
- Digital platforms match workers with employer, capital with innovator, consumer with supplier.
- This allows serial entrepreneurs to reach far beyond their size.

Blue World: Corporate is king

• **Blue World in 2030**

- Big company capitalism rules.
- Organisations continue to grow bigger and global corporates take centre state.
- Consumer choice dominates.
- Individual preferences trump beliefs about social responsibility.
- A corporate career divides the haves and have-nots.
- A new breed of elite super-workers emerges.

• **Blue World workforce**

- Exceptional talent is in high demand, employers secure a core group of pivotal talent by offering excellent rewards
- Buy in flexible talent and skills as and when they're needed.
- Human effort is maximised through sophisticated use of physical and medical enhancement and technology
- Worker performance is measured and analysed at every step

• **Blue World technology**

- Extensive use of automation and AI enhance productivity and quality - but humans are still in demand.
- Rewards are high, but the price workers pay is their data.
- Sensors and data analytics measure and optimise performance 24/7.
- Data used to predict performance and anticipate people risk.

Yellow World: Humans come first

• **Yellow World in 2030**

- Social-first and community business prosper.
- Humanness is highly valued.
- Crowdfunded capital flows towards ethical and blameless brands
- A search for meaning and relevance with a social heart. Artisans, makers and 'new Worker Guilds' thrive
- People won't take the downsides of automation without a fight.

• **Yellow World workers**

- Like-minded workers gravitate towards each other, aided by technology platforms.
- Individuals come together to deliver on an idea – for as long as it takes.
- Guilds help workers create scale, remain current and build trust in their services.
- Work is a fluid concept. A standard 9 to 5, working week is rare; the borders between home and work are blurred.

• **Yellow World technology**

- Technology creates a vibrant Yellow World by lowering barriers to entry, providing access to crowdfunding and a worldwide market.
- Entrepreneurial companies compete in areas previously dominated by large organisations
- 'Invisible technology' such as AI driven back office functional support - and the automation of tasks that are damaging or impossible for humans - still pervades.

Green World: Companies care

- **Green World in 2030**

- In the Green World, corporate responsibility isn't just a nice-to-have – it's a business imperative.
- Social responsibility and trust dominate the corporate agenda with concerns about 'Fairness' and sustainability becoming key drivers of business
- Workers and consumers demand brands that do right by their employees and the wider world.

- **Green World workers**

- Workers are attracted by organisations they admire.
- Competition remains intense for the best talent; financial reward is still important.
- Workers have to reflect the values of their employer – both at work and at home.
- Carbon footprint and social impact is strictly controlled.
- The idea of a 'job for life' returns to the workplace lexicon.

- **Green World technology**

- Automation and technology are essential element to protect scarce resources and minimise environmental damage
- Used extensively to replace the need for travel, driving rapid innovation in communications technology
- Technology is a double edged sword it allows organisations to meet their ethical and environmental agenda, but at what cost to humans?

Future skills and competencies

1

Sense – Making

Ability to determine the deeper meaning or significance of what is being expressed



2

Social Intelligence

Ability to connect with others in a deep and direct manner i.e. to sense and stimulate reactions and desired interactions



3

Novel – Adaptive Thinking

Ability too come up with solutions and responses beyond that which is rule - based



4

Cross- Cultural Competency

Ability to operate in different cultural settings



5

Computational Thinking

Ability to translate vast amounts of data into abstract concepts



Future skills and competencies

6

New – Media Literacy

Ability to critically assess and develop content that uses new media forms, and to leverage media for persuasive communication



7

Trans-Disciplinarity

Ability to understand concepts across multiple disciplines



Transdisciplinarity

8

Design Mind set

Ability to represent and develop tasks and work processes for desired outcomes



9

Cognitive Load Management

Ability to discriminate and filter information for importance, and to understand how to maximize cognitive functioning using a variety of tools and techniques



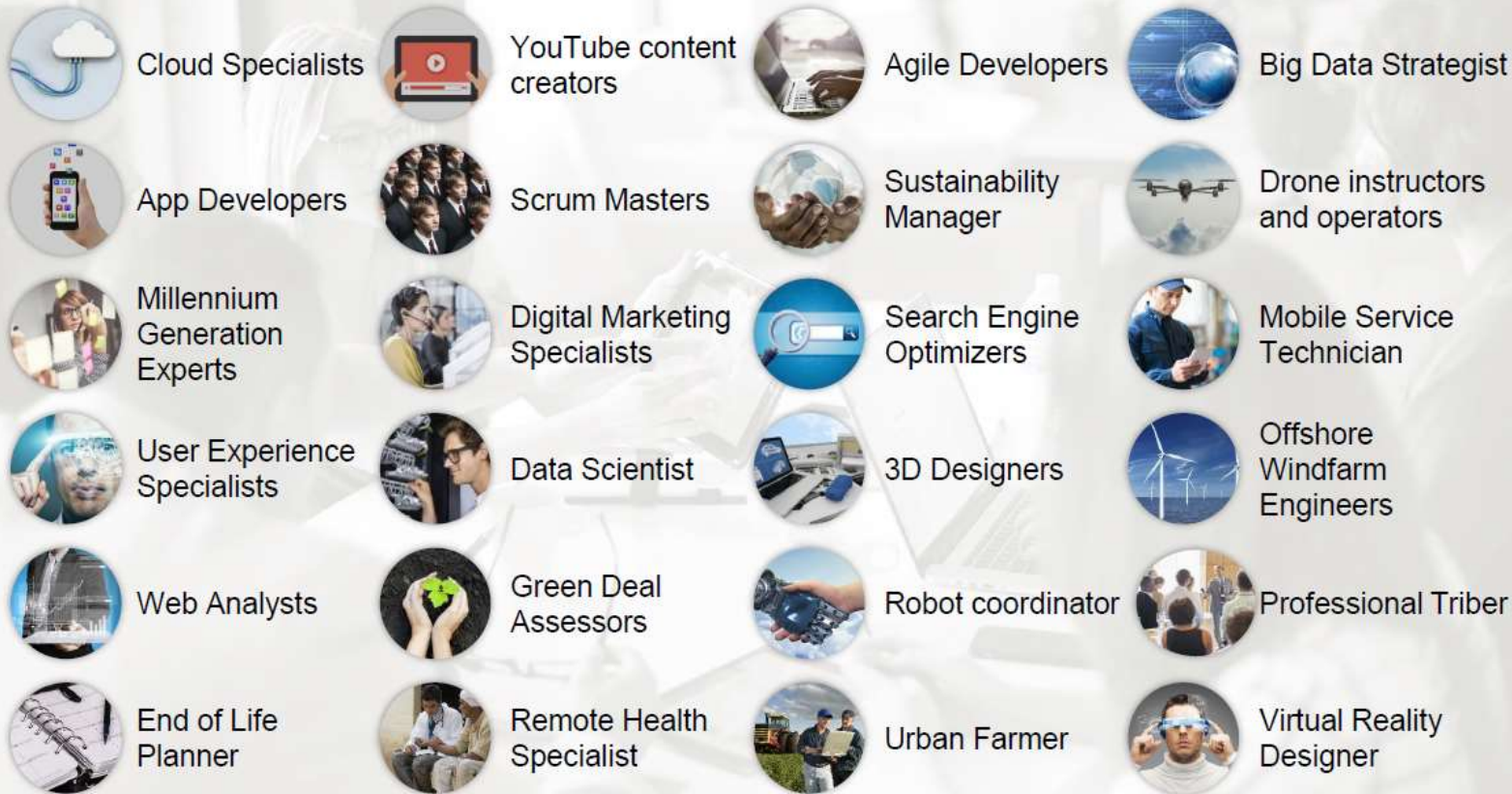
10

Virtual Collaboration

Ability to work productively, drive engagement, and demonstrate presence as a member of a virtual team



Examples of new and future jobs



NYENRODE. A REWARD FOR LIFE

 **NYENRODE**
BUSINESS UNIVERSITEIT

Future focus of agri – SMART thinking

- Understanding our **future customer**
- Supercharging our **supply chain**
- Growing **sustainably**
- Unlocking new **technology**
- Attracting **people and capital**
- Industry **leadership and coordination**