



5 generations in the labour
market: new challenges and
solutions

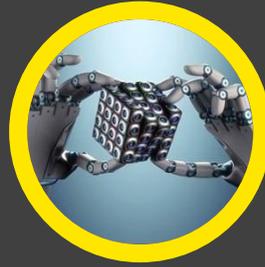
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Current business trends

Future of work should be viewed as existing reality rather than theoretical possibility



Client-based approach to employees:
Design-thinking, employee journey map



The concept of an employee has changed: freelancers, remote workers, part-time employees, agile virtual teams



Workplace disruption; remote work across time zones; employees need to sustain balance as work and life fuse together



Rapid aging of knowledge



Transformation of office space: decrease of area per head



Technologies deeply penetrate in our life: digitalization and automatization, big data and robotics

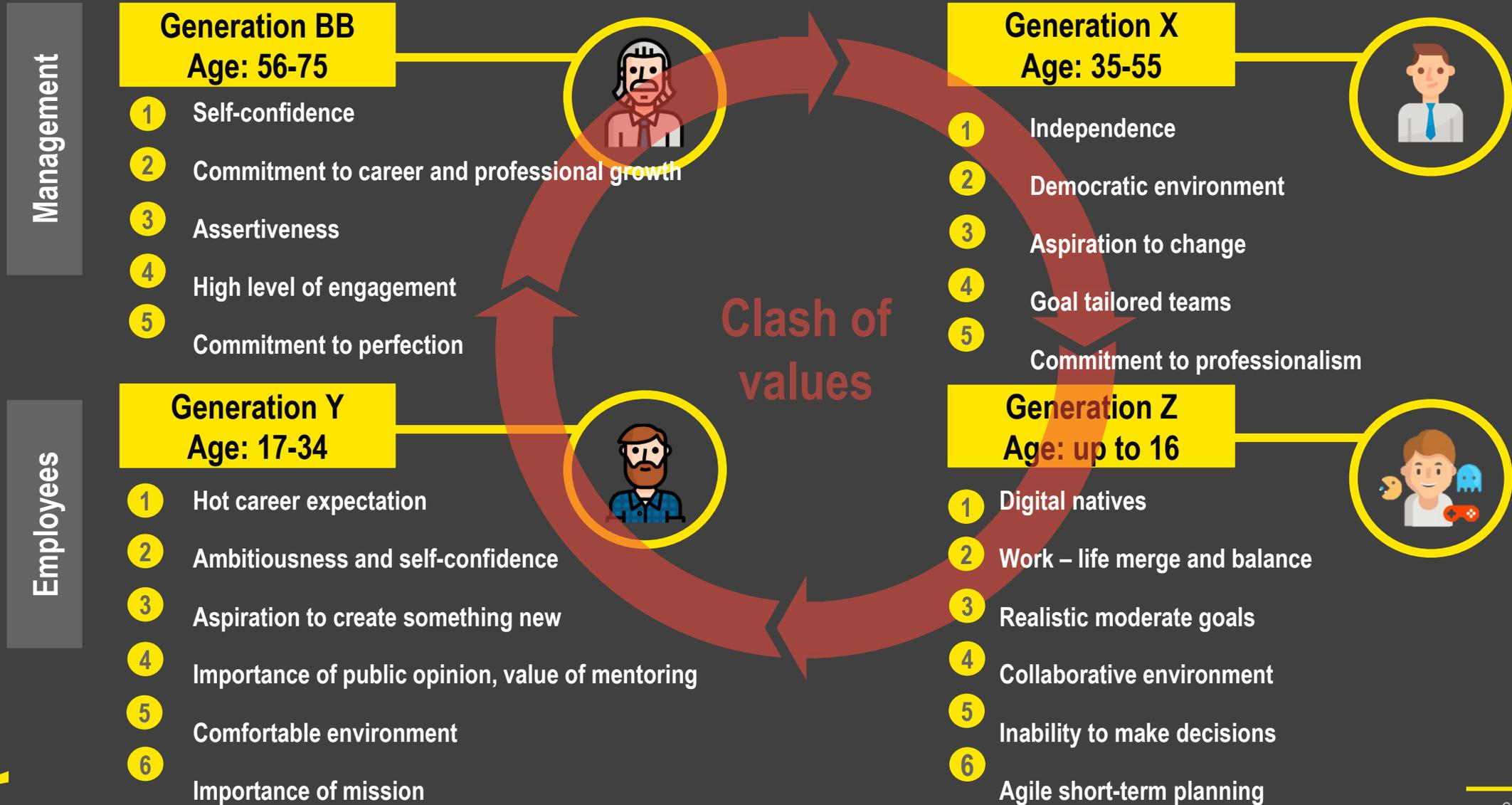


Social mission, sustainable and responsible businesses became centers of attraction for young talents



Focus on innovations and transformation

Generations and their values



Expectation mismatch

How managers perceive expectations of young employees...

What young employees really expect

Q What are the major attractive factors for young talents?

Q What factors are the most important for you in the process of employer selection?



72%



Remuneration

56%



43%



Cutting-age technologies

10%

38%



Work-life balance

49%



10%



Corporate values and mission

24%



26%



Stability and certainty in work

37%

HR management trends

New forms of employment and work organization:



Flexible teams

Flexible teams enable companies to quickly address unconventional tasks. To achieve quick wins in tough deadlines different people with relevant skillset are set up in a team. The team may consist of employees as well as external experts and work remotely as a distributed (virtual) team. After developing the solution the team is dissolved.

Challenges:

- Necessity to build a team very quickly and achieve maximum productivity in a short period of time



Virtual teams

Virtual teams enable companies to optimize time and business costs, and to attract experts with required skillset regardless of their location

Challenges:

- Efficiency in virtual team management
- Maintenance of team members' engagement level
- Availability of appropriate technology
- Maintenance of team spirit



Flexible working arrangement

Flexible working arrangement significantly improves motivation, productivity and engagement of employees and maintains their work-life balance.

Challenges:

- Securing of continuous production process
- Planning and managing tasks
- Monitoring of efficiency
- Mobilization of personnel during peak season

Knowledge management challenge

How to make sure the company possesses access to the right knowledge?

KNOWLEDGE DATABASE



KNOWLEDGE HOLDERS DATABASE

1. Time and labor consuming process of knowledge storage maintenance
2. Rapid aging of storage content
3. Low interest of employees to use database
4. Moderate input of new knowledge due to limited sources in use
5. Unfriendly interface of the platform without consideration of customer experience

VS

1. On-line access to required up-to-date expertise, practices and knowledge;
2. Ability to mobilize experts with appropriate skillset;
3. Development of professional network of experts;
4. Rapid acquisition of required expertise and information;
5. Creation of new ideas and solutions in the process of interaction;
6. Enlargement of the database of experts through internal and external sources

How does it work?



Idea incubators



Crowdsourcing platforms



Hackathons



Professional communities in social media

How does it work?



Idea incubators

- Stimulation of innovations;
- Fostering of idea generation and corporate innovation process development;
- Innovative culture nurturing;
- Increase of employee engagement;
- Increase of loyalty, trust and commitment of customers and partners



Crowdsourcing platforms

- Efficient approach to problem solving;
- Attraction of professionals with appropriate skillset
- Building of effective agile cross-functional teams;
- Discovery of talents inside and outside the company,



Hackathons

- “Fresh blood” inflow to the company
- Tool for temporary engagement of best professionals
- Possibility for quick wins in tough deadlines
- Possibility to find disruptive innovative solutions
- Networking and experience sharing inside and outside the company



Professional societies in social media

- Employee engagement index growth
- Increase of efficiency of communication network
- Source of innovations and creative ideas
- Platform for feedback provision and collection

Questions



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