GEORGIACHAMBER

RURAL PROSPERITY COUNCIL

February 4, 2020

WELCOME AND INTRODUCTIONS

MATT REED

2020 Chairman

GEORGIACHAMBER

OVERVIEW OF COMMITTEE & 2020 PRIORITIES

MORGAN LAW

Georgia Chamber

GEORGIACHAMBER

FUTURE OF TALENT STRATEGIES AND INSIGHT

MATT GARRETT

Deloitte Consulting, LLC

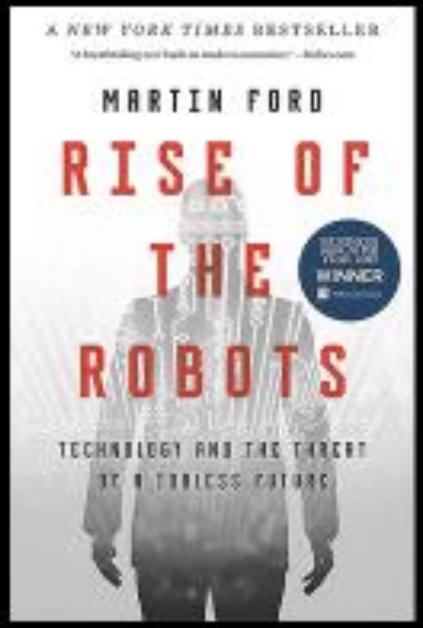
GEORGIACHAMBER

Deloitte.

The Future of Work

January 2020

The robot apocalypse



The unleashed workforce

A walk through history...

50 years ago

The government mission attracted and energized many employees. They came to work with a sense of meaning and purpose—serving the public.[1]

10-20 years ago

Many employees began leaving the government after a few years' tenure, citing frustrations with bureaucracy, inefficiency, and disconnectedness from the mission.[2]

Today

With the latest advances, digital technology can remove many of the manual activities that frustrate government employees, allowing current and future employees to have a clearer line of sight to mission impact and meaning.[3]

1: Partnership for Public Service, "History and Board," accessed May 2019
2: Mike Maciag, "Millennials Face Hurdles Breaking into Public Sector," Governing, October 2013 3: William D. Eggers, "Government's Journey to the Future of Work," Governing, April 2019

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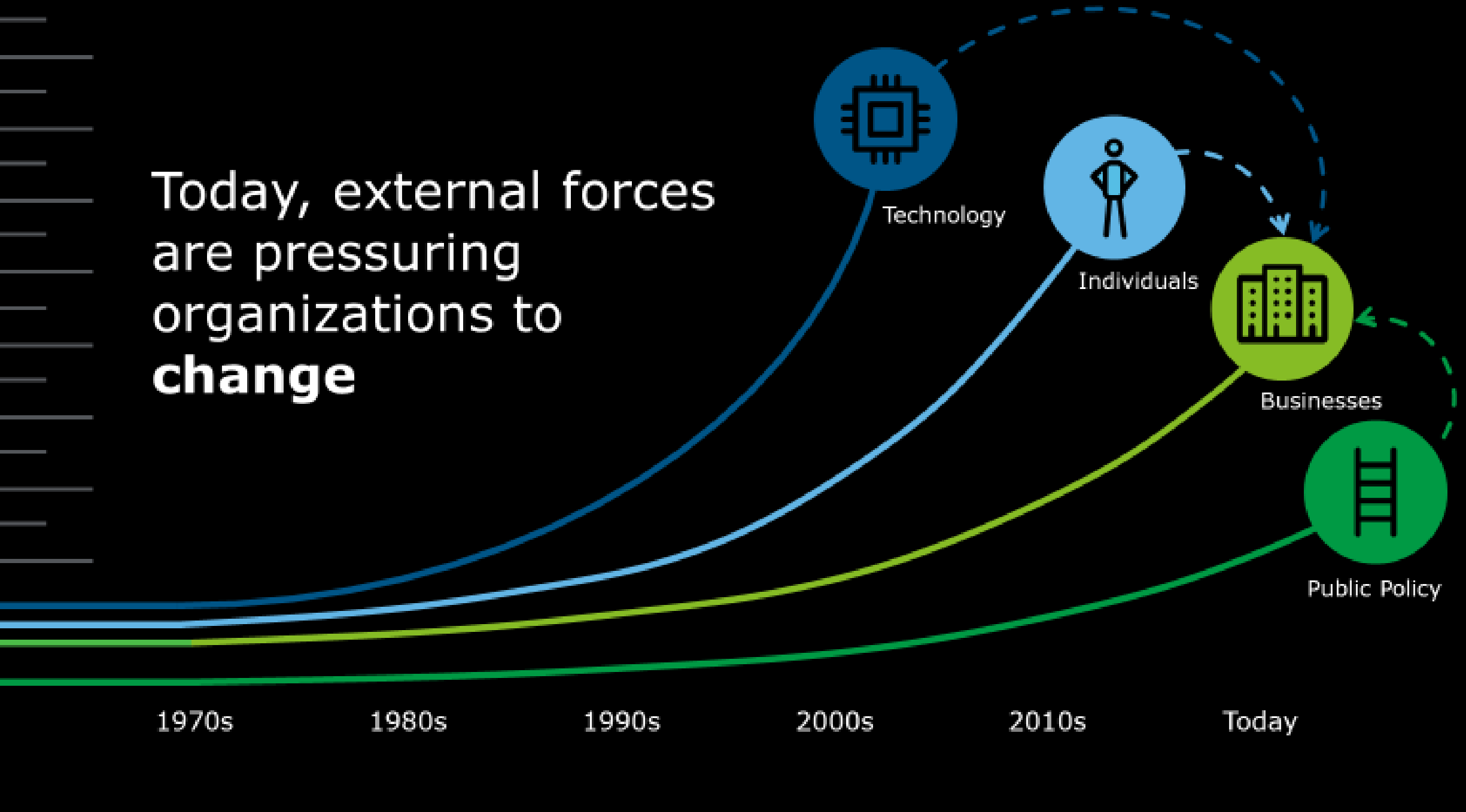
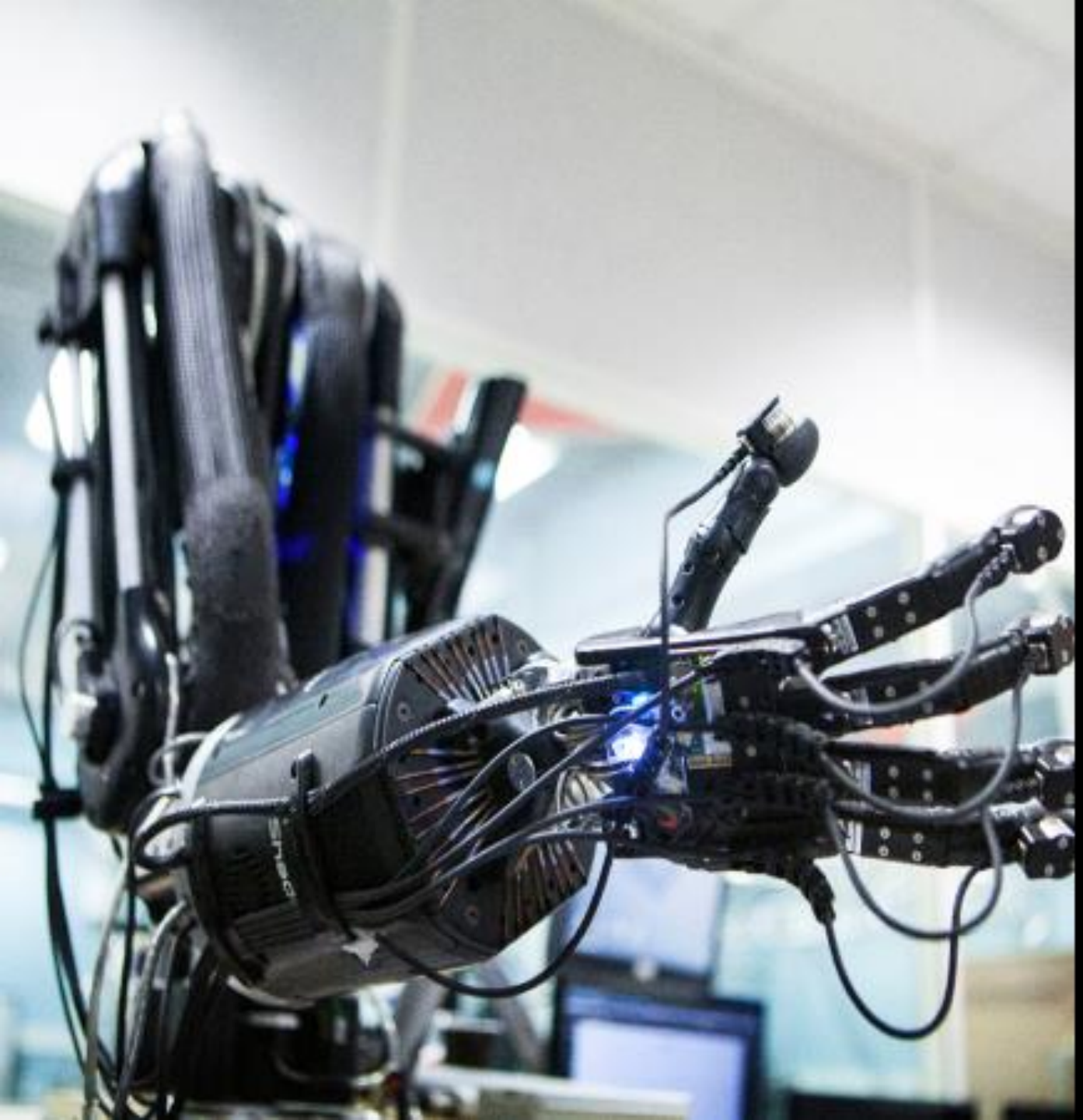
Today, external forces are pressuring organizations to **change**

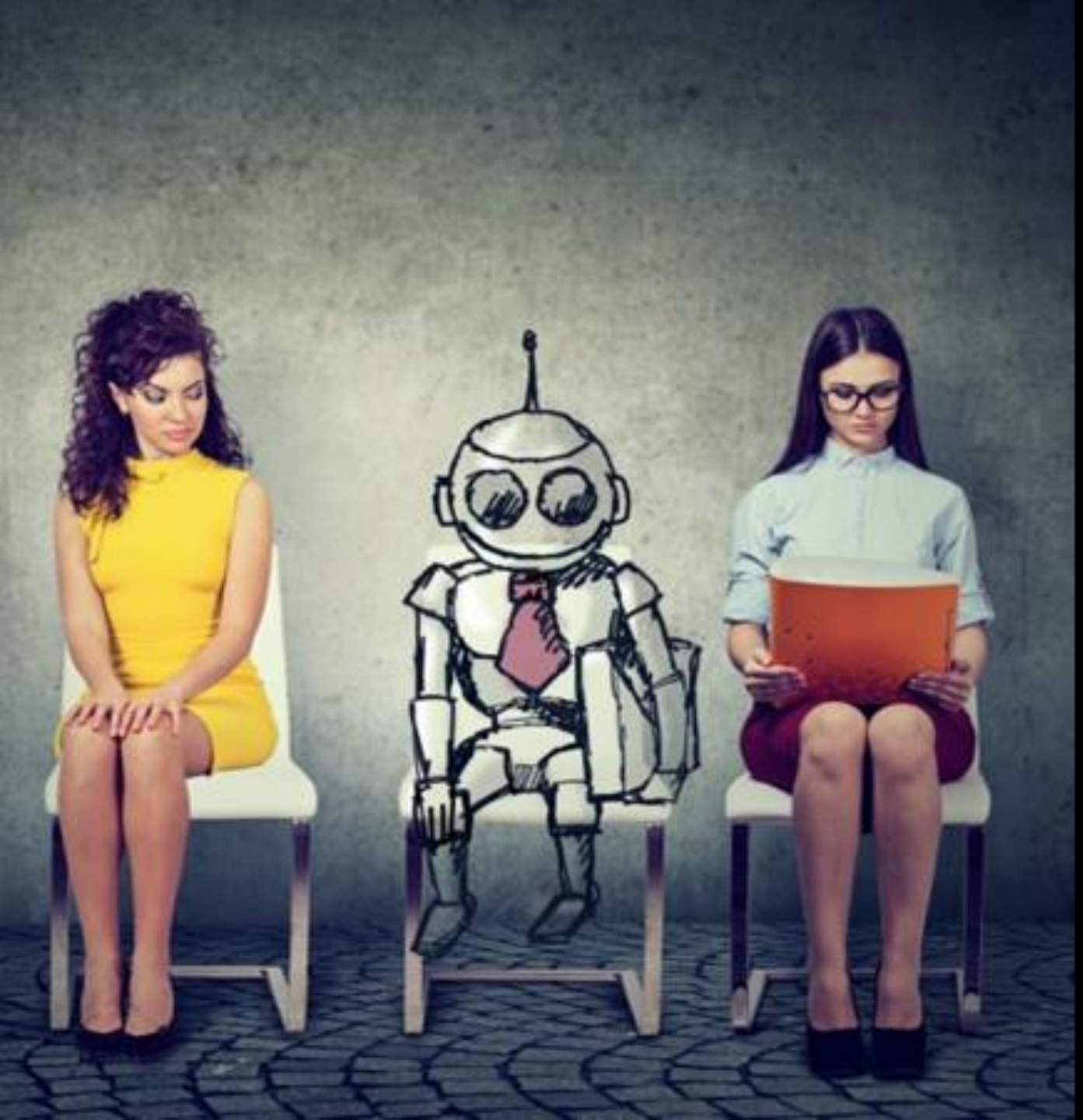


Technology is everywhere

Tsunami of data



AI, cognitive computing, robotics



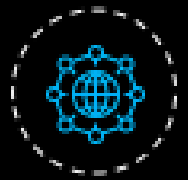
Jobs vulnerable to automation

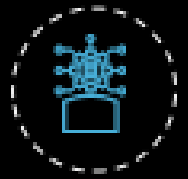
Diversity and generational change

Change in nature of careers – the 100 year life

Explosion in contingent work

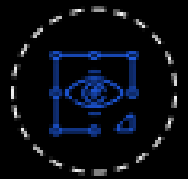
15 jobs that didn’t exist 15 years ago

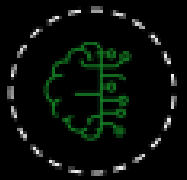

Social Media Manager


Data Scientist

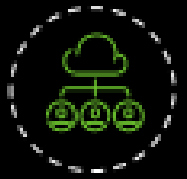
Podcast Producer

Mobile Web Developer


Experience Designers

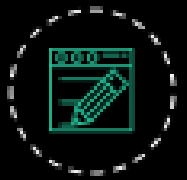

AI-related jobs

Online Brand Ambassador


Cloud Architect

SEO Analyst

Developer Evangelist


Content Curator

Virtual Assistant

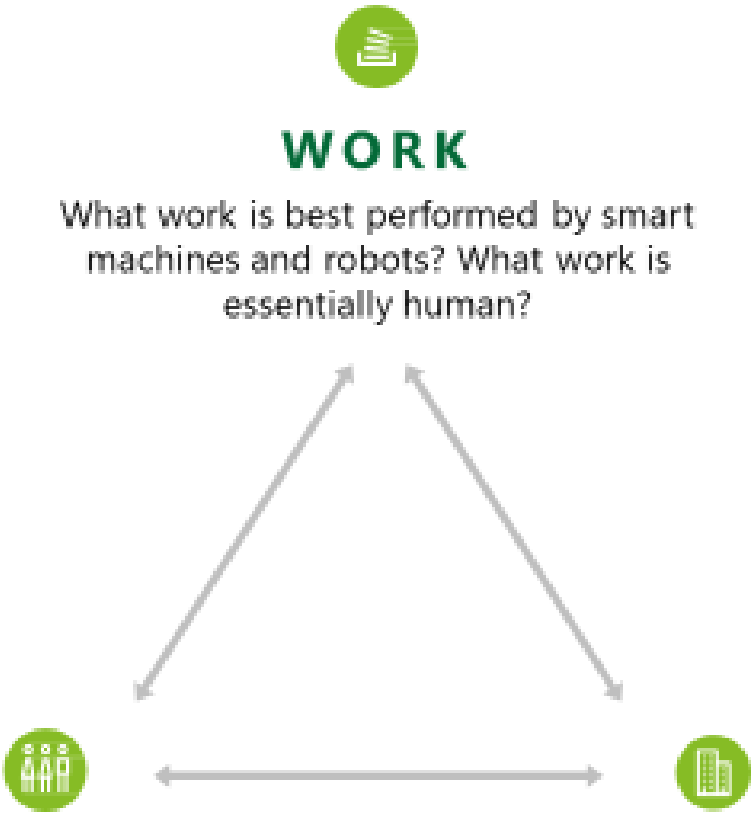
Telemedicine Physician

Automated Driving Jobs

Content Marketer

The Future of Work...

...is an opportunity to reimagine all dimensions of work.



WORK | The human-machine pairing

SHEPHERD
A human manages a group of machines

AUGMENT
A machine augments human work

GUIDE
A machine prompts a human to help them adopt knowledge

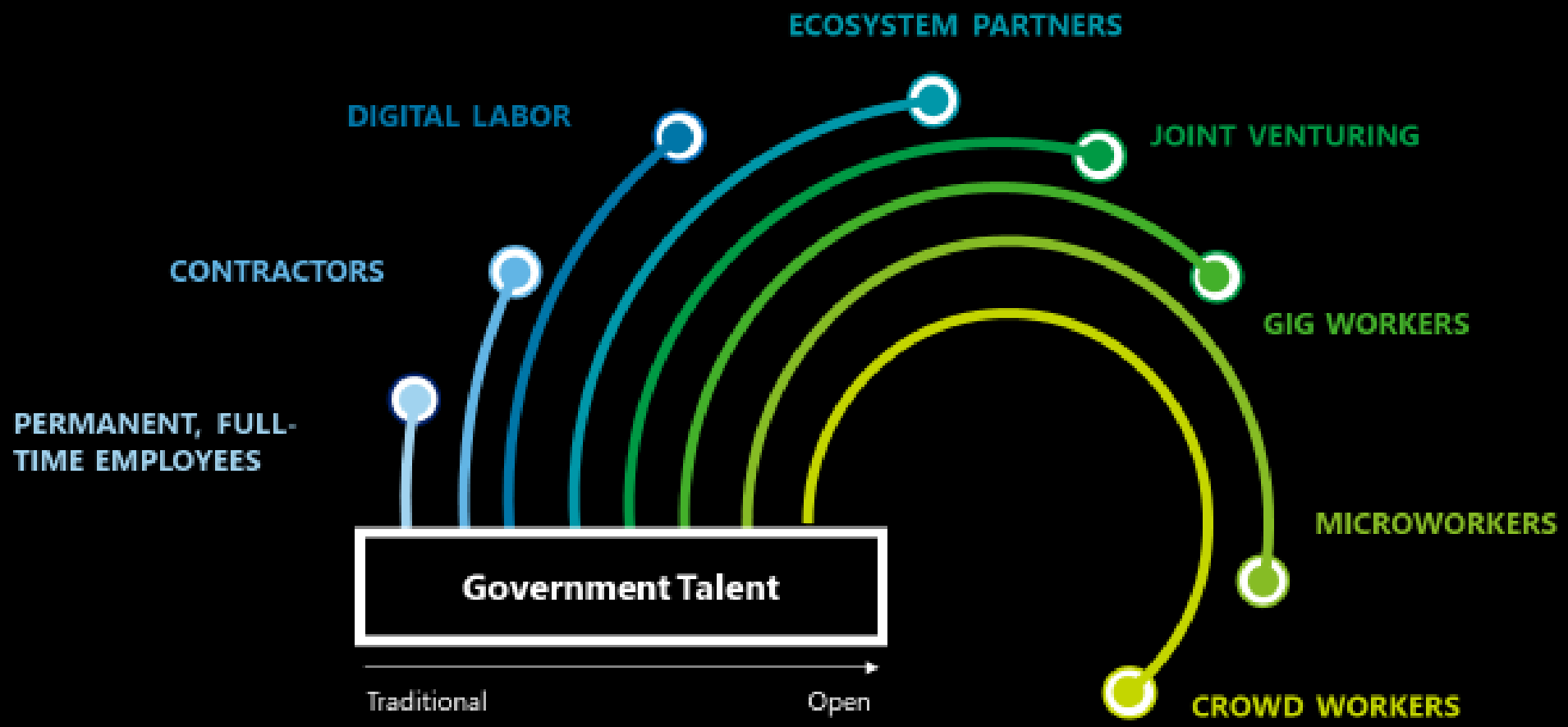
COLLABORATE
A problem is identified, defined, and solved via human-machine collaboration

SPLIT UP
Work is broken up and parts are automated

RELIEVE
Machines take over routine, low-level tasks

REPLACE
Machines completely perform a task once done by humans

WORKFORCE | Moving to multiple dimensions of skills & talent



In what workplace can the business thrive?

PHYSICAL LAYOUT

- What physical space best supports your business needs and operating model?
- What physical layout enables the culture that you aspire to?
- How does your space allow for collaboration, innovation, productivity, and comfort?

COLLABORATION

- How do you build a workforce and operating model that enables a network of teams?
- What tools and mechanisms are in place to enable collaboration across functions, BUs, locations, etc.?
- How do you break down siloes?

CULTURE

- What is your organization's long-term culture vision?
- What behaviors are in support of your mission and business model, and what behaviors act as barriers?
- How do you maintain your culture as the organization scales or changes?

PROXIMITY

- How important is physical proximity to the work that your organization does?
- What barriers impede employees' ability to work across geographies?
- How do you balance the value of physical proximity with the flexibility many employees desire?

POLICY

- What workplace policies exist, and do they encourage the behaviors and activities the business requires?
- How often are policies revisited and what impact are they having on business value, workplace productivity, and worker engagement?

New Realities

We are seeing a shortage of certain skills, as existing jobs are redefined and new jobs created

Shortages

10,000
or fewer **AI specialists** exist worldwide

250,000
The shortage the US economy will experience of **data scientists** by **2024**

1.8M
The **workforce gap** that **cybersecurity** will experience by 2022

Job Growth

50 million
new **technology jobs** globally by 2030

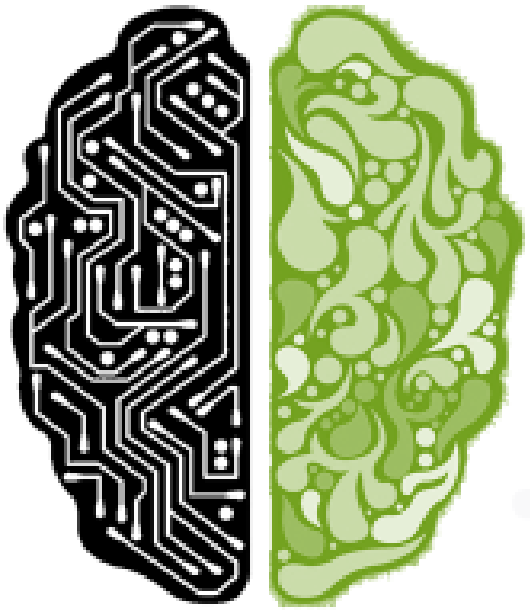
5 million
Net new **care provider** jobs in the US by 2030

50%
growth expected in **creative roles** in China and India by 2030

In the digital era, humans and machines collaborate to enhance performance

SELECTED MACHINE SKILLS

- Predictive Decision-Making
- Condition Monitoring
- Rules-Based Tasks
- Data Discovery
- Speech Recognition
- Natural Language Processing
- Pattern Recognition



CRITICAL HUMAN SKILLS

- Communication
- Strategic Thinking
- Problem Solving
- Self-Development
- Analytical Thinking
- Collaboration & Leadership

PRODUCTIVITY

- ✓ Perform current duties faster and with less errors
- ✓ Offer new capabilities
- ✓ Enable workforce to focus on more strategic initiatives

+

CAPACITY FOR INSIGHT

- ✓ Strategize ideas and solutions to improve outcomes
- ✓ Use data to reframe problems and better understand complex issues
- ✓ Explore options and scenarios in real time through interactive dashboards

=

ENHANCED PERFORMANCE

What tasks are essentially human

HUMANS

Perception
Speech clarity
Near vision
Fine manual dexterity
Selective attention
Problem sensitivity
Oral and written expression
Oral and written comprehension
Inductive and deductive reasoning
Creativity
Category flexibility
Complex problem-solving
Judgment
Applying expertise
Active listening
Management
Critical thinking
Ethics
Handling ambiguity
Operations analysis
Persuasion
Empathy
Emotional intelligence
Social perceptiveness
Negotiation

ABILITIES:

- Psychomotor, sensory, physical
- Cognitive

SKILLS:

- Content, process, system
- Social

MACHINES

Coordination
Precision
Rate control
Strength Basic speech
Sound localization
Speech recognition
Dynamic flexibility
Night and peripheral vision
Reaction time
Stamina
Regular object manipulation
Scalable processing capacity
Fact recall
Computation
Routine reading comprehension
Equipment operation and repair
Pattern recognition
Impartiality
Logic
System design
Novelty detection
Condition monitoring
Structured inference
Data discovery

Enduring and essential human skills

COMMUNICATION

Listen, respond and express ideas effectively in different contexts, influencing others

- Service Orientation
- Cultural Fluency
- Emotional Judgement

COLLABORATION

Effectively work with others, team with others, and lead others

- Teamwork
- Leading Teams

STRATEGIC

Exercise judgement and leadership to decide the way forward in complex environments

- Decision-Making
- Professional Ethics
- End to End / Big Picture Thinking

PROBLEM SOLVING

Find creative solutions to difficult or complex issues

- Design Thinking
- Agile Thinking
- Innovative Thinking / Creativity

ANALYTICAL

Acquire new knowledge, process information and draw accurate conclusions

- Critical Thinking
- Data Fluency
- Digital Fluency
- Technical Fluency

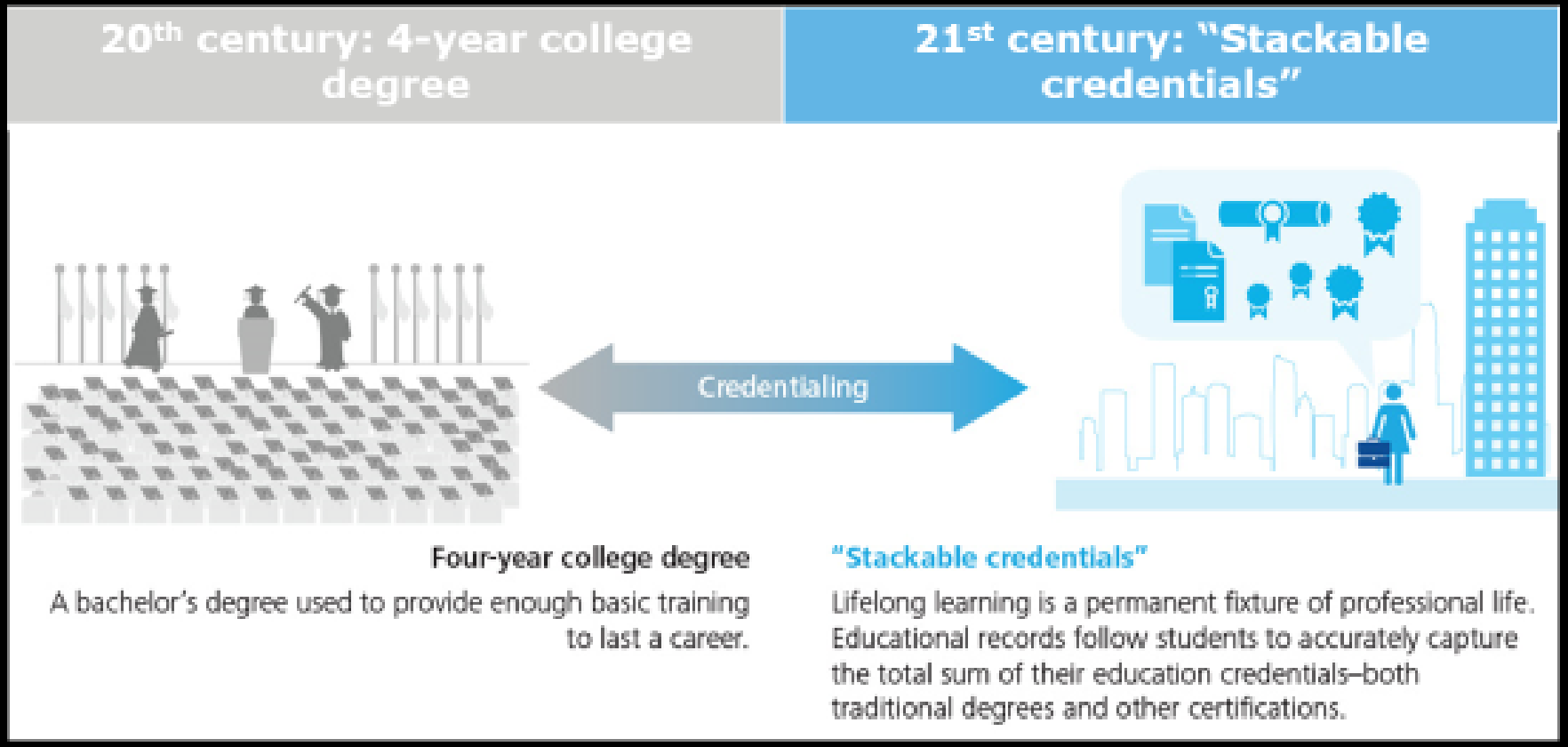
SELF DEVELOPMENT

Continuously evolve and upskill oneself

- Intellectual Curiosity
- Self-Management

Lifelong learning will become a permanent fixture of professional life

"Education is no longer something that happens between the ages of 6 to 22, and then it's over. The line between the years we learn and the years we earn has blurred; to stay relevant, workers must train nonstop…workers must continue learning throughout their lives to stay relevant. We're talking less about K-12 education and more about K-Gray education, kindergarten to retirement." – Dennis Yang, former president and chief operating officer of Udemy



What are the implications Rural America must be considering….

Apprenticeship

Educational Attainment

5G, Big Data, and Connected City Infrastructure

Remote Workforce

Competitive Advantage

Rethinking “Technical” Training

Build a work-ready population for employers to tap into

- Become a magnet for top talent
- Increase educational attainment
- Make skills, training, and retraining the focus of workforce development
- Flip the customer for workforce programs from job seekers to employers
- Address information mismatches in workforce development

Making your jurisdiction a great place to do business

- Understand your competitive advantage
- Make it easy for businesses to transact with government
- Reassess legal and regulatory policies
- Reduce and streamline regulatory requirements
- Make public data more accessible to business

Today's workers need to approach the workplace much like **athletes preparing for the Olympics**, with *one difference*. They have to prepare like someone who is training for the Olympics but **doesn't know what sport they are going to enter**.

➢ **Thomas L. Friedman**

The World is Flat: *A Brief History of the Twenty-First Century*

DEVELOPING AND RETAINING OUR WORKFORCE

GEORGIACHAMBER

MARION FEDRICK
Albany State University

BÁRBARA RIVERA HOLMES
Albany Area Chamber of Commerce

DR. NEAL WEAVER
Georgia Southwestern State University

JIM GLASS
Southern Regional Technical College

START | STOP | CONTINUE

START

"What should we be doing?"

List items/ideas that:

- The group is not doing, but ought to be doing
- New ideas that have come up, but never acted on
- Ideas that have not been considered
- New ways to address situations

STOP

"What should we stop doing?"

List items/ideas that:

- Are not working for the Council
- Are not providing desired outcomes
- Have proved impractical
- The Council ultimately dislikes

CONTINUE

"What should we continue doing?"

List items/ideas that:

- Are working well and the Council wants to keep doing
- The Council likes and thinks is successful

NEXT STEPS

ADAM SMITH

2020 Vice-Chairman

GEORGIACHAMBER

SAVE THE DATES

2/4/2020: RPC Meeting 1- Albany, GA

3/24/2020: Mini Rural Prosperity Summit (East)- Statesboro, GA

5/12/2020: RPC Meeting 2- Waynesboro, GA

7/21/2020: Mini Rural Prosperity Summit (North)- Dahlonega, GA

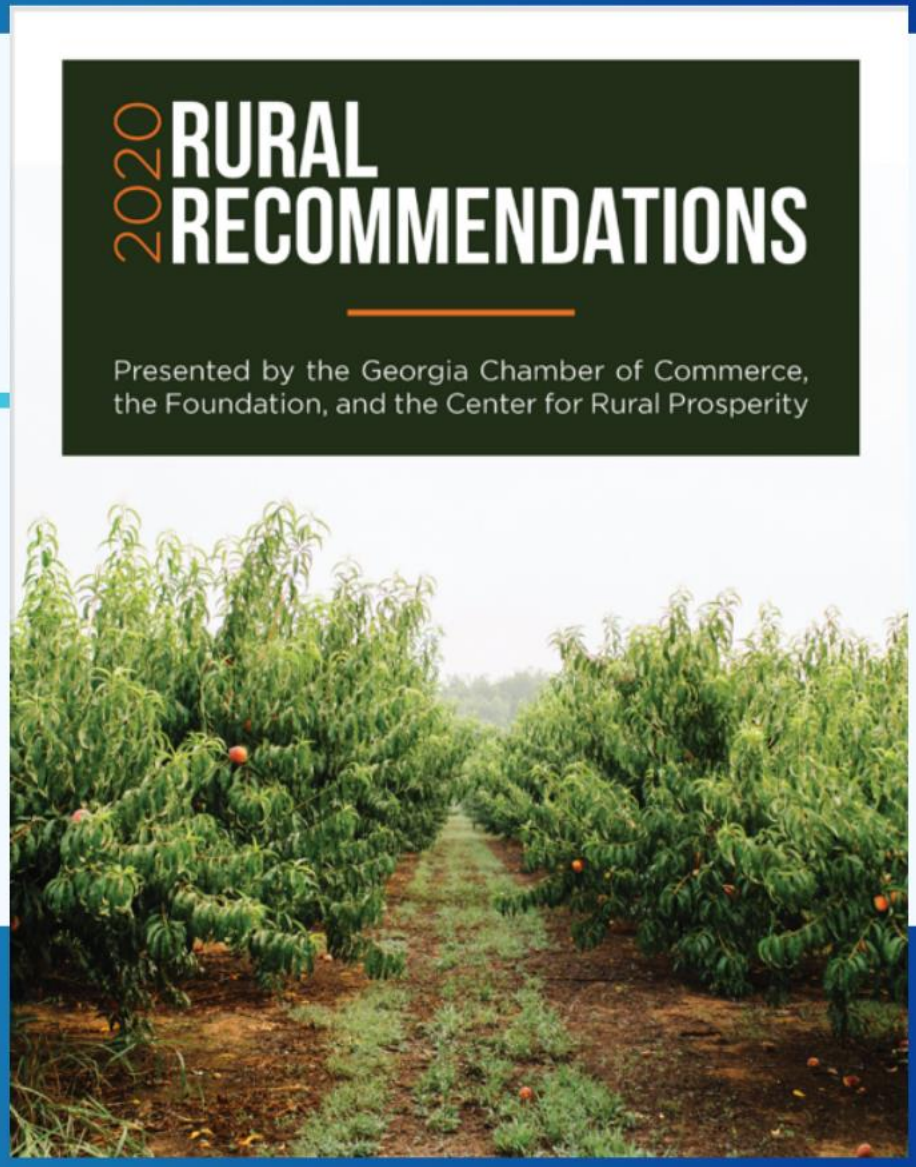
8/18/2020: RPC Meeting 3- Brunswick, GA

10/6-7/2020: Rural Prosperity Summit- Tifton, GA

11/10/2020: RPC Meeting 4- Rome, GA

RURAL RECOMMENDATIONS

gachamber.com/rural-georgia-home



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COMMODORE CONYERS COLLEGE AND CAREER ACADEMY

CHRIS HATCHER

CEO

GEORGIACHAMBER