



5 Ways to Create a Future-Ready Workplace

*A guide for
small business leaders*

BY JACOB MORGAN





INTRODUCTION

The trends shaping the future of work are exciting and inspiring. The always-connected, social-savvy, app-happy, smartphone-dependent, experienced-millennial workforce is here today, and it is driving the future of the workplace. Successful business leaders educate themselves about these trends, embrace them, and bring them into their workplace. Therefore, if you plan to survive and thrive in this changing workforce and technology landscape, make it a priority to consider how you can prepare your business for the future of work, starting now.

This e-book will discuss macro trends shaping the future of work, and offer five ways to weave future thinking into the key decisions you make about culture, workplace, communication, and technology.

MACRO TRENDS SHAPING THE FUTURE OF WORK

CHANGING WORKFORCE

Over the next 20 years, more than 70 million baby boomers will retire, and the workplace will be dominated by experienced millennials and Generation Z employees. According to Adecco's 2015 Way to Work Survey, millennials and Generation Z have significantly different perspectives and priorities, but both expect employers to focus on community, gratification, and feedback.

NEW BEHAVIORS

Social technologies and the collaborative economy have changed the way we communicate, collaborate, and present ourselves to the world. We get into the cars of random people with Uber, share personal information on Facebook, post our entire professional history on LinkedIn, rant and muse on Twitter, and share intimate moments on Instagram. This open social behavior permeates and links our personal and professional lives like never before. >



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MACRO TRENDS SHAPING THE FUTURE OF WORK

MOBILE ADOPTION

Smartphones and connected devices mean employees are available at all hours, and businesses are able to quickly connect with employees and clients all over the world. On the flip side, mobility has removed the traditional 9–5 working mindset and created more cohesive work-life integration, so employees can be responsive from the soccer field or from an exotic vacation destination.

GLOBALIZATION

In many ways, the developed world is becoming a giant, connected city. Language, culture, currency, and location are no longer barriers to doing business across borders. Due to incredible infrastructure advancements, high-speed connections, and inexpensive collaboration apps like Skype and Google Hangouts, employers are able to tap into top talent, and professionals can pursue exciting opportunities, anywhere in the world.

SMART TECHNOLOGY

Technology is changing the way the world conducts business, inside and out. With internal social networks, we can stay connected anywhere, anytime, and on any device. With cloud computing, the power of technology is placed into the hands of employees and customers. With wearable devices, we interact with and collect information about how we live and work, and with big data and analytics, we can extrapolate insights that help us become more relevant, useful, engaged, and productive.

5

WAYS TO MAKE
YOUR SMALL BUSINESS
A FUTURE-READY
WORKPLACE

01

FOCUS ON EMPLOYEE EXPERIENCE

02

BE A LAB, NOT A FACTORY

03

EMBRACE TOP-DOWN TRANSPARENCY

04

TAP INTO DISTRIBUTED TALENT

05

MAKE SMART TECHNOLOGY A STRATEGY

01 FOCUS ON EMPLOYEE EXPERIENCE

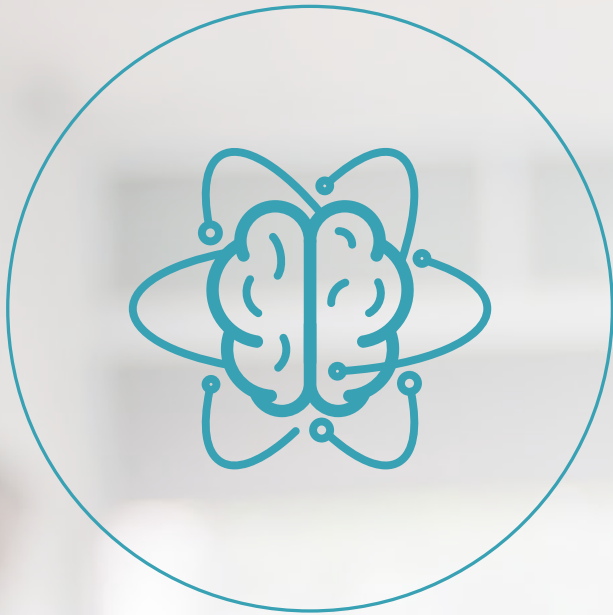
Have you done everything possible to create an exciting, enviable experience for employees? Your people should want to show up to work as much as customers want to buy your product or service. Think about creating an employee experience in which the physical, technological, and cultural environments come together to create engagement and collaboration throughout the organization. Open and welcoming office spaces and lunch dates are one thing, but what employees truly crave is an environment in which they feel empowered and connected. Offer the best technology to enable employees to get their jobs done. This includes everything from devices to apps to the collaboration platforms that employees participate in. Make collaboration and recognition core to your culture by prioritizing teamwork and common goals.





02 BE A LAB NOT A FACTORY

The most forward-thinking and society-changing products and ideas come from labs, not factories. Factories focus on output, mass production, and distribution. Conversely, labs have an overall goal, such as building a more efficient computer or finding a cure to a disease, and each person in the lab tries new things every day to reach that goal. To function like a lab, make sure each teammate has specific responsibilities, including measuring and reviewing the results of their experiments, and also feels encouraged to push the envelope.



BE A LAB

Run experiments

Dynamic

Idea driven

Test assumptions

Use data

Embrace failure

Replicate success

Get feedback



NOT A FACTORY

Stagnant

Process driven

Linear

Old ideas

Fear culture

Command & control

No feedback

Status quo

03 EMBRACE TOP-DOWN TRANSPARENCY

Why would employees want to share their ideas, use new technologies, or engage in open dialogues if they don't see their leaders doing the same thing? By nature, small businesses have the freedom and flexibility to be more transparent than larger corporations. So take advantage of this competitive edge by sharing access to real-time roadmap, performance, and customer information. Communicate openly and frequently via formal meetings and informal social networks. Make sure every employee in every part of the business understands the value of customers and the cost of sales, so everyone is working to optimize the top and bottom line. You will see the payoff in employee engagement, empowerment, alignment, and innovation.





04 TAP INTO DISTRIBUTED TALENT

As you grow, make sure you're not trapped in the past and constrained to hiring costly local employees. For many functions, you can take advantage of our flattening world and tap incredibly experienced, talented employees and freelancers around the world. Hiring remote workers and freelancers is truly a win-win situation for both parties. Companies get passionate and creative people without being burdened by geographic restrictions and heavy resource costs. Employees can enjoy the flexibility of working from home or for multiple clients at the same time and, in many cases, can choose projects that appeal to their talents and interests.

05 MAKE SMART TECHNOLOGY A STRATEGY

To grow your business and retain your talent, make it easy for employees to spend time on high-value work that requires advanced human intellect and helps your best customers succeed. Minimize busywork by leveraging business apps to automate, connect, and optimize every aspect of your business. Enable your team to collaborate on a private social network. Offer team members deep visibility into sales, service, and financial data. Leverage marketing automation and service apps to keep prospects and customers consistently engaged, and make sure team members know and show their value in every interaction. This all may sound like big, enterprise business, but cloud applications make it possible and even simple.



THE FUTURE OF WORK IS BRIGHT

A changing workforce, an increased use of social technologies, and the mobile-first mentality have resulted in a fast-paced, innovative, worldwide-connected workplace. With this e-book, you have the insights to flourish in this future-ready environment.

Embrace these future of work trends and roll them out across your organization. Weave future thinking into your key decisions every day. When you do, you'll not only survive the changing workforce, you'll also thrive in it.



Jacob Morgan is an author, speaker, and futurist. His latest book, *The Future of Work: Attract New Talent, Build Better Leaders, and Create a Competitive Organization*, explores how the workplace is changing. Jacob also co-founded the Future Of Work Community, a brand council of the world's most forward-thinking organizations, which come together to explore the future of work. His clients include companies such as Microsoft, St. Jude Children's Research Hospital, New York University, Wells Fargo, *Harvard Business Review*, SAP, Cisco, and many others.

Get future-ready with Sage Live

When small businesses can view and share real-time financial, sales, and operational data, they're able to make faster and better decisions. Sage Live is an accounting solution built on the Salesforce App Cloud that:

- Enables employees to stay connected to customers and business opportunities with social chatter.
- Provides transparency into customer information that creates open dialog, understanding, and rapid response.

“The access to real-time information we get with Sage Live gives us more time to focus on our customers.”

Jennifer Ku, Owner, LaundryLaundry.com



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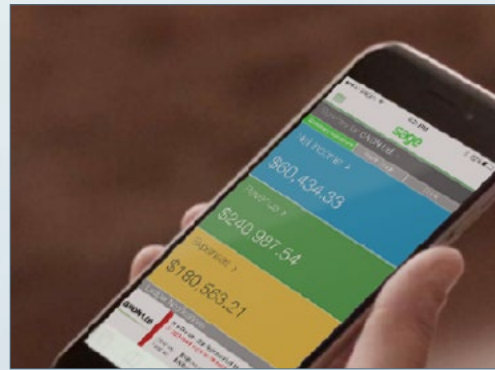
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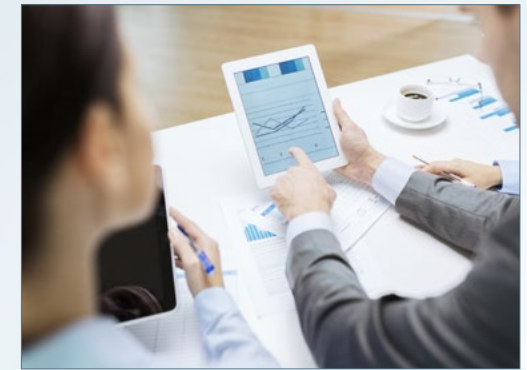
Watch the Series Pass Replay:
Future of Work for Small Business

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Apps to Put Your Small
Business on the Fast Track

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