

Media Release

GFC provides foretaste of changes to come in the future workplace

May 10

Embargoed until 6.00pm Monday May 10:

(The white paper 'people@work/2020' is being released at the national convention of the Australian Human Resources Institute in Melbourne at 11.00am on Tuesday 11 May when Peter Wilson will discuss its implications).

The dollar-driven value statements of companies such as Lehman Brothers have come to be seen by younger generations as espousing offensive values achieved at the customer's expense, according to a white paper released today on the future workplace.

Rather than working for companies whose singular value is seeking profit, there is evidence that the next generation worker will want to work for organisations that have strong community values, a sound sense of corporate social responsibility and enable their employees to balance their work and social life.

What this means, according to the paper's author, Peter Wilson AM, is that the workplaces of 2020 will be different places than they are today. They will need to be sufficiently flexible to respond to the pace of hyper-competition in business, and understand how to survive downturns better than their competitors.

For example, a typical 'not-so-smart' workplace in 2010 is still characterised by workers anchored to solitary workstations in an open-plan office, a format that produces generational tensions as baby-boomer bosses in offices seek to ensure workers sit around them often for greater periods of time than is necessary or efficient.

"The physical workplace will have to undergo significant change", says Wilson. "For optimal effectiveness, workers will need to have at their disposal a number of work space options that include office, home and remote locations, at solitary workstations, interactive work zones or networking in a café environment".

The paper explores eight forces that will determine the future structure of workplaces:

Global competition:

- Global competition
- Technological and communication breakthroughs
- Demand for personal flexibility

- Skills convergence in multi-disciplinary environments
- Macroeconomic and demographic changes
- Global best practice changes in people management
- Changing business standards e.g. CSR, ethics
- Government imposition of regulations to quell public fears.

And the paper also sets out and examines nine roles that the HR practitioners of the future will need to fulfill in order to meet the business demands of the workplace in 2020.

1. **Workplace transformers:** transformers of the structure and conduct of work within a widely distributed set of locations
2. **Balanced work-life integrators:** role models for integration and work-life balance
3. **Next generation talent managers:** a role that requires working through new value sets
4. **Performance rewarders:** rewarders of performance aligned to widely distributed work spaces
5. **Learning architects & builders :** architects, custodians and builders of new capabilities for the new learning places of work
6. **CSR stakeholder marshalls:** the friendly cop for tomorrow's core stakeholder relationships
7. **Engaging communicators:** multi point communication facilitators across the new nine space stations of work, with a priority to maximise engagement of your people
8. **Diversity champions:** cross-cultural integrators and chief inequity busters
9. **Regulatory wizards:** compliance monitors and also advocates for better business outcomes from the regulatory environment

Media representatives are invited to attend convention sessions but must register for a media pass.

To view the white paper, go to www.ahri.com.au/Future_of_work

For more details on the national convention, go to www.convention.ahri.com.au

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