Ohio Department of Higher Education
Annual Trustees Conference
Summary Deck

The Future of Work
Heather McGowan
STRUCTURE:

PART 1: WHAT IS HAPPENING? MACRO CONTEXT

PART 2: WHO ARE WE? IDENTITY CRISIS

PART 3: WHY WORK CHANGES? DIGITIZATION + TECH

PART 4: HOW WE WILL WORK: LEARNING + ADAPTATION

PART 5: WHAT NOW? (Fodder for Panel)
Part 1: What Is Happening: Macro Content
FRIEDMAN THEORY: 3 SIMULTANEOUS INTERCONNECTED CLIMATE CHANGES

Technology  Climate  Market

RE-SHAPING

Work/Learn
Life-Long Learning + Adaptation

Politics
No More Left And Right

Geopolitics
Enemies and Allies Shift Continuously

Community
Ideology Over Geography

Ethics
New Guardrails

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1. Technology | Exponential Growth + Adoption of Technology Capabilities
2. Climate | Extreme Weather, More Human Migration
3. Market | Rapid Scaling and Speed of Change

The Future of Work Is Agile
Part 2: Who We Are: The Identity Crisis
## Who We Are: Shifting Demographics + Factors

<table>
<thead>
<tr>
<th>FROM</th>
<th>TO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Race</strong></td>
<td>White Minority</td>
</tr>
<tr>
<td><strong>Religion</strong></td>
<td>Unaffiliated (Plurality)</td>
</tr>
<tr>
<td><strong>Region</strong></td>
<td>Overwhelmingly Urban</td>
</tr>
<tr>
<td><strong>Politics</strong></td>
<td>Polarized or Independent</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td>Aging Society</td>
</tr>
<tr>
<td><strong>Family</strong></td>
<td>Plurality of Types, Fewer Kids</td>
</tr>
<tr>
<td><strong>Gender Identity</strong></td>
<td>Gender Fluid</td>
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<tr>
<td><strong>Consent</strong></td>
<td>#MeToo, #TimesUp</td>
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<tr>
<td><strong>Occupation</strong></td>
<td>Portfolio of Self Expression</td>
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<tr>
<td><strong>Leadership</strong></td>
<td>Diverse + Female Leaders</td>
</tr>
<tr>
<td><strong>Expertise</strong></td>
<td>Personal Brand + Network</td>
</tr>
<tr>
<td><strong>News-Institutions</strong></td>
<td>Fake News + Loss of Trust</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td>White Majority</td>
</tr>
<tr>
<td><strong>Religion</strong></td>
<td>(Judeo) Christian Norm</td>
</tr>
<tr>
<td><strong>Region</strong></td>
<td>Suburban-Urban (Rural Roots)</td>
</tr>
<tr>
<td><strong>Politics</strong></td>
<td>Rep-Dem-Independent</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td>Youth to Middle Age</td>
</tr>
<tr>
<td><strong>Family</strong></td>
<td>Mom + Dad + 2.5 Kids</td>
</tr>
<tr>
<td><strong>Gender Identity</strong></td>
<td>Fixed and Binary</td>
</tr>
<tr>
<td><strong>Consent</strong></td>
<td>Sexual Harassment Permissible</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td>Fixed Employee Identity</td>
</tr>
<tr>
<td><strong>Leadership</strong></td>
<td>(White) Male Patriarchy</td>
</tr>
<tr>
<td><strong>Expertise</strong></td>
<td>Earned + Credentialed</td>
</tr>
<tr>
<td><strong>News-Institutions</strong></td>
<td>Fact Based Debate</td>
</tr>
</tbody>
</table>
What Do You Do?

Occupational Identity
WHO WE ARE: IDENTITY CRISIS: OCCUPATIONAL IDENTITY

What Do You Want To Be When You Grow Up?
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What Is Your Major?

What Do You Do?

65% Jobs That Do Not Exist Yet

47% Automated by 2033

27% Work In Their Major

17 Jobs

5 Industries
WHO WE ARE: IDENTITY CRISIS: VELOCITY OF OCCUPATIONAL IDENTITY CHANGE

2X

Job Loss vs. Loss of Primary Relationship

Where Does One Learn To Adapt + Recover From Job Loss?

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Where Are You From?

Origin Identity
WHO WE ARE: **IDENTITY CRISIS**: ORIGIN IDENTITY

This is 50% + Of Our Time and Mental Energy Now
Where Would You “Live” If You Could Choose?
WHO WE ARE: SUMMARY

1. Who Are You?  | Managing The Internal Monologue When Culture Changes
2. What Do you Do?  | Humans vs. Tech Tools and Managing A Fluid Identity
3. Where Are You From?  | Rethinking Origin in Cyberspace

The Future of Work (and Humanity) is Adapting
Part 3: Why Work Changes: Digitization + Tech
Three Boxes of Life (Dick Bolles)
Success Measures:
Codified and Transferred
Predetermined Skills + Existing
Knowledge

Life Expectancy 67
Pension
Age 66+

Success Measures:
Codified and Transferred
Predetermined Skills + Existing
Knowledge

Job
Age 18/22-65

Career

Ladder

University

K-12
Age 5-18/22

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Success Measures:
- Learning Agility,
- Adaptability + Agency
- Fueled by Purpose

Life Expectancy: 90+

Remain Engaged
WORK CHANGE: SUMMARY

1. Shift | From Learning to Work to Working to Learn
2. Shift | From Career Ladder To Career Web
3. Shift | From Learning The Tool to Collaborating With Technology
4. Shift | From Employee to Me, Inc.
5. Shift | From Products to Data For Learning

The Future of Work Is Learning
Part 4: How We Will Work: Learn + Adapt
HOW WE WILL WORK: FROM STAY THE COURSE TO RIDE THE WAVE

STAY THE COURSE

RIDE THE WAVE
HOW WE WILL WORK: CONTINUOUS SELF ASSESSMENT

Current Role and Self Definition

- Tasks Automated or Atomization

+ New Skills + Knowledge (Business Models Evolution)

+ Extended Human Potential (Augmentation)

= Next Role

REPEAT PROCESS

New Skills + Knowledge

Next Role

Technology Augmented Capability

Current Role

Shed Automate or Atomize Elements

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HOW WE WILL WORK:

- CONTINUOUS SELF ASSESSMENT

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HOW WE WILL WORK: FOCUS ON THE INPUTS

<table>
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<tr>
<th>INPUT</th>
<th>OUTPUT</th>
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<tr>
<td>PURPOSE</td>
<td>PERSONAL BRAND</td>
</tr>
<tr>
<td>CAPACITY</td>
<td>CAPABILITIES-PORTFOLIO</td>
</tr>
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</table>

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ADAPTATION: THE PARADIGM SHIFT

OLD PARADIGM

Preparation: LEARN
Activity (Work): DO
Goal-Target: Unit of Value
Byproduct

NEW REALITY

Preparation: LEARN TO LEARN
Activity (Work): LEARN
DO
Goal-Target: Increased Capacity
Byproduct: Unit of Value

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SUMMARY

What Is Happening | Friedman’s 3 Climate Changes

The Future of Work Is Agility

Who We Are | The Identity Crisis

The Future of Work (and Humanity) is Adaptation

Why Work Changes | Digitization + Technology Tools

The Future of Work Is Learning

How We Will Work | Learning + Adaptation

The Future of Work Is Learning Agility and Adaptability
Thank You
Questions

WORK TO LEARN

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