The Current Landscape and Future of Work & Automation

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http://chreate.net/
"HR’s Tipping Point"
Democratization of Work

A more highly democratized future is characterized by new “employment” relationships shorter in duration and more company/individual balanced. A shift toward a more agile and responsive view of work will deliver results by activating purpose-built networks.

Technological Empowerment

Technology is transforming the way we live and work. Machine learning, 3D printing, mobile, wearables, and algorithmic analytics are some of the many technologies that promise to improve individual empowerment.
Exercise: Map Some of the Jobs at SK on the Matrix, in 2020

**WORK REIMAGINED**
TYPE OF WORK
Employment via platforms, projects, gigs, freelancing, contests, contracts, and tours of duty
TECHNOLOGIES
Traditional delivery

**UBER EMPOWERED**
TYPE OF WORK
Employment via platforms, projects, gigs, freelancing, contests, contracts, and tours of duty
TECHNOLOGIES
Delivered by new technologies such as cloud, on-demand artificial intelligence, extreme personalization and personal devices

**CURRENT STATE**
TYPE OF WORK
Full-time employment, with variations such as contract, part-time, and flexible work
TECHNOLOGIES
Traditional delivery

**TODAY, BUT TURBO CHARGED**
TYPE OF WORK
Full-time employment, with variations such as contract, part-time, and flexible work
TECHNOLOGIES
Delivered by new technologies such as cloud, on-demand artificial intelligence, extreme personalization and personal devices
Frey & Osborne 2013 calculate 47% of U.S. jobs “obsolete by 2020”

Vs.

OECD paper in 2016 calculates that only 9% of U.S. workers face more than 70% obsolescence risk.

Why the wide variance in estimates? The variation of tasks within occupations has a huge impact on work automation risk. Even in occupations at a high risk of automation, workers often perform tasks which are hard to automate, such as group work or face-to-face interactions with customers, clients, etc.

Example: The occupation-based automation risk for “Bookkeeping, Accounting, and Auditing Clerks” is 98%, but the task-based study found that only 76% of employees in this occupation perform their job with group work or face-to-face interactions that are unlikely to be automated.

The occupation-based automation risk for “Retail Salesperson” is 92%, but the task-based study found that 96% of retail salespersons perform their jobs with group work and face-to-face interactions.
This will require a fundamental paradigm shift in how work and our organizations are organized.

Our organization is a **place containing employees doing work.**

Our organization **organizes work and talent and AI.**
The Disney Kit. 
The Disney Kit for younger children includes a cuddly Mickey Mouse® and storybook. Reading and playing with Mickey helps younger kids gain confidence in their hearing aids. And to keep their hearing aids in peak condition, the kit also provides all the maintenance essentials parents need, like a battery tester, drying set, listening stethoscope and a cleaning tool.
Unpaid Volunteers

Video Gamers Solve AIDS Enzyme Riddle
Assignment
Deconstruct
Disperse
Detach

Organization
Permeate
Interlink
Collaborate
Flex

Reward
Shorten
Individualize
Imagine

Engagement
Leadership
Diversity
Performance
Culture

Separating
Planning
Attracting & Sourcing
Selecting
Deploying
Developing
Rewarding

From: *Lead the Work* by Boudreau, Jesuthasan and Creelman, 2015
From: *Lead the Work* by Boudreau, Jesuthasan and Creelman, 2015
Agile Work: Perpetually Upgraded

WHY?
What Does “High Performance” Mean?

- Varies with strategy
- Varies with work situation
- A complex interaction of
  - Performance value
  - Performance availability
  - Performance cost
- Constantly changing with new work arrangements and automation
AI-Powered HR Roles

AI Ethics Evaluator

Robot Trainer

Cyber Ecosystem Designer

Remote Culture Architect

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