

## The Changing Context of Work

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Most people and organizations understand there have been significant marketplace changes caused by changes in technology, globalization, government regulations, demographic swings, world politics, and financial markets. Not to mention the changes wrought by a challenging and dynamic economy.

These changes which, taken together, define a new reality for each of us, require significant adjustment for leaders and for individuals to be effective and achieve their goals. It's not just our difficult economy that mandates changes in thinking about success and sustainability. There are bigger forces at play.

## Our Reality

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What's changed? Just about everything:

- ▶ Leaders have to sort through much more information...there's almost too much to know, even in one's own industry niche or area of specialization
- ▶ Economic, social, and political events in one part of the world impact the entire world marketplace...and your business
- ▶ Jobs are broader and not as well defined...creating uncertainty
- ▶ The job market has invaded your company....it is often easier for people to look for new roles on the outside than on the inside
- ▶ Social networking connects everyone, all the time...the idea of control in the workplace is becoming quaint
- ▶ Younger people have different attitudes about work, they're smarter, and there is significantly more diversity in the workplace...different people need different leadership
- ▶ Technology improvements impact operations almost every day... requiring us to learn faster to keep up
- ▶ Complexity leads to confusion, and reduces real communication because leaders don't know the answers...and there's no time
- ▶ Continued economic challenges drive significant job changes...each of us must make more decisions
- ▶ Cost pressures require regular operations adjustments...faster
- ▶ The workplace is more like a free market...with more balancing of power between organizations and individuals

Do you believe you need to adapt? Have you changed how you lead and develop your people? What are you doing differently to manage your own success? Or, are you thinking, "I'm fine, I don't really need to make any adjustments, it's our employees who need to change...."

Interested in continuing the discussion on the changing context of work? Contact us at +1.800.323.0206.