



Paul Thompson

Futureworking: Real World Conversation

QUT, 5th May 2015

The Future Workforce: Characteristics, Choices and Consequences

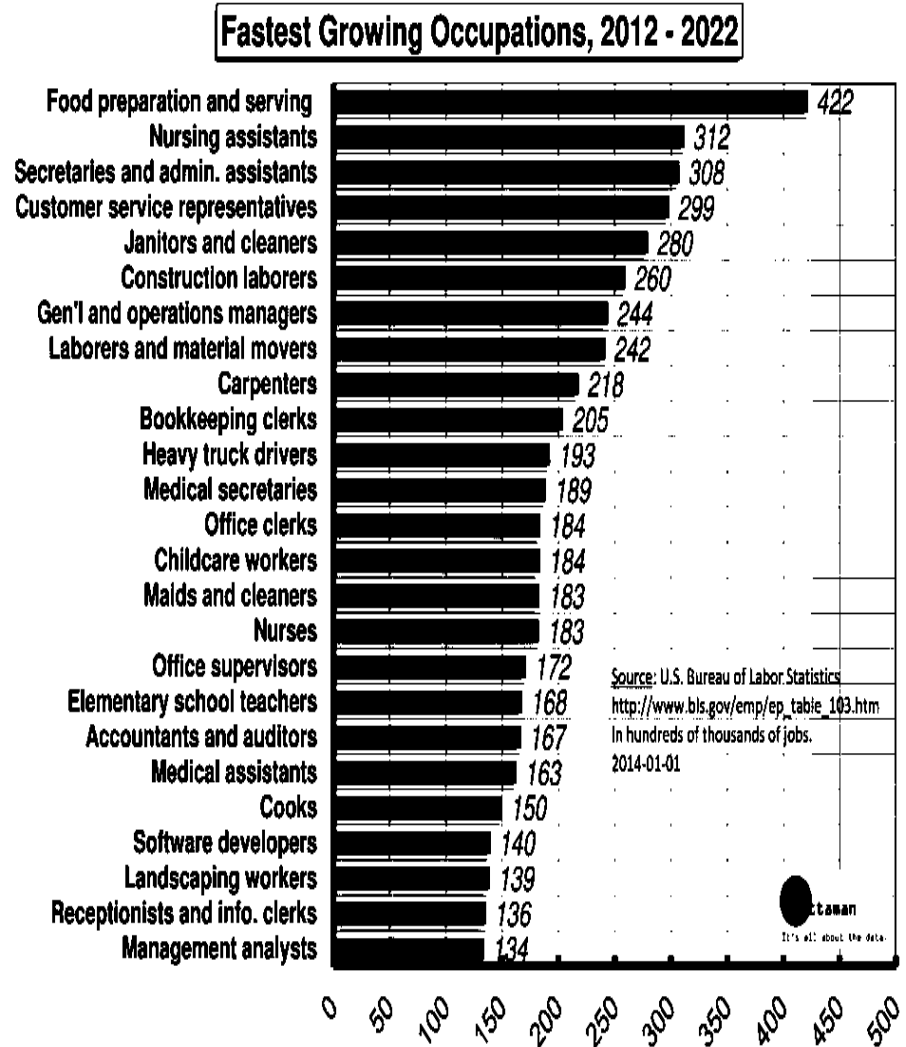
New economy, contentious claims

- Dominant images of existing and emergent occupations – knowledge workers, creative class, immaterial or intellectual labour, cognitive capitalism, symbolic analysts, free agents
- The war for talent and the absent management myth
- Public policy - expanding the supply – build it (a graduate labour force) and they (organisations) will come
- Google employs 53600 people globally, whilst Walmart employs 2.1m (1.4 m in the USA alone)
- There is no future workforce, but a series of overlapping *workforces*

What are the future jobs?

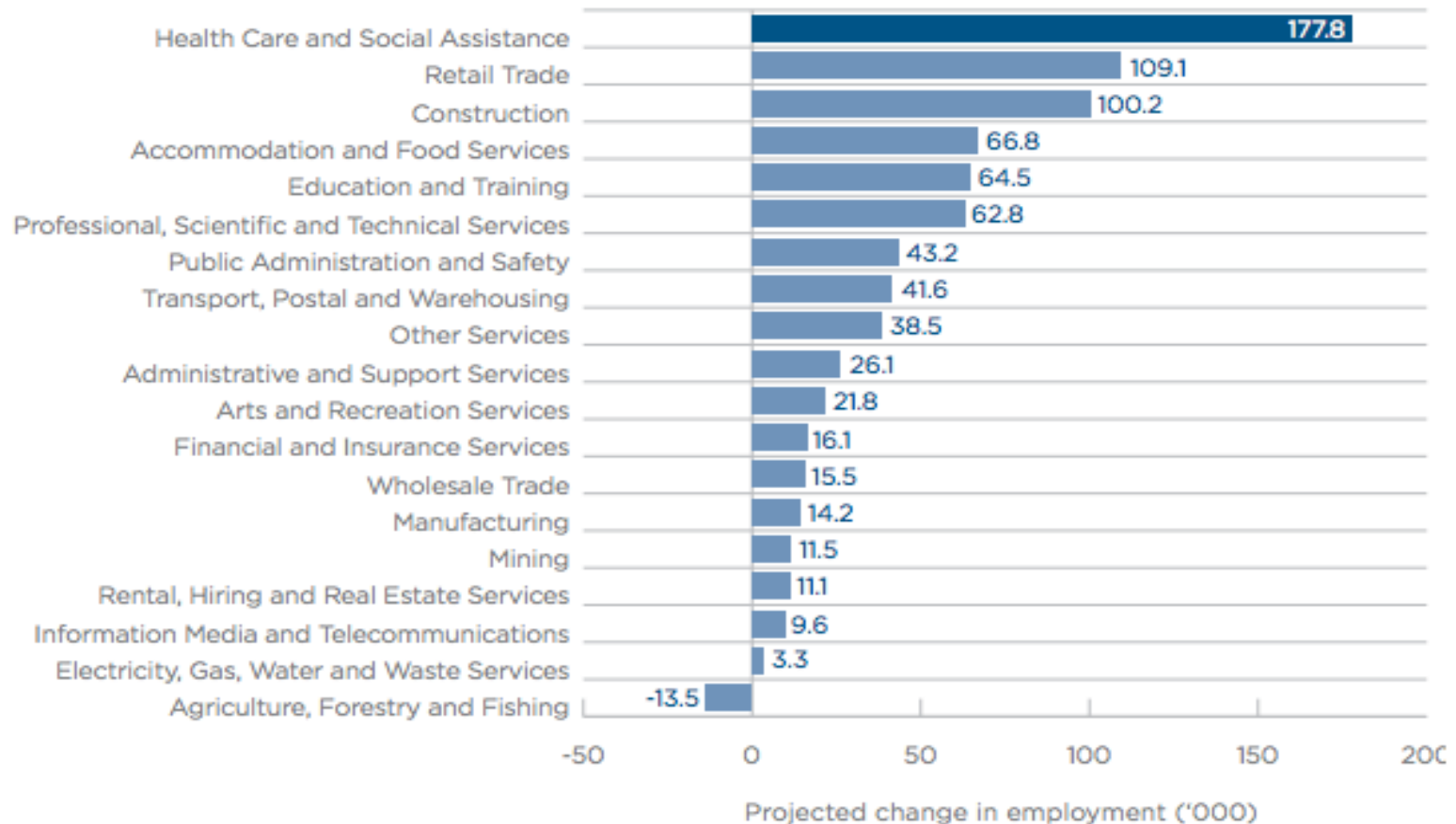
Figures from US Bureau of Labor Statistics

‘On an absolute basis, the data is miserable: The table consists of stuff like secretaries, food workers and caretakers. The median salary for the fastest-growing raw-numbers occupations, shown in the table below, is \$US30,000. What’s more, most of these jobs don’t even require a college degree’.
(*Australian Business Insider* 8 April 2014)



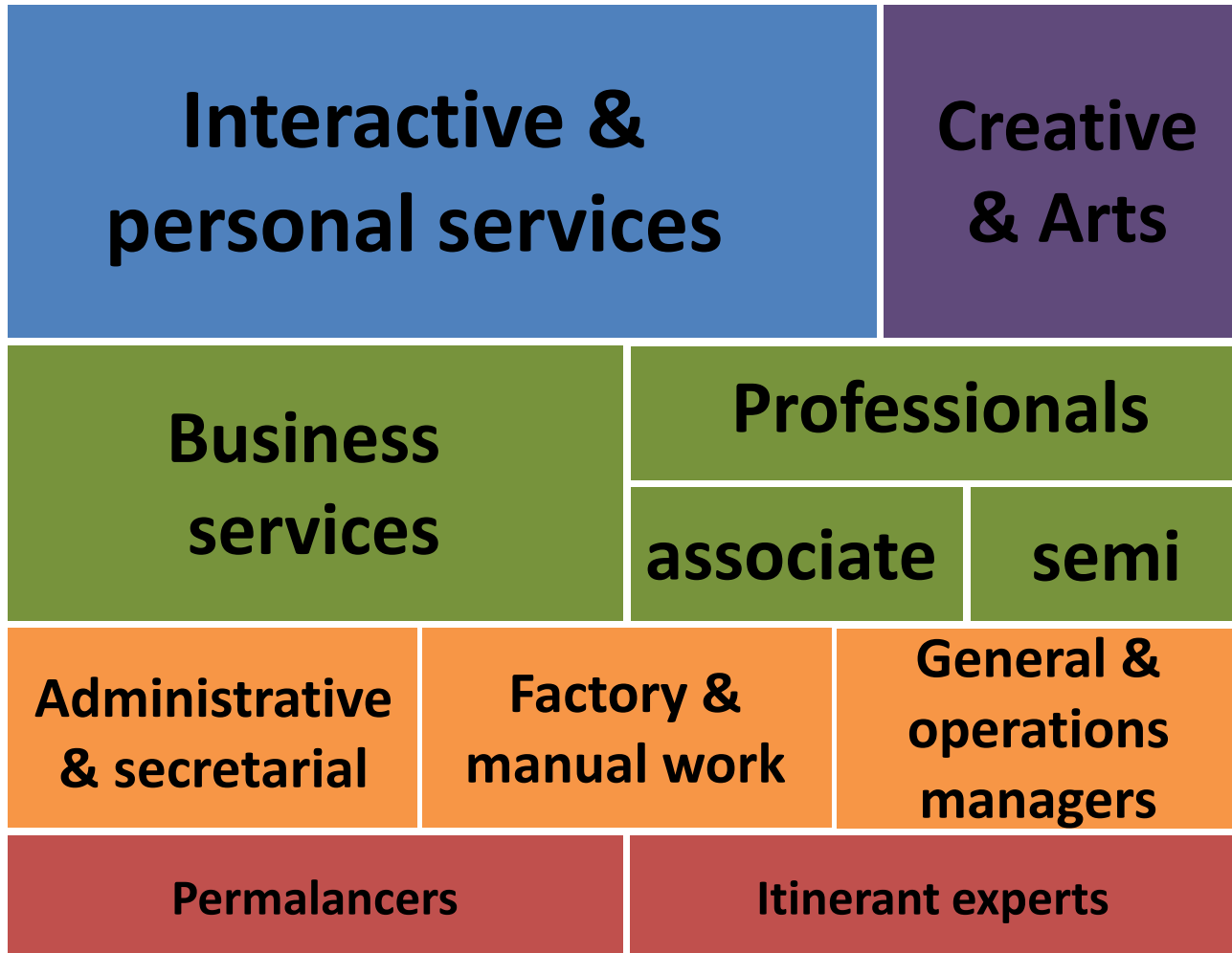
The Australian picture

FIGURE 1: **PROJECTED EMPLOYMENT GROWTH BY INDUSTRY, NOV 2012–NOV 2017**

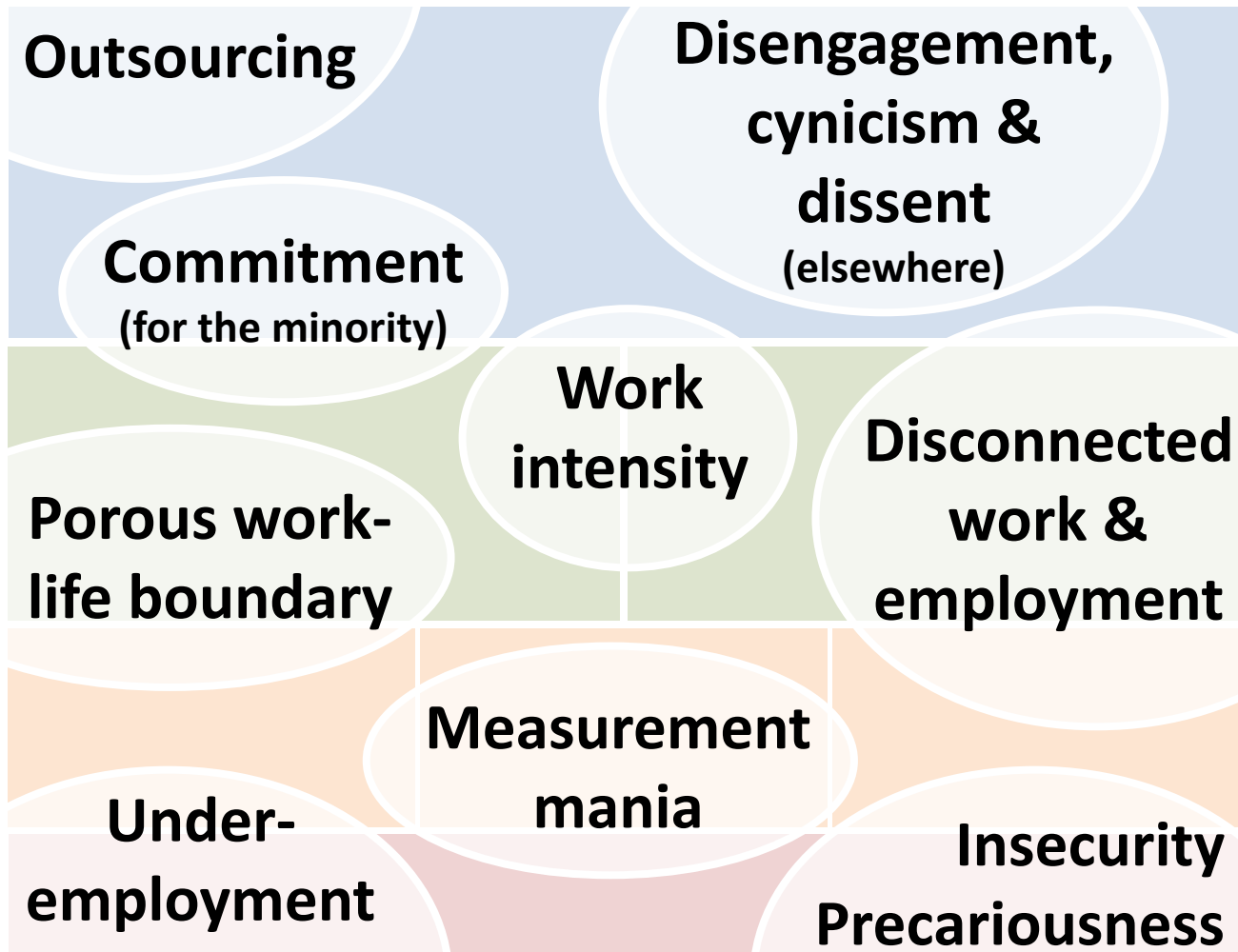


Source: Industry Projections to November 2017, Department of Employment (2013)

Job clusters and job quality



Cross-cutting themes



Crowdsourcing Coca Cola style

The image shows a Twitter post by Philip Joel (@PhilipJoel) and two screenshots of text messages. The Twitter post is from Philip Joel (@PhilipJoel) and contains the text: "#CocaCola asking dancers to work for FREE in London flashmob!! #PayTheDancers #DancersUnite RT to stop this happening". The two text messages are screenshots of an iPhone Messages app conversation. The first message is from an "Organiser" and says: "Hi Philip, we would like you to be part of the flash mob on Friday. Unfortunately we cannot pay for this event however it is an exciting opportunity to put coca cola on your cv and to be part of what we think will be the next big viral video on YouTube as you will be 'mobbing' the world leaders of coca cola on the streets of london and they have no idea. We can provide some gifts for you to take away on the day. There will be a rehearsal and brief a day". The second message is a reply from the same "Organiser" and says: "cv and to be part of what we think will be the next big viral video on YouTube as you will be 'mobbing' the world leaders of coca cola on the streets of london and they have no idea. We can provide some gifts for you to take away on the day. There will be a rehearsal and brief a day or so before the event. The event will be around [1:45 on Friday afternoon](#). Could you confirm your interest please as soon as possible as we are making our short list now. Regards, Matt."

Twitter interface showing a tweet by Philip Joel (@PhilipJoel) with the text: "#CocaCola asking dancers to work for FREE in London flashmob!! #PayTheDancers #DancersUnite RT to stop this happening".

Two screenshots of text messages from an "Organiser" to Philip Joel. The messages discuss an opportunity to be part of a flash mob on Friday, mentioning that it is not paid but offers a chance to be part of a viral video on YouTube by "mobbing" world leaders of Coca-Cola on the streets of London. The messages also mention providing gifts, a rehearsal, and a brief a day before the event, which is scheduled for 1:45 on Friday afternoon.

Choices and constraints

- What work wants from us has changed more than what 'we' want from work
- Some long-term trends are unstoppable, but it doesn't always have to be like this
- A radical, but realistic conversation about public and private choices
 - good work vs. good jobs
 - technological determinism is never a good guide to action