

Hard Trend Report

American Staffing Association
ASA ExecuVision
Hollywood, FL
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HOW TO USE THE HARD TREND REPORT FROM DANIEL BURRUS' KEYNOTE SPEECH

- 1) At the end of my keynote speech, I suggested that each of you spend one hour a week unplugging from the present and plug into your future because that is where you will spend the rest of your life. I also suggested that you should make this an official appointment in your calendar to make sure it will happen and to make sure you won't be managing another crisis putting out fires.
- 2) This is about being an "Opportunity Manager" - listing all of the "Hard Trend" certainties that you know will happen and the related opportunities each represents. Then looking for the few that you know you must do given the transformational changes that are ahead.
- 3) To help you get started, at the end of my speech I had each of you take only 90 seconds and write down one "Hard Trend" and a related "Opportunity".
- 4) The following report is the curated result of 90 seconds of thinking about the "Hard Trends" that will shape your future. Imagine the quality of the responses if you and your team spend an hour or two doing this on a regular basis!
- 5) As you look over the "Hard Trends" and "Opportunities", look for something that you feel you must do now. Look for low-hanging fruit, the ones that will take less time to do but will yield a significant result.
- 6) Once you start seeing future certainties and playing with the various core principles, I shared with you, you will start getting flashes of foresight, and as you do, you will find them impossible to ignore. Your mind will start working on them in the background while you go through the rest of your week, even when you're not consciously thinking about it. But this will happen only if you create the undistracted time to gaze into the visible future and ask yourself better questions.
- 7) Business process transformation *will* happen—it is happening now. And it is transforming how we work, play, learn, live, and do everything. It will bring massive disruption for those who don't see it coming—and massive opportunity for those who do.
- 8) For more information on this and much more, read my New York Times best seller, *Flash Foresight* and my new book, *The Anticipatory Organization*. I have also included additional resources for you on the last page of this report.

-Daniel Burrus

ASA Hard Trend Report Commentary from Daniel Burrus

Technological change will continue to accelerate at an exponential rate rendering many jobs, as well as staffing business models, either less effective or entirely obsolete. By continuing to sharpen your skills at separating the Hard Trends that *will* happen, from the Soft Trends that *might* happen, you can find certainty in a seemingly uncertain world.

Advanced automation including intelligent robotics, artificial intelligence, augmented reality (as well as virtual reality and mixed reality), cloud computing and virtual services, and the internet of things (IoT) are just a few of the technology categories that will increasingly impact jobs. Chatbots are already handling basic customer inquiries, robotic process automation is being used to reduce cost and improve employee productivity. Technology can free up workers to focus on initiatives that best reflect their unique talents.

AI will require new skills but the investment in training will enhance employee productivity, allow teams to focus more on strategic areas, improve processes and accelerate results.

As you look through this short report that was generated at our meeting, keep in mind several things:

- 1) A trend has no use if it is not connected to a related opportunity.
- 2) Because Hard Trends are based on future facts that *will* happen, they provide opportunities to use the speed of change and disruption to your advantage and to innovate at low risk.
- 3) Because Soft Trends are based on assumptions that *might* happen, they provide opportunities to influence and even change the Soft Trend to shape a better future.
- 4) This entire report was generated in 90 seconds, yet even in that short amount of time there were many great opportunities that were identified. Imagine the opportunities you could generate to actively shape the future if you had a team meeting and focused on generating an actionable list of Must-Do actions for your organization.

Several of the Hard Trends identified in the report (see Hard Trend # 2 below) deal with the opportunity for your industry to offer training and this can be achieved by finding partners who have already developed good training systems. Tech companies as well as community colleges are a great place to start your search.

2	IT skills gap will grow; increased automation of low skills jobs	Offer a reskilling program for low-skill workers and redeploy them in AI/tech/cybersecurity, etc.
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The increasing use of AI was mentioned several times (see Hard Trend #4, #5, #6 and #8 below) and the growing opportunity to use AI in multiple ways. Remember, you don't have to own the AI that powers data analytics or chatbots like Alexa, these are services that can be creatively used at a relatively low cost.

4	Increasing use of AI as a tool to provide effective interview Q&A	Explore the use of AI for interview Q&A. Use Burrus's Both/And strategy by having both AI and people interview candidates.
5	Increasing use of AI-driven submittals	Work with a partner to have our own AI solutions.
6	Increasing use of mobile and AI processes	Use automation and AI to choose, apply, & start new job in 5 minutes.

8	There will continue to be multiple generations in the workforce and they will need employment. AI will increasingly be used to find and place candidates, but relationships and networking will continue to play a role in getting good jobs.	Explore ways to use AI to assist in placing people faster in the best jobs for them and use human interviews and relationships strategically.
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And let's not forget the Soft Trends that might happen and the opportunity to positively influence them (see #11 below). Will your staffing firm transform the way it operates internally? That is not a future fact making it a Soft Trend, but the good news is that you can influence a Soft Trend, you can make this strategic move if you choose to do so.

11	Staffing firms are going to change the way they operate internally.	We should <i>transform</i> —not just <i>change</i> how we operate—and not be one of those that do what's always been done.
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In today's world of rapid change, if you do what you have always done, you will get much less of what you have always had. Act now! Meet with your teams and use this report as a stimulator to generate a larger list of opportunities, and then narrow the list to a short list of Must Do actions to take.

We live in a human world that will continue to be driven by relationships. By elevating our culture to increasing relevancy based on the forces that are shaping the future, we can turn change and disruption into opportunity and advantage.

No.	Hard Trend	Opportunity
TRAINING TALENT		
1	Increasing use of virtual reality training	Look for partners to develop VR training.
2	IT skills gap will grow; increased automation of low skills jobs	Offer a reskilling program for low-skill workers and redeploy them in AI/tech/cybersecurity, etc.
3	Increasing use of video and interactive training to make it fun, intuitive and valuable	Partner to create tools to make learning the skills to perform high-skill jobs fun and intuitive. Ex: train forklift, welding, coding, etc.
TECHNOLOGY INSIDE INDUSTRY		
4	Increasing use of AI as a tool to provide effective interview Q&A	Explore the use of AI for interview Q&A. Use Burrus's Both/And strategy by having both AI and people interview candidates.
5	Increasing use of AI-driven submittals	Work with a partner to have our own AI solutions.
6	Increasing use of mobile and AI processes	Use automation and AI to choose, apply, & start new job in 5 minutes.
7	Continued technology improvements with changes happening exponentially faster	Track changes and potential disruptions for our clients—as a service.
DEMOGRAPHICS		
8	There will continue to be multiple generations in the workforce and they will need employment. AI will increasingly be used to find and place candidates, but relationships and networking will continue to play a role in getting good jobs.	Explore ways to use AI to assist in placing people faster in the best jobs for them and use human interviews and relationships strategically.
9	There will be more Millennials in the workforce in the future	1) Improve our systems to attract Millennials. 2) Help our clients work with Millennials; offer this as a new service.
10	More people will retire from workforce but will need supplemental income	Offer retraining for retired workers who want to work part time
11	Humans will continue to live longer due to modern medicine, technology, health/wellness focus.	We need to gamify health & wellness programs. Earn badges, points, etc.
RECESSION		
12	Economy will have a down cycle	Prepare firm's balance sheet and focus on new client development (can't sell to them, so listen and look for future solutions).

No.	Soft Trend	Opportunity
MARIJUANA		
1	Cannabis will be legal nationwide	Study how this impacts the job market both in new job creation and potential work ethic issues. Develop Insurance for the cannabis industry.
2	Marijuana will become legal in all 50 states	Study the impact on jobs in states where this has already happened.
TALENT SHORTAGE		
3	There will be a shortage of available workers	Move from temp-to-hire model to direct placement.
4	Unemployment will increase	Get into training so more people are employable.
5	Economy is on fire. People are hard to find. Clients are easy to acquire.	Acquire as many clients as possible. When economy crashes again, maintain clients in downturn.
6	Kids will be less capable of writing due to their texting habits.	Partner to teach writing skills for those who need it.
7	Increased skill gap and declining availability of qualified workers	Bridge the gap with smartphone training and certificates.
8	As I get older, my staff and daughter will need to be trained to run the business	Make sure I do this!
INNOVATION		
9	All talent flows through the Gig Economy for work and jobs	Look for new ways to leverage this new labor market as a source for qualified workers.
10	There will be no more traditional work hours; people will just sign in and work	Look for ways to help employers integrate flexible work time and nontraditional hours.
11	Staffing firms are going to change the way they operate internally.	We should <i>transform</i> —not just <i>change</i> how we operate—and not be one of those that do what's always been done.
12	Autonomous cars will lead to subscription of cars and no ownership of cars	Look at how staffing can be used as model for transportation subscription services.

Additional Resources from Daniel Burrus



**Daniel Burrus' Top 20
Technology-Driven Trends**



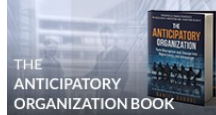
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