



Leading the social enterprise: Reinvent with a human focus

2019 Deloitte Middle East Human Capital Trends

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Introduction

Leading the social enterprise: Reinvent with a human focus

IN 2019, an intensifying combination of economic, social, and political issues is challenging business strategies. Faced with the relentless acceleration of artificial intelligence (AI), cognitive technologies, and automation, 86 percent of respondents to this year's Global Human Capital Trends survey believe they must reinvent their ability to learn. After nearly 10 years of economic growth,¹ and despite a pervasive corporate focus on digital transformation, 84 percent of respondents told us they need to rethink their workforce experience to improve productivity. And in the face of new pressures to move faster and adapt to a far more diverse workforce, 80 percent believe they need to develop leaders differently.

While these may seem like timeless human capital problems, today they are arising in a whole new context: the social enterprise. In last year's *Global Human Capital Trends* report, we described the rise of the social enterprise—organizations whose mission combines revenue growth and profit-making with the need to respect and support its environment and stakeholder network. This year, we believe the pressures that have driven the rise of the social enterprise have become even more acute. They are forcing organizations to move beyond mission statements and philanthropy to learn to *lead* the social enterprise—and reinvent themselves around a human focus.

Leading the social enterprise

When CEOs were asked to rate their most important measure of success in 2019, the number-one issue they cited was “impact on society, including

WHAT IS A SOCIAL ENTERPRISE?

A social enterprise is an organization whose mission combines revenue growth and profit-making with the need to respect and support its environment and stakeholder network. This includes listening to, investing in, and actively managing the trends that are shaping today's world. It is an organization that shoulders its responsibility to be a good citizen (both inside and outside the organization), serving as a role model for its peers and promoting a high degree of collaboration at every level of the organization.

income inequality, diversity, and the environment,”² showing the urgency of this issue (figure 1).

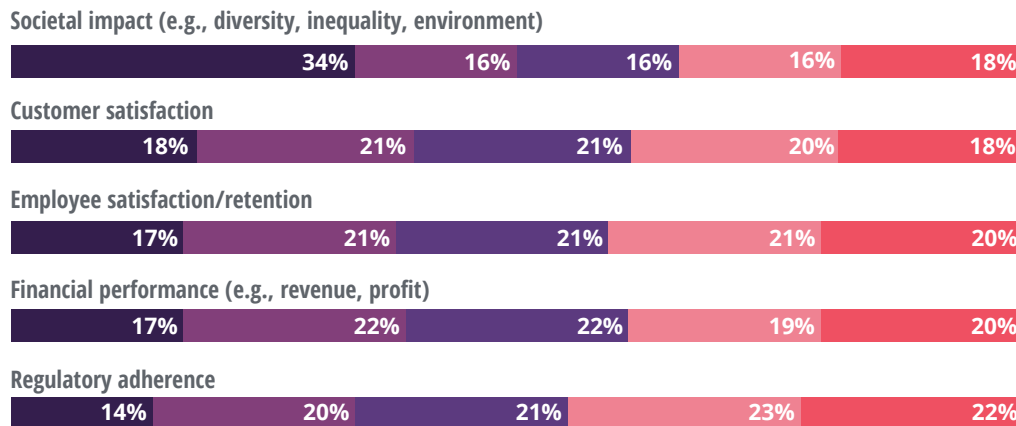
But while CEOs have recognized the issue, they certainly haven't solved for it. That's because leading a social enterprise is not the equivalent of practicing corporate social responsibility. Nor is it about engaging in social impact programs or defining a purpose or mission statement—though all of these are also important in their own right. Leading a social enterprise is about recognizing that, while businesses must generate a profit and deliver a return to shareholders, they must do so while also improving the lot of workers, customers, and the communities in which we live. And in today's world, with today's societal challenges, fulfilling this aim requires reinvention on a broad scale.

We are not alone in this view. Deloitte's global research on leadership in the Fourth Industrial

FIGURE 1

Respondents cited societal impact most often as the top factor used to measure success when evaluating annual performance

■ Ranked first ■ Ranked second ■ Ranked third ■ Ranked fourth ■ Ranked fifth



Note: Percentages may not total 100 percent due to rounding.

Source: Deloitte and Forbes Insights, *Success personified in the Fourth Industrial Revolution: Four leadership personas for an era of change and uncertainty*, Deloitte Insights, January 20, 2019.

Revolution underscores the value CEOs and business leaders place on societal impact and connection, and its importance in measuring success when evaluating annual business performance.³ And this year's Global Human Capital Trends survey, which polled nearly 10,000 respondents in 119 countries, not only confirmed this trend by showing accelerating growth in the role of the social enterprise (figure 2), but also supported the social enterprise's positive link to financial performance (figure 3).

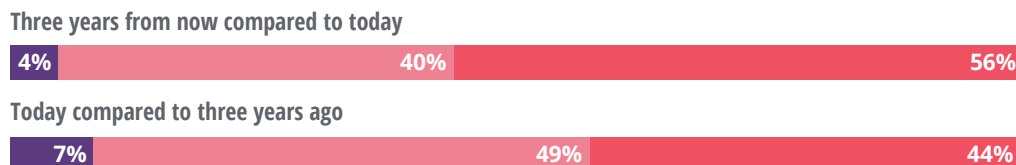
Reinvent with a human focus

There is no question that the Fourth Industrial Revolution is bringing disruption to the political, economic, and social fabric—and this disruption is having an impact on work, workers, and employers as never before. Issues such as income inequality, wages, and the role of businesses in society are all under debate, and the tensions underlying the social enterprise are being reflected in labor, regulatory,

FIGURE 2

The social enterprise is becoming more important to organizations over time

■ Less important ■ Same level of importance ■ More important

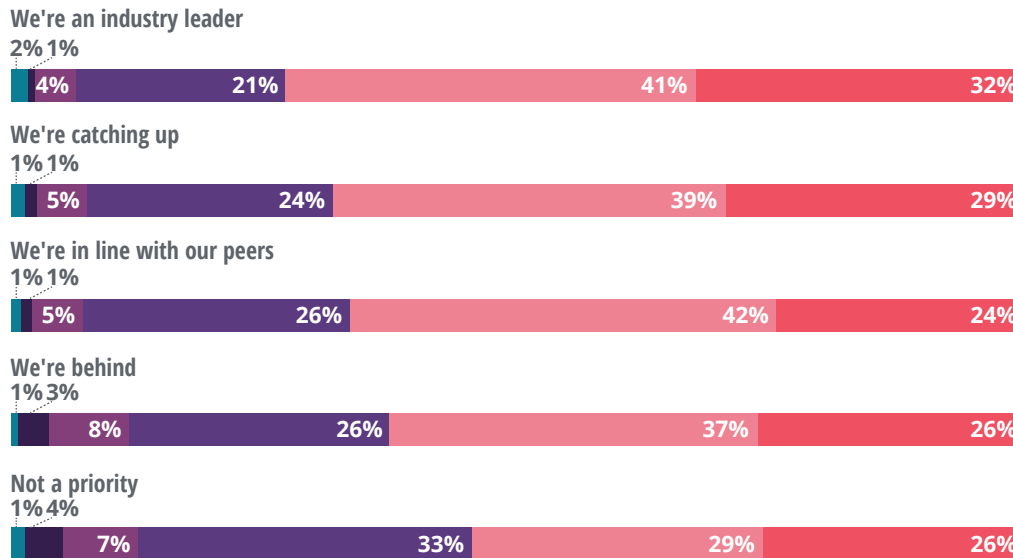


Source: Deloitte Global Human Capital Trends survey, 2019.

FIGURE 3

More-mature social enterprises anticipated greater growth in the year ahead

How mature is your organization as a social enterprise?



Note: Percentages may not total 100 percent due to rounding.
Source: Deloitte Global Human Capital Trends survey, 2019.

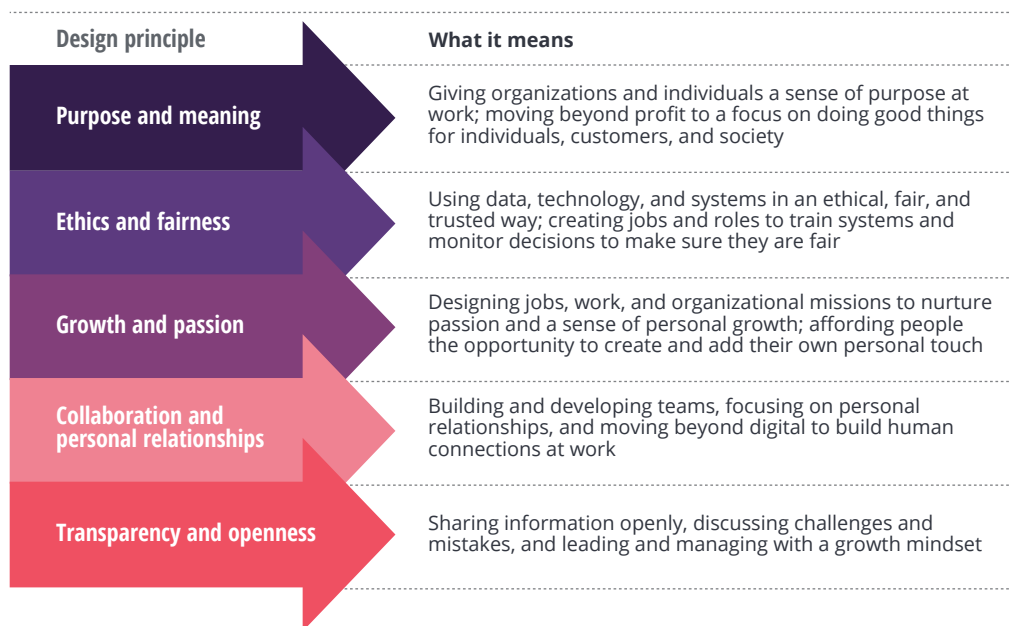
and community concerns around the world. For example, in 2018, the United States experienced 20 major work stoppages involving 485,000 workers—the most since 2007—with strikes in the education sector by far the most frequent.⁴ Meanwhile, after more than 40 years of nominal pay growth in the United States, purchasing power after adjusting for inflation has barely budged.⁵ Income inequality has increased in many developed economies, including the United States, where the bottom 90 percent of earners have only seen a 5 percent wage increase in the last 18 years,⁶ and in China, where income inequality has grown rapidly.⁷

The magnitude of the disruptions to work, workers, and the workforce—and their consequent impact on employers—are why we have deliberately chosen the word “reinvent.” Reinvention goes back to the core—the foundation of an organization. This is not about tinkering at the edges. Why? Because

with regard to work, the workforce, and the workplace, there is much work to be done. Eighty-five percent of employees around the world are not engaged or are actively disengaged from their jobs.⁸ People are working more hours, and problems of financial and mental stress seem to be at a peak. Some experts attribute the high suicide rate among young men in Japan to an increase in “precarious employment,” in which young people are employed on short-term contracts.⁹ Yet in the United States, more than 40 percent of the workforce now works on a contingent basis,¹⁰ and more than two-thirds of millennial and Generation Z workers work “side hustles” to help make ends meet.¹¹ More than 50 percent of respondents to this year’s Global Human Capital Trends survey told us that they thought their employees would have an easier time finding a new job with a new employer than within their current organization. And research now shows that the

FIGURE 4

Human principles for the social enterprise: Benchmarks for reinvention



Source: Deloitte Global Human Capital Trends survey, 2019.

No. 1 reason people quit their jobs is the “inability to learn and grow.”¹²

Demographic changes are also driving a rethinking of who, exactly, employers need to engage for work. The birth rate in many developed countries is below replacement level¹³ (in both the United States and the United Kingdom, the fertility rate is 1.9 children per woman),¹⁴ and the fastest-growing segment of the workforce in the United States is now those above age 55.¹⁵ Societies have benefited from an increase in life expectancy through the science of health, but we aren’t sure what jobs, careers, or roles workers should have in these longer lives.

Finally, as automation becomes more prevalent in the workplace, we see a need to put meaning back into work. Whether it’s algorithms figuring out what tasks workers should perform, nudges encouraging workers to behave a certain way, or data indicating who a worker is and what matters to them, technology has not only invaded the workplace, but is shaping and monitoring individuals’ identities at work. In many ways, technology has leaped ahead of leaders and organizations, and the human element needs to catch up.

To help guide organizations through the reinvention, we posit a set of human principles for the social enterprise (figure 4). These five principles frame the “human focus” for the social enterprise and serve as benchmarks against which we can measure any action or business decision that could potentially affect people. Because the paradox of today is that while we live in a world of amazing technology, it is—and always will be—human potential that moves us forward.

2019’s 10 human capital trends

The five design principles for the social enterprise give us the *why* for reinvention. But *where* can we direct our efforts in order to make a meaningful impact? To address this question, we have organized our human capital trends for 2019 into three actionable categories. The first deals with *the future of the workforce*: how organizations should adapt to the forces restructuring job and work design, the open talent economy, and leadership. The second deals with *the future of the*

organization: how teams, networks, and new approaches to rewards are driving business performance. And the third deals with *the future of HR*: how the function is stepping up to the challenge of redesigning its capabilities, technologies, and focus to lead transformation in HR and across the enterprise.

THE FUTURE OF THE WORKFORCE

The alternative workforce: It's now mainstream. For years, many considered contract, freelance, and gig employment to be “alternative work,” options supplementary to full-time jobs. Today, this segment of the workforce has grown and gone mainstream even as talent markets have tightened, leading organizations to look strategically at all types of work arrangements in their plans for growth. Best practices to access and deploy alternative workers are just now being invented. If the economy continues to grow, organizations must be more flexible in adapting to these new work arrangements, and plan to use them in a strategic way.

From jobs to superjobs. A vast majority of organizations told us they expect to increase or significantly increase their use of AI, cognitive technologies, robotic process automation, and robotics over the next three years. As organizations adopt these technologies, they're finding that virtually every job must change, and that the jobs of the future are more digital, more multidisciplinary, and more data- and information-driven. Paradoxically, to be able to take full advantage of technology, organizations must redesign jobs to focus on finding the human dimension of work. This will create new roles that we call “superjobs”: jobs that combine parts of different traditional jobs into integrated roles that leverage the significant productivity and efficiency gains that can arise when people work with technology.

Leadership for the 21st century: The intersection of the traditional and the new. Developing leaders is the perennial issue of our time. Eighty percent of survey respondents told us that leadership was an important or very important issue, and 80 percent of respondents said that “21st-century leaders” face unique and new requirements. To be effective in the 21st century, leaders must take a nuanced approach to pursuing traditional business

goals: an approach that takes into account the new context in which such goals must be achieved, and that draws on critical new competencies—including leading through change, embracing ambiguity and uncertainty, and understanding digital, cognitive, and AI-driven technologies—to get there.

THE FUTURE OF THE ORGANIZATION

From employee experience to human experience: Putting meaning back into work. One of the biggest challenges we identified this year is the need to improve what is often called the “employee experience”: Eighty-four percent of our survey respondents rated this issue important, and 28 percent rated it urgent. But the concept of employee experience falls short in that it fails to capture the need for meaning in work that people are looking for. We see an opportunity for employers to refresh and expand the concept of “employee experience” to address the “human experience” at work—building on an understanding of worker aspirations to connect work back to the impact it has on not only the organization, but society as a whole.

Organizational performance: It's a team sport. The shift from hierarchies to teams is well underway. Thirty-one percent of survey respondents told us they now operate mostly or almost wholly in teams, with another 65 percent saying they are mostly hierarchical but with some cross-functional team-based work. Yet most organizations have not yet refreshed leadership, job design, and rewards to adapt. Our research shows that many leaders do not know how to operate in teams and have not yet adopted the team model of engaging with each other. Deeper in the enterprise, many organizations are still struggling to build programs and incentives that support teaming as well. In 2019, technology is making team models of work easier: Organizations must now refresh the rest of our talent practices to keep up.

Rewards: Closing the gap. Organizations are exploring a dizzying array of perks and rewards to motivate their people. But they are not keeping up: In our 2019 survey, only 11 percent of respondents told us their rewards systems were highly aligned with their organizational goals, and 23 percent reported that they did not know what rewards their workers value. How can organizations develop

rewards that align with more agile models for performance measurement and management, and at the same time address workers' legitimate expectations and needs? A focus on building relationships with workers—and eschewing external benchmarking in favor of curating a differentiated suite of rewards—can help organizations close the gap.

THE FUTURE OF HR

Accessing talent: It's more than acquisition. In this 11th year of the economic recovery, recruiting has become harder than ever. As the job market remains competitive and organizations' skills requirements undergo rapid change, it's time for organizations to think about how they can continuously “access talent” in varying ways: mobilizing internal resources, finding people in the alternative workforce, and strategically leveraging technology to augment sourcing and boost recruiting productivity.

Learning in the flow of life. The number-one trend for 2019 is the need for organizations to change the way people learn; 86 percent of respondents cited this as an important or very important issue. It's not hard to understand why. Evolving work demands and skills requirements are creating an enormous demand for new skills and capabilities, while a tight labor market is making it challenging for organizations to hire people from outside. Within this context, we see three broader trends in how learning is evolving: It is becoming more integrated with work; it is becoming more personal; and it is shifting—slowly—toward lifelong models. Effective reinvention along these lines requires a culture that supports continuous learning, incentives that

motivate people to take advantage of learning opportunities, and a focus on helping individuals identify and develop new, needed skills.

Talent mobility: Winning the war on the home front. As organizations globalize and compete aggressively for top talent, the importance of internal, enterprisewide talent mobility has become paramount. Organizations can no longer expect to source and hire enough people with all the capabilities they need; they must move and develop people internally to be able to thrive. A new set of norms governing internal mobility is needed to do this well. At leading organizations, mobility should be perceived as a natural, normal progression instead of as a major change in one's career; opportunities to move should be extended to workers at all levels, not just managers and team leaders; and technology should enable a streamlined mobility process for moves between functions, jobs, and projects as well as geographies.

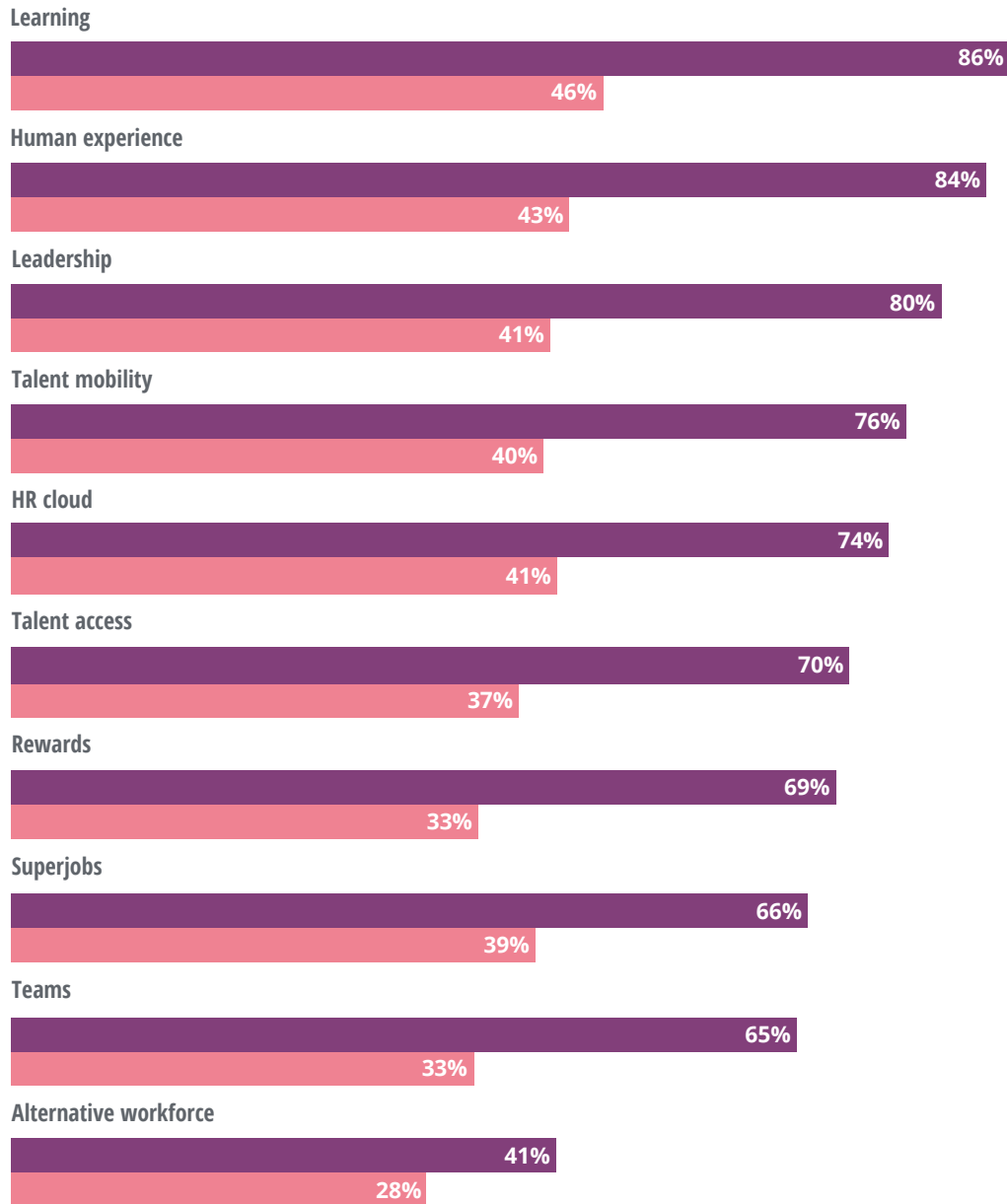
HR cloud: A launch pad, not a destination. Cloud computing has gone mainstream, and organizations have spent millions on new platforms to make HR systems more engaging, personalized, and data-driven. Yet while cloud systems have gone a long way toward integrating the messy back office of HR, they aren't all that's needed to better support innovation, raise employee productivity, and lower cost. In 2019, organizations must rethink their HR technology strategy, considering cloud as a foundation and exploring innovative new platforms, automation, and AI-based tools to complement their core systems.



FIGURE 5

Importance outstrips readiness for all 10 trends

■ Important or very important ■ Ready or very ready



Source: Deloitte Global Human Capital Trends survey, 2019.

We recognize that reinvention can be a daunting prospect, especially when our survey shows that many organizations are not ready to address the changes our 10 trends describe (figure 5). That is why, this year, we have focused not only on the *why* and the *what*, but also the *how*. Depending on your organization's readiness and need to change, reinvention can happen in one of three ways. You can *refresh*: Update and improve the way things happen now. You can *rewire*: Create new connections that change the strategic direction. Or you can *recode*: Start over and design from scratch. Either way, there are two aspects of the reinvention that remain constant: (1) it must involve technology in

some way—there is no path to reinvention without it and (2) it must be a bold enough change to meet the challenges that the social enterprise presents; remember, this is not about tinkering at the edges.

In each of the following chapters, you will find one of these three modes of reinvention noted as a suggested starting point. Which of these efforts is best to undertake in which domain for any particular organization is a conversation for leaders across the enterprise to have (figure 6). But regardless of the path taken, the aim should remain constant: a renewed human focus in a world where profits meet purpose, talent trumps technology, and the social enterprise reigns supreme.

FIGURE 6

Three domains for reinvention, three approaches to change

	 Refresh	 Rewire	 Recode
Future of the workforce	<ul style="list-style-type: none"> • Leadership 	<ul style="list-style-type: none"> • Alternative workforce 	<ul style="list-style-type: none"> • Superjobs
Future of the organization	<ul style="list-style-type: none"> • Human experience • Rewards • Teams 		
Future of HR		<ul style="list-style-type: none"> • Talent access • HR cloud 	<ul style="list-style-type: none"> • Talent mobility • Learning

Source: Deloitte analysis.

Endnotes

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Appendix A

Trend importance and urgency

FIGURE 7

Trend importance by region

	All respondents	Africa	Asia	Central and Eastern Europe	Latin and South America	Middle East	Nordic countries	North America	Oceania	Western Europe
Learning	86%	90%	86%	84%	90%	88%	89%	88%	91%	81%
Human experience	84%	88%	86%	82%	89%	90%	86%	85%	85%	75%
Leadership	80%	85%	86%	81%	79%	84%	81%	83%	81%	72%
Talent mobility	76%	81%	79%	71%	81%	78%	74%	75%	78%	70%
HR cloud	74%	82%	75%	71%	78%	85%	68%	75%	77%	68%
Talent access	70%	79%	74%	67%	73%	77%	71%	68%	75%	64%
Rewards	69%	78%	75%	67%	79%	76%	54%	63%	65%	59%
Superjobs	66%	79%	72%	63%	70%	75%	55%	62%	61%	60%
Teams	65%	72%	65%	56%	74%	69%	63%	57%	71%	62%
Alternative workforce	41%	43%	45%	35%	52%	52%	28%	32%	44%	35%

Note: Percentages represent the percent of respondents who said the topic was important or very important to their organization's future success in the next 12 to 18 months.

Source: Deloitte Global Human Capital Trends survey, 2019.

FIGURE 8

Trend importance by industry

	All industries	Consumer	Energy, re- sources, and industrials	Financial services	Government and public services	Life sciences and health care	Professional services	Technol- ogy, media & telecom
Learning	86%	86%	85%	89%	84%	82%	87%	89%
Human experience	84%	85%	83%	86%	80%	83%	85%	85%
Leadership	80%	80%	81%	81%	72%	79%	79%	82%
Talent mobility	76%	75%	78%	80%	73%	75%	75%	79%
HR cloud	74%	76%	74%	79%	72%	70%	73%	76%
Talent access	70%	70%	67%	75%	69%	70%	71%	73%
Rewards	69%	72%	68%	72%	55%	67%	70%	72%
Superjobs	66%	69%	69%	68%	65%	63%	64%	65%
Teams	65%	63%	60%	71%	56%	60%	71%	70%
Alternative workforce	41%	38%	37%	38%	34%	34%	55%	44%

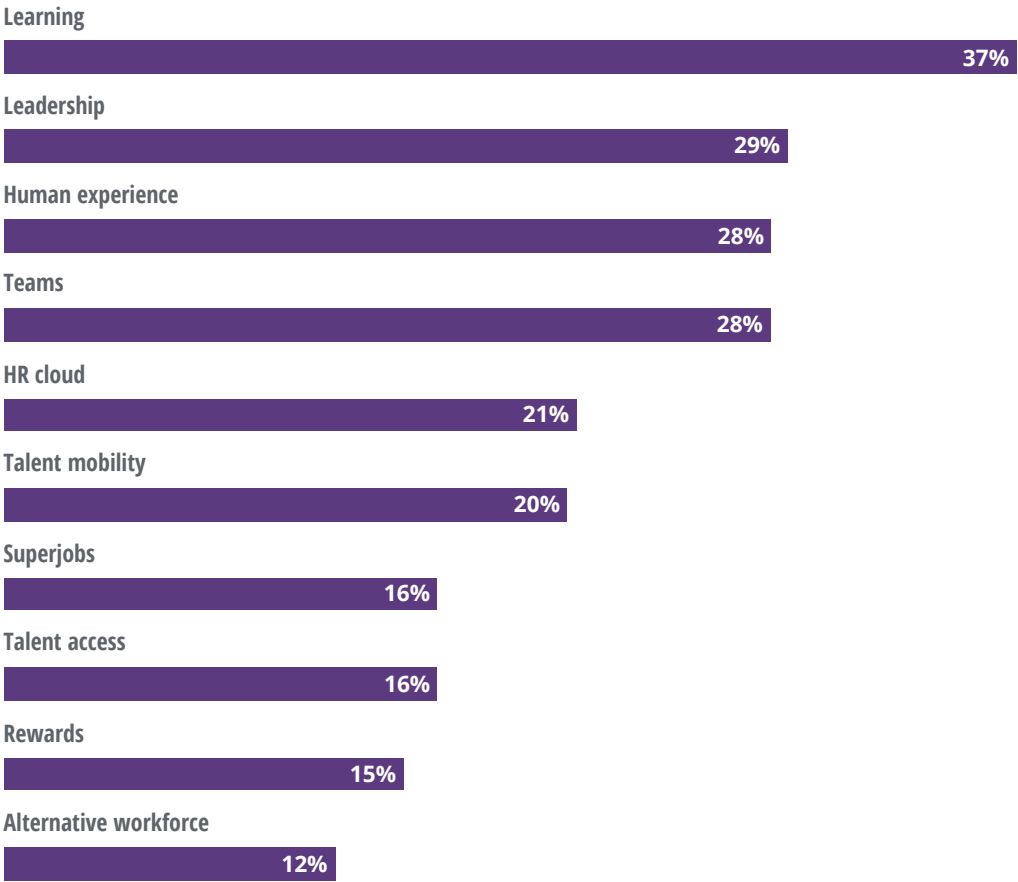
Note: Percentages represent the percent of respondents who said the topic was important or very important to their organization's future success in the next 12 to 18 months.

Source: Deloitte Global Human Capital Trends survey, 2019.

FIGURE 9

Trend urgency

Please select the three topics that are most urgent to your organization moving into 2019.

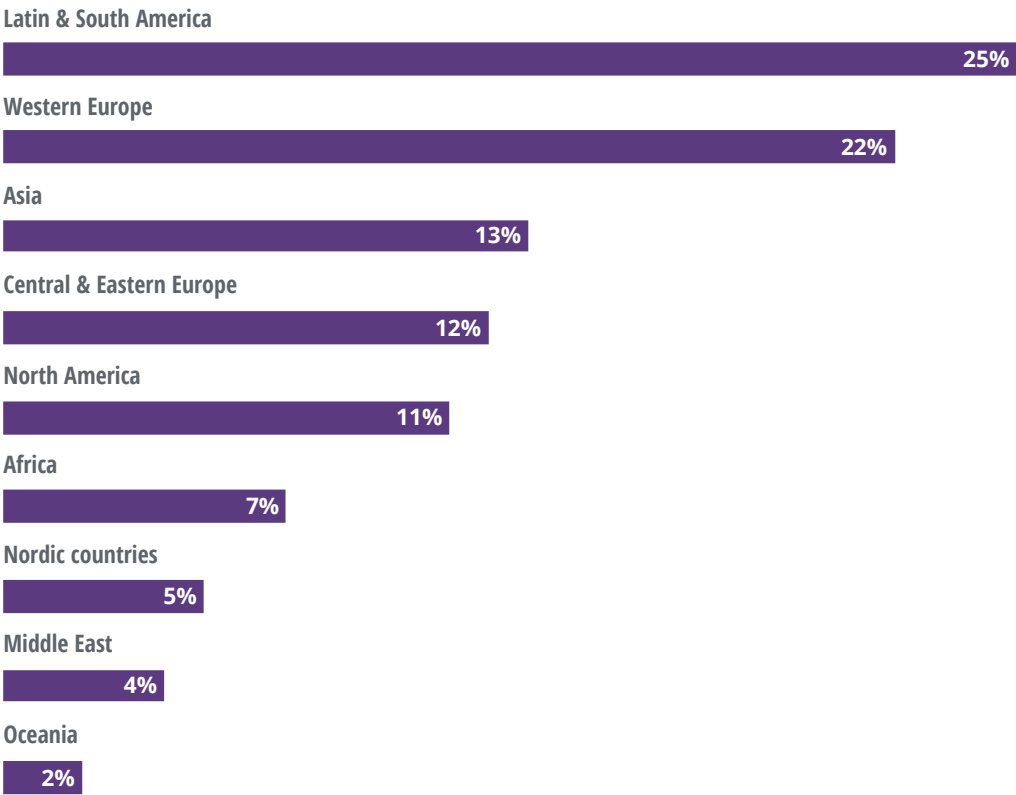


Note: Percentages represent the percent of respondents who indicated the topic was one of the three most urgent their organization is facing moving into 2019.
Source: Deloitte Global Human Capital Trends survey, 2019.

Appendix B

Demographics

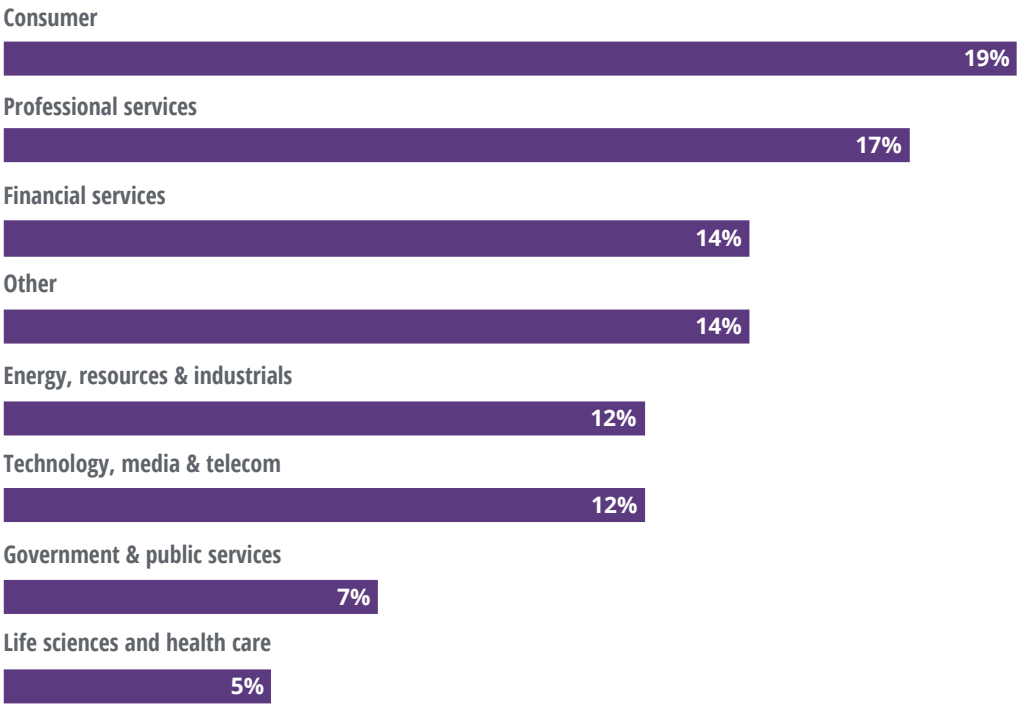
FIGURE 10
Respondents by region



Source: Deloitte Global Human Capital Trends survey, 2019.

FIGURE 11

Respondents by industry

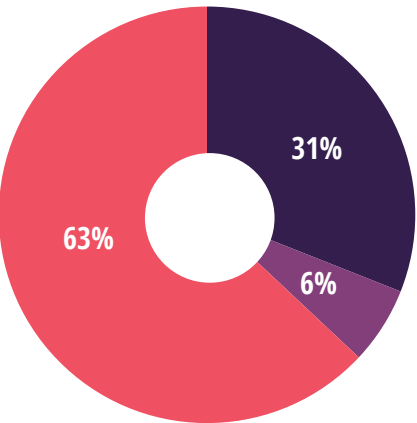


Source: Deloitte Global Human Capital Trends survey, 2019.

FIGURE 12

Respondents by function

■ HR ■ Neither HR nor IT ■ IT

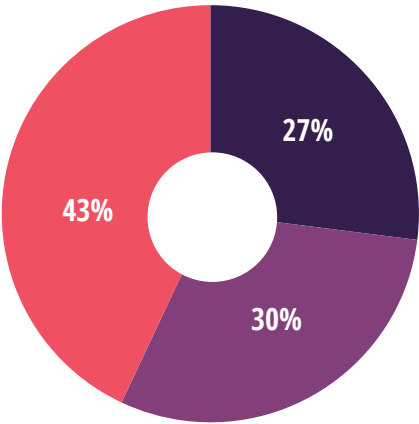


Source: Deloitte Global Human Capital Trends survey, 2019.

FIGURE 13

Respondents by organization size (number of employees)

■ Small (1 to 1,000) ■ Large (10,001+)
■ Medium (1,001 to 10,000)

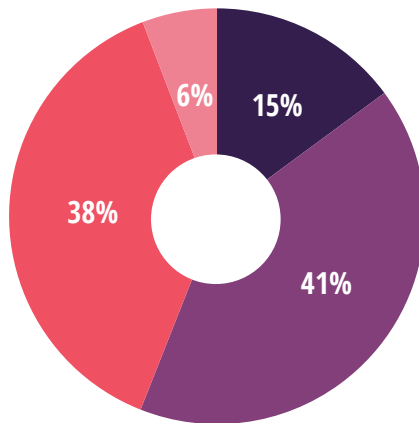


Source: Deloitte Global Human Capital Trends survey, 2019.

FIGURE 14

Respondents by level

Mid-level Vice president C-suite
Individual contributor



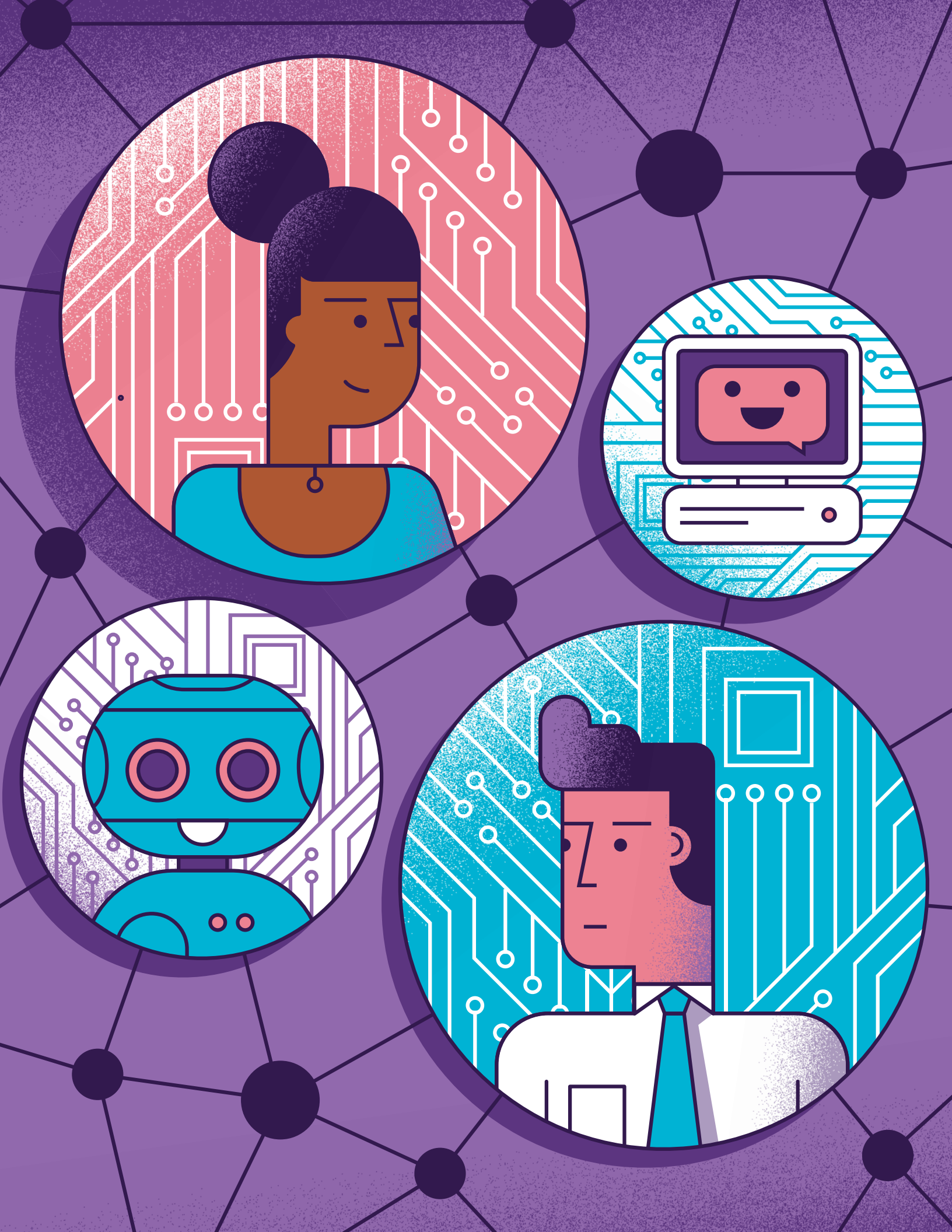
Source: Deloitte Global Human Capital Trends survey, 2019.

FIGURE 15

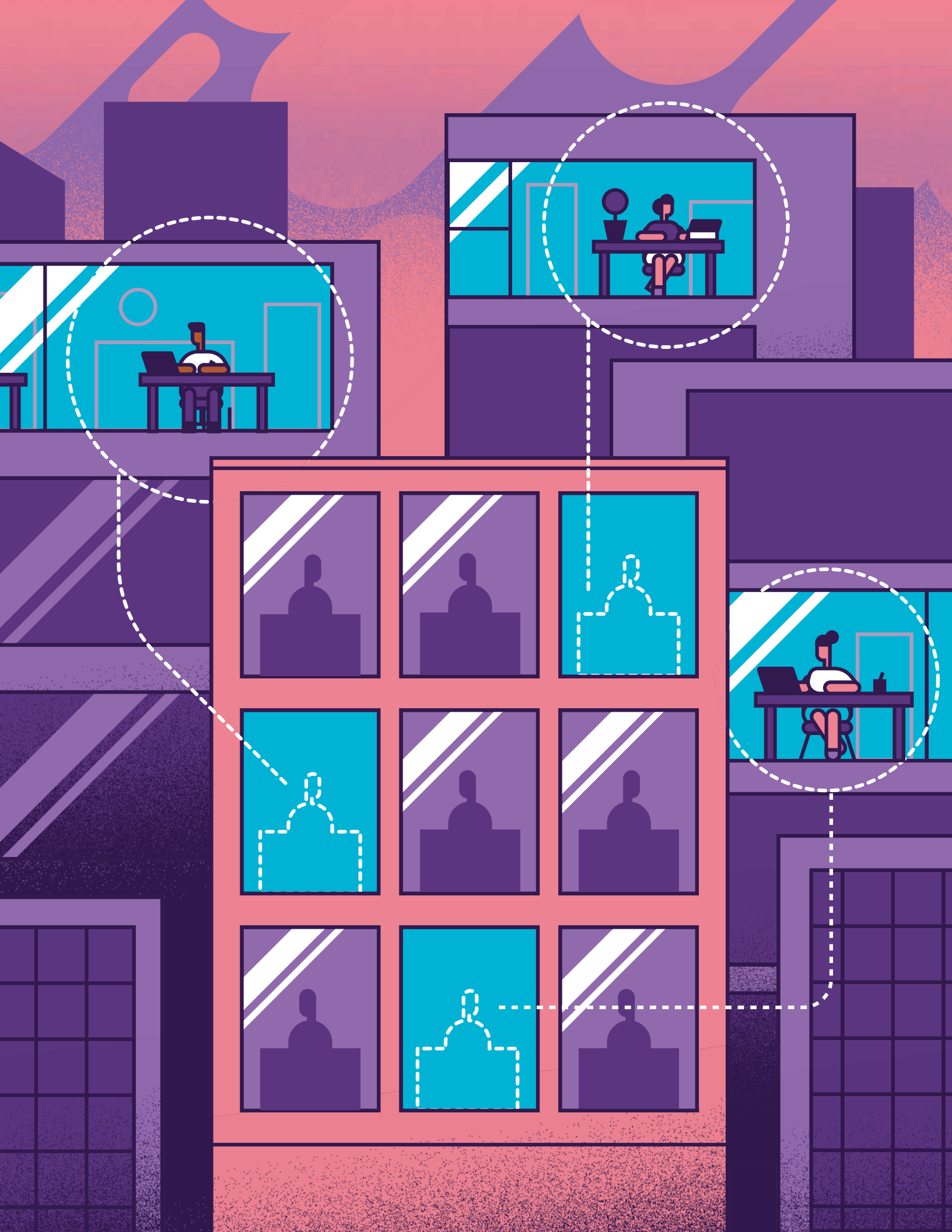
Respondents by country

	Number of respondents		Number of respondents		Number of respondents
United States	844	Chile	232	Turkey	164
Germany	606	Ukraine	232	Norway	148
Belgium	455	India	225	El Salvador	140
Japan	375	People's Republic of China	215	Peru	139
Mexico	368	Brazil	194	Guatemala	134
South Africa	345	France	189	Netherlands	134
Poland	300	Finland	188	Australia	122
Costa Rica	261	United Kingdom	185	Argentina	120
Ecuador	246	Colombia	184	Indonesia	116
Canada	240	Russian Federation	175	Denmark	113
				Others	2,064
				Total	9,453

Source: Deloitte Global Human Capital Trends survey, 2019.



| Future of the workforce



The alternative workforce

It's now mainstream

For many years, people viewed contract, freelance, and gig employment as “alternative work,” options considered supplementary to full-time jobs. Today, this segment of the workforce has gone mainstream, and it needs to be managed strategically. Given growing skills shortages and the low birth rate in many countries, leveraging and managing “alternative” workforces will become essential to business growth in the years ahead.

ORIGINALLY CONCEIVED OF as contract work, “alternative” work today includes work performed by outsourced teams, contractors, freelancers, gig workers (paid for tasks), and the crowd (outsourced networks). The world is seeing rapid growth in the number of people working under such arrangements. By 2020, for instance, the number of self-employed workers in the United States is projected to triple to 42 million people.¹ Freelancers are the fastest-growing labor group in the European Union, with their number doubling between 2000 and 2014; growth in freelancing has been faster than overall employment growth in the United Kingdom, France, and the Netherlands.² And many people are alternative workers part-time: Deloitte’s latest millennial study found that 64 percent of full-time workers want to do “side hustles” to make extra money.³

For organizations that want to grow and access critical skills, managing alternative forms of employment has become critical. Many countries are seeing declining birth rates,⁴ reducing the size of the labor pool. Forty-five percent of surveyed

employers worldwide say they are having trouble filling open positions, the largest such percentage

ALTERNATIVE WORK COMES IN MANY SHAPES AND SIZES

- **Alternative workforce:** Includes contractors, freelance/independent workers, gig, and crowd workers.
- **Freelance/independent workers:** Workers who extend the core employee workforce and are typically paid by the hour, day, or other unit of time.
- **Gig workers:** Workers paid by the task (or microtask) to complete a specified piece of work.
- **Crowd workers:** Workers who compete to participate in a project and are often only paid if they are among the top participants in a competition.

since 2006. Among companies with more than 250 employees, the percentage struggling to find qualified candidates rises to 67 percent.⁵

At the same time, retirees are reentering the workforce, people are spending time caring for children and aging parents, and individuals are going back to school. These trends create more depth and scale across the range of alternative talent pools.⁶

The breadth of the alternative workforce

Once considered a workforce for information technology (IT) or other technical or repeatable

tasks, today alternative workers perform a broad range of activities. In this year's Global Human Capital Trends study, 33 percent of respondents reported extensively using alternative arrangements for IT, 25 percent for operations, 15 percent for marketing, and 15 percent for research and development (figure 1). One of our pharmaceutical clients outsources all of its research, for example; others outsource product design, development, and support.

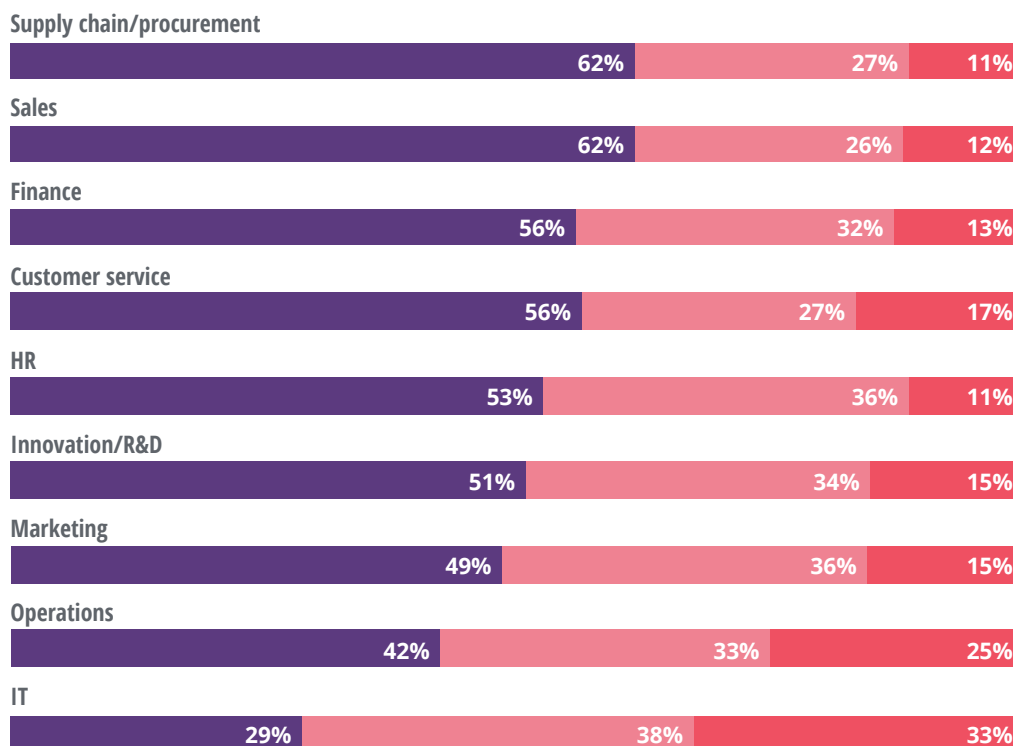
If we look at this market around the world, we find many sources for these workers. Traditional contingent staffing firms, such as Allegis and others, make up the core of the market, but new talent networks (such as UpWork, Fiverr, 99designs, and

FIGURE 1

The use of alternative labor is spreading beyond the IT function

Please select the extent to which you use alternative workforce in each of the following functional areas.

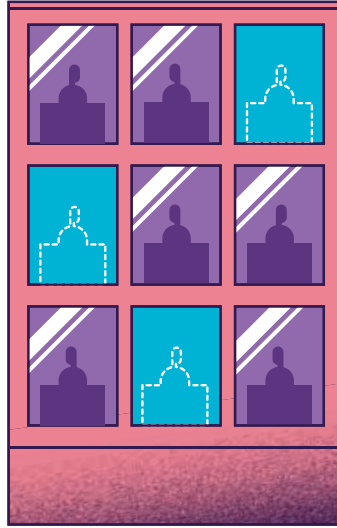
- We do not use alternative labor in this function ■ Our use of alternative labor in this function is limited/rare
- We use this labor type extensively in this function



Note: Percentages may not total 100 percent due to rounding.
Source: Deloitte Global Human Capital Trends survey, 2019.

more) are growing quickly. We are even starting to see talent networks focused on specific segments of the workforce ranging from working parents to active military and veterans (The Mom Project, The Second Shift, WeGoLook, and more). Research shows that these types of talent networks now manage over US\$2 billion in outsourced activity,⁷ employing hundreds of millions of people in every geography of the world.

A major acquisition underscores the alternative workforce's increasing economic importance. In 2017, Google acquired Kaggle, one of the world's largest networks of data science professionals.⁸ As one of the world's biggest technical communities, Kaggle's attractiveness to organizations seeking freelance or contract-based technical talent has enormous potential for growth. Platforms and talent marketplaces like Kaggle—and their prospects for generating tangible returns—are evidence of the potential and value offered by alternative workforce strategies.



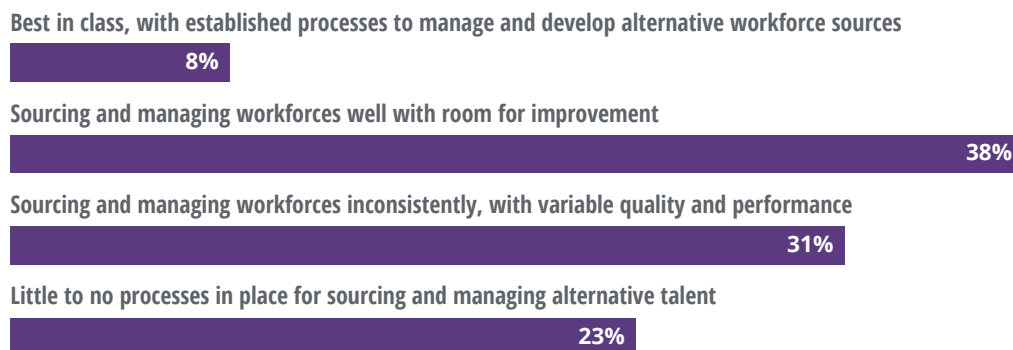
Most organizations are using alternative workers transactionally, not strategically

How fully are organizations capitalizing on the alternative workforce today? Our survey results suggest that many could be doing more. Forty-one percent of our survey respondents told us they considered this issue important or very important—but only 28 percent believe they are ready or very ready to address it. In fact, our research suggests that most organizations look at alternative work arrangements as a transactional solution, not as a strategically important source of talent. Only 8 percent of our respondents, for instance, said that they had established processes to manage and develop alternative workforce sources (figure 2); fully 54 percent of respondents said they either managed alternative workers inconsistently or had few or no processes for managing them at all. These organizations are using

FIGURE 2

Few respondents have established processes for managing the alternative workforce

How would you evaluate your company's effectiveness in sourcing and managing alternative workforce sources?



Source: Deloitte Global Human Capital Trends survey, 2019.

alternative work tactically as a way to “fill slots,” not strategically as a long-term solution for the future.

What’s more, our 2019 survey showed that using alternative workers can enhance organizational performance (figure 3). This is the real reason that managing alternative work and workers well is strategically important: It enables an organization to put the right talent in place where and when it’s most needed to get results, in a labor market where traditionally on-balance-sheet talent is becoming ever harder to find.

For instance, the German company Robert Bosch GmbH has created an entire subsidiary—Bosch Management Support GmbH—to manage its on-call contingent workforce of more than 1,700 former and retired Bosch employees worldwide. These “senior experts” are brought in to consult and work on projects at Bosch on an as-needed basis, often at short notice, in functions as varied as research and development, production, purchasing, finance, and sales and marketing. Bosch claims a 92 percent satisfaction rate among these workers’ customers, who value them both for the work they perform and for

the coaching and development opportunities they bring to younger Bosch associates.⁹

Rewiring the approach to the alternative workforce

Engaging alternative workers strategically is harder than it looks. To do so, companies have to move beyond “managing” contractors and freelancers to “optimizing” and “leveraging” the alternative workforce deliberately and well. Not many do. Even among companies with policies and standards, our experience suggests that a strategic, enterprisewide approach is rare. What is needed is a wholesale rewiring of how organizations operate as it relates to alternative labor—one that allows it to connect the appropriate talent with the appropriate roles no matter how that talent is sourced. Part of the answer lies in connecting the various parts of the enterprise involved, often in a fragmented manner, in hiring alternative workers. This includes procurement, IT, and, increasingly, HR.

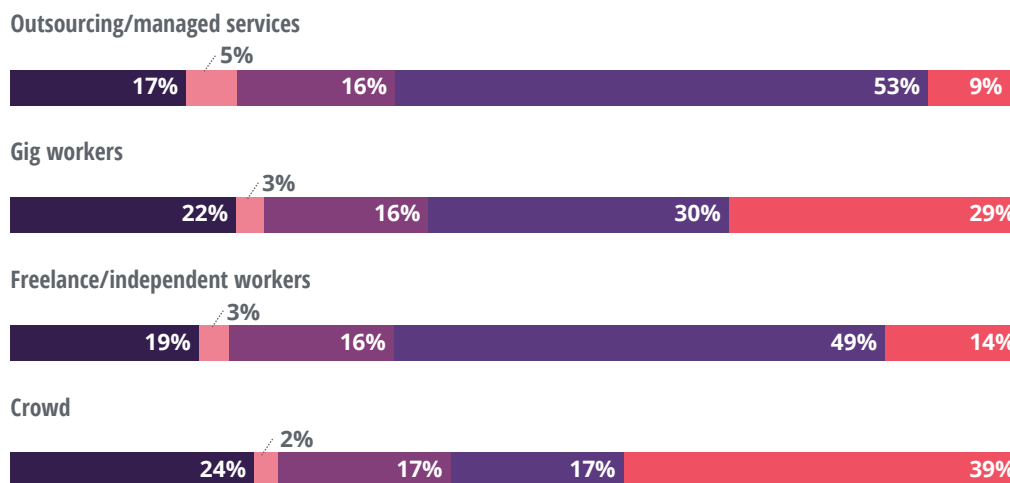
FIGURE 3

The use of alternative labor often improves organizational performance

How is the use of each workforce category impacting your organization's business performance?

■ Don't measure impact this way ■ Negative impact ■ No impact

■ Positive impact ■ Do not use this labor type



Note: Percentages may not total 100 percent due to rounding.

Source: Deloitte Global Human Capital Trends survey, 2019.

The good news is that, at many organizations, HR is indeed stepping up in this area. Seventy-five percent of this year's survey respondents indicated that HR supports sourcing alternative workers; 66 percent reported HR is involved in training them, 65 percent said HR negotiates work arrangements, and 63 percent reported HR is involved in benefits management. And investments to expand HR strategies to the alternative workforce are also rising. More than half of our respondents (51 percent) reported that their organization has specific plans to address recruitment strategies for the alternative workforce. Further, 31 percent of respondents now have learning and development plans for alternative workers, 23 percent survey them for feedback, and 22 percent award them bonuses and other types of incentive pay.

A parallel step for organizations to consider is to take advantage of the growing portfolio of alternative workforce management tools that are coming on the market. In 2018, Workday acquired Rallyteam, a gig work platform,¹⁰ and ADP acquired WorkMarket, a leading contingent and gig work platform.¹¹ ADP had previously acquired a company called Global Cash Card to provide real-time pay and cash-based pay solutions for gig workers.¹² SAP acquired FieldGlass with the same functionality goals.¹³ Vendors like Fuel50 now offer standalone company career and gig work platforms.¹⁴ And Legion, a startup in the San Francisco area, is building an entire workforce management platform under the assumption that some people will always work for multiple employers at once.¹⁵ These alternative workforce management tools are designed to fill a gap in the market and enable new connections among those managing various workforce segments and types, thereby finally enabling a total workforce view.

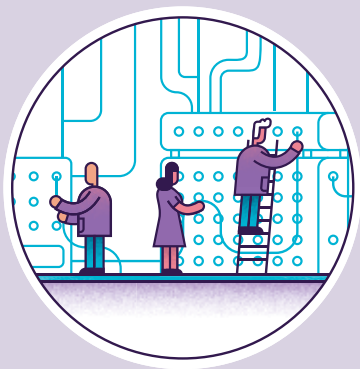
Alternative workers, mainstream respect

Remembering our principles for human capital reinvention, businesses must consider issues

of inclusion, diversity, fairness, and trust when constructing organizational systems around alternative work. Alternative workers can have different backgrounds and cultures than many traditional workers, and these individuals are often accessed in different ways. Can managers lead a team with a diverse mix of people from both traditional and alternative talent pools, when each may come to work with a different set of motivations? Can the organization engage the alternative workforce in a way that promotes the organization's brand as a social enterprise?

It's important that the entire workforce, both alternative and traditional, be treated with respect with regard to culture, inclusion, and work assignments—and that perceptions on all sides reflect these values. While the greater risk is arguably that alternative workers will feel they are treated as outsiders—thus potentially damaging an organization's overall employment brand—it's also possible for the knife to cut the other way. At one major European bank, for example, as part of a movement to create more flexible access to talent in various technology-related fields, managers in the IT department started working systematically with contractors, freelancers, and consultants. But over time, leaders realized that the function's on-balance-sheet employees, who worked almost solely on legacy systems, felt “penalized” compared to these external workers, who were hired for more-interesting projects with “cool,” newer technologies. The bank's IT leadership took steps to rebalance the mix—and the experience has now enabled the bank to more effectively access and use alternative labor pools in its IT function.¹⁶

Risks and challenges like these are not insurmountable, and the alternative workforce is now a critical mainstay of the workforce for a growing number of employers. Organizations that take this workforce seriously can build strategies and programs to access and engage talented people wherever they may sit in the labor pool, driving business growth and extending the diversity of the workforce.



Level of effort: The alternative workforce **REWIRE**

As the alternative workforce moves into the mainstream, organizations need to take a strategic approach to tapping into this important source of talent. Organizations can use innovative approaches to move beyond “managing” these people to “optimizing” and “leveraging” them, creating new connections among HR, the business, procurement, and IT, among others, to do so effectively.

Acknowledgments

The authors would like to thank **Steven Hatfield** and **Sarah Cuthill** for their contributions to this chapter.

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The alternative workforce

Middle East

THE MIDDLE EAST is adapting to the rise of the alternative workforce and adopting the new work environment, with approximately 55% of companies throughout the MENA region outsourcing work to freelancers¹. Specifically within the GCC, the strategic shift towards digitalization, and objectives to build technologically-savvy nations, has created a demand for new competencies and capabilities across the region, driving organizations towards the gig economy and freelancing in order to obtain the required capabilities, and to bridge the skills gap. While the alternative workforce may not yet be considered mainstream in the Middle East, as it is the trend globally, the region is responding to this change in the workplace, and seeking to attain capabilities and skills through non-traditional workforce arrangements.

UAE

It is no surprise that the UAE is amongst the countries in the region that has seen significant recent growth and development in the alternative workforce. Along with shifting strategic objectives in various sectors in the country presenting the need for more specialized and specific capabilities, the increase in major events and projects in the UAE has also increased the need for a flexible talent pool that is available to deliver specific tasks or 'gigs' through alternative workforce arrangements. A recent study found that 48% of HR directors in the UAE believe that they can build more specialized skills and capabilities through the gig economy, while 64% of HR

leaders can see the cost benefit of the alternative workforce for their organizations².

The growth and development of the alternative workforce in the UAE is driven by the provision of greater flexibility in regards to freelance work across the country, through the availability of cheaper freelance licenses across the UAE's free zones. The alternative workforce has clearly impacted the regulatory framework in the UAE, with work permits, visa arrangements, and other legalities being well in place; there is currently an estimated 100,000 licensed freelancers being paid per 'gig' in the UAE³. Recently, the Dubai Aviation City Corporation (DACC), the licensing and regulatory body for Dubai South free zones, has issued special permits for freelancers in order to support businesses in Dubai, as well as to aid the Emirate in positioning itself as the most innovative business hub⁴.

The rise of independent contracting, and the increased demand for diverse talent pools, both in terms of skills and expertise, in order to meet firms' objectives and demands is a key driver in the provision of greater flexibility with regards to the alternative workforce. A recent study also found that the majority of firms across the country recognized the potential benefits of providing flexible and non-traditional workforce arrangements, with regards to business growth, competitiveness, productivity, and attracting and retaining top talent⁵.

Online platforms, with the aim of connecting freelancers to both individuals and businesses by matching skills to business requirements, have also paved the way for the thriving new method of working in the UAE. Various online platforms have emerged in the market, helping both organizations

and freelancers by sourcing diverse talents through non-traditional workforce arrangements. Maharati⁶, Gofreelance, Vialty, and StrategyConnect are only a few of the multiple platforms that have been introduced into the market, and which have increased the use of the gig economy and freelancing in the UAE.

However, there are still limitations with regards to the alternative workforce in the UAE. While HR directors and leaders support and can see the benefits of freelancing across their organizations, over a third of HR teams are currently not involved in selecting freelancers⁷. The alternative workforce and freelancers also continue to face restrictions in terms of location and financial requirements, with freelancers currently only permitted to work in the free zones in Dubai and Abu Dhabi after obtaining a freelancing license.

KSA

Saudi Arabia is also experiencing growth in the alternative workforce, with the Ministry of Labor and Social Development promoting part time work and freelancing across the Kingdom, as a part of the Saudi Vision 2030⁸. The first quarter in 2018 saw a reduction in the number of non-Saudi nationals in the marketplace, and an increase in unemployment rates to 12.9%⁹. The Ministry of Labor and Social Development is aiming to reduce unemployment rates, and specifically increase female participation in the workplace, through the promotion of freelancing and the alternative workforce across the Kingdom.

The General Organization for Social Insurance, in collaboration with the Ministry of Labor and Social Development, and the Human Resources Development Fund, launched the Freelance Work Program to enable freelancers to work in KSA, in

line with the Saudi Vision 2030. The program provides 78 designated professional roles, and aims to encourage the youth to explore the alternative workforce while reducing unemployment in the country¹⁰.

While there are set initiatives and programs defined in alignment with the Saudi Vision 2030 to promote the alternative workforce across the country, there is a lot of room to further grow and develop this way of working. It is evident that freelancing and the gig economy is beginning to impact the traditional ways of working in KSA, and will continue to do so, and develop further over the next few years.

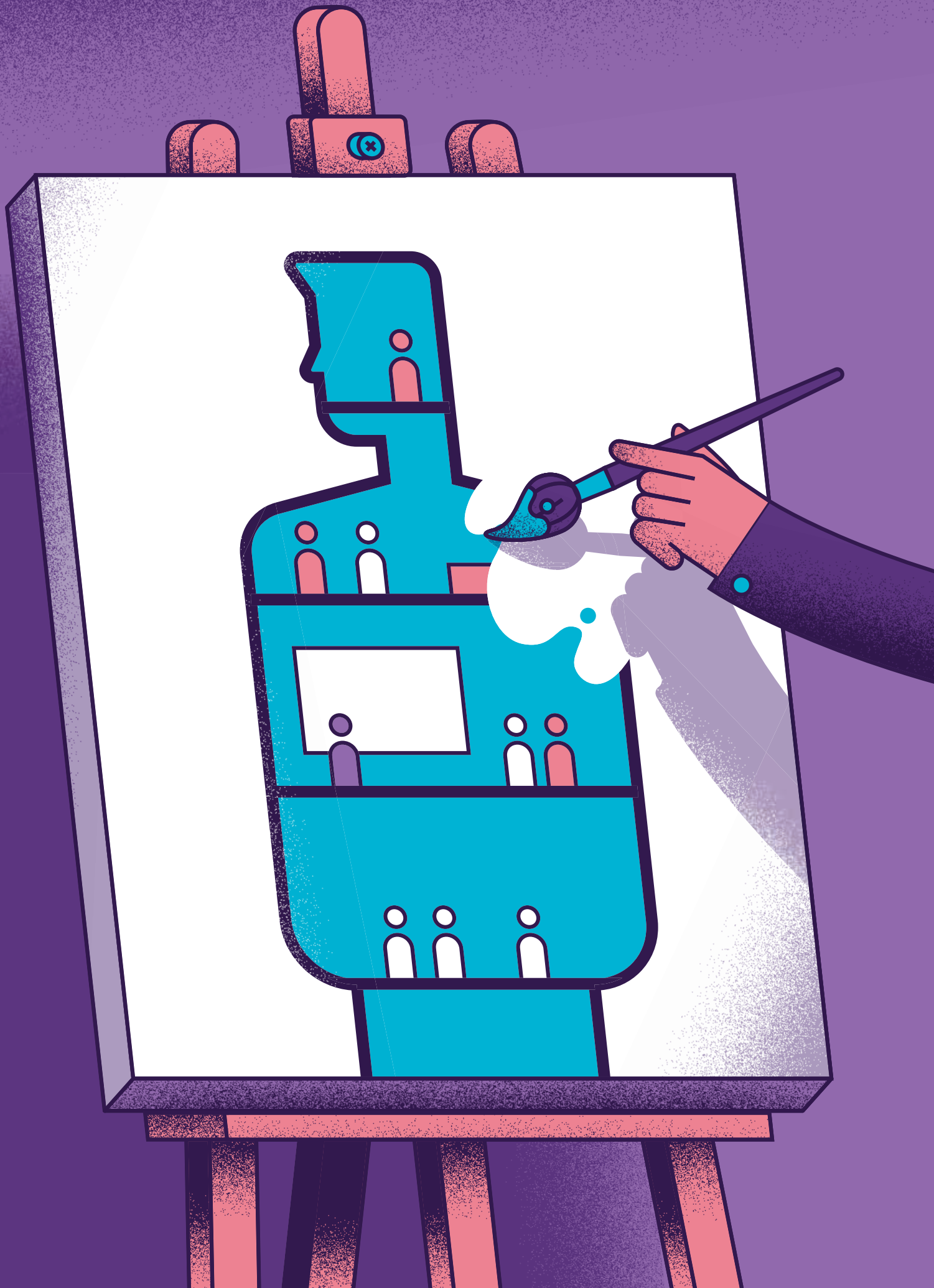
Conclusion: The Alternative Workforce

In conclusion, our research indicates that:

- While there is room for growth with regards to the alternative workforce in the Middle East in comparison to the global environment, it is evident that countries and organizations across the region are seeing the benefits of the gig economy and freelancing, and that they are here to stay.
- In order to boost the alternative workforce in the Middle East, countries across the region need to consider implementing changes in the labor regimes, to accommodate the changing work environment.
- Organizations need to take the alternative workforce into consideration, and build innovative workforce strategies that accommodate for the growth of the gig economy and freelancing across the region.

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From jobs to superjobs

The use of artificial intelligence (AI), cognitive technologies, and robotics to automate and augment work is on the rise, prompting the redesign of jobs in a growing number of domains. The jobs of today are more machine-powered and data-driven than in the past, and they also require more human skills in problem-solving, communication, interpretation, and design. As machines take over repeatable tasks and the work people do becomes less routine, many jobs will rapidly evolve into what we call “superjobs”—the newest job category that changes the landscape of how organizations think about work.

DURING THE LAST few years, many have been alarmed by studies predicting that AI and robotics will do away with jobs. In 2019, this topic remains very much a concern among our Global Human Capital Trends survey respondents. Almost two-thirds of this year’s respondents (64 percent) cited AI and robotics as an important or very important issue in human capital. But are fears of net job losses to technology realistic? And what additional implications does the growing adoption of these technologies in the workplace hold?

First, let’s discuss the technology. The market for technologies such as robotic process automation (RPA)—software to automate manual tasks—is growing at 20 percent per year and is likely to reach US\$5 billion by 2024.¹ Reflecting this growth, 41 percent of respondents to our 2019 Global Human Capital Trends survey say they are using automation extensively or across multiple functions. Among the various ways they are automating work, RPA is

THE LANGUAGE OF AUTOMATION

- **Automation:** Includes robotics, cognitive, and AI.
- **Robotics:** Includes physical robots (such as drones and robots used for manufacturing) and robotic process automation (technology that automates highly standardized routines and transactions).
- **Cognitive technologies:** Include natural language processing and generation (machines that understand language), and machine learning (pattern recognition).
- **AI:** Machines that can make predictions using deep learning, neural networks, and related techniques.

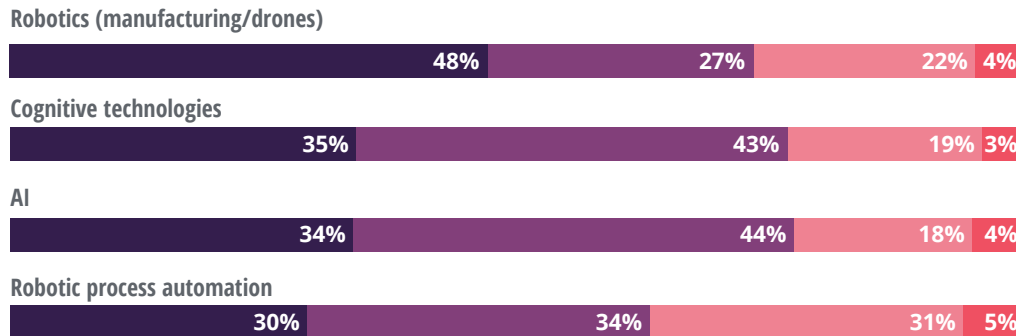
FIGURE 1

Many organizations currently use various automation technologies

Please indicate how extensively your organization is using each type of automation today.

■ Not currently used ■ Exploring ■ Implemented in select functions/divisions

■ Extensively used across the organization



Note: Percentages may not total 100 percent due to rounding.
Source: Deloitte Global Human Capital Trends survey, 2019.

the most prevalent, but 26 percent of respondents are using robotics, 22 percent are using AI, and 22 percent are using cognitive technologies as well (figure 1). And their use is expected to spread. In our survey, 64 percent of respondents saw growth ahead in robotics, 80 percent predicted growth in cognitive technologies, and 81 percent predicted growth in AI. Now that organizations are using these technologies, it appears they are seeing the benefits and investing heavily in them.

Given this growth in adoption, our survey also shows that the level of “fear” and “uncertainty” around these technologies is growing. Only 26 percent of respondents stated that their organizations were “ready or very ready” to address the impact of these technologies. In fact, only 6 percent of respondents said that their organizations were “very ready,” suggesting that organizations are now beginning to understand the scale and the massive implications for job design, reskilling, and work re-invention involved in integrating people and automation more extensively across the workforce.

The jobs they are a-changin’

Are jobs going away due to technology? While some may be eliminated, our view is that many

more are changing. The unemployment rate remains low in the United States, and the labor market is tight for new and critical skills around the world. Furthermore, only 38 percent of our survey respondents told us that they expect technology to eliminate jobs at their organizations within the next three years, and only 13 percent believe automation will eliminate a *significant* number of positions, far different from our findings on this score only a few years ago.

Earlier research by Deloitte posited that automation, by removing routine work, actually makes jobs more human, enabling the role and contribution of people in work to rise in importance and value. The value of automation and AI, according to this research, lies not in the ability to replace human labor with machines, but in augmenting the workforce and enabling human work to be reframed in terms of problem-solving and the ability to create *new* knowledge. “It is [the] ability to collectively make sense of the world that makes us uniquely human and separates us from the robots—and it cuts across all levels of society.”²

The ways our survey respondents tell us they are using automation, and their efforts to redesign work as a corollary to automation, speaks to this idea. This year, while 62 percent of respondents are using automation to eliminate transactional work

and replace repetitive tasks, 47 percent are also augmenting existing work practices to improve productivity, and 36 percent are “reimagining work.” Many respondents also told us they were doubling down on reskilling: Eighty-four percent of the respondents who said that automation would require reskilling reported that they are increasing funding for reskilling and retraining, with 18 percent characterizing this investment as “significant” (figure 2).

The picture that emerges from these findings is that, as machines replace humans in doing routine work, jobs are evolving to require new combinations of human skills and capabilities. This creates the need for organizations to redesign jobs—along with their business and work processes—to keep pace.

The advent of “superjobs”

In traditional job design, organizations create fixed, stable roles with written job descriptions and then add supervisory and management positions on top. When parts of jobs are automated by machines, the work that remains for humans is generally more interpretive and service-oriented, involving problem-solving, data interpretation, communications and listening, customer service and empathy, and teamwork and collaboration. However, these higher-level skills are not fixed tasks like traditional jobs, so they are forcing organizations to create more flexible and evolving, less rigidly defined positions and roles.

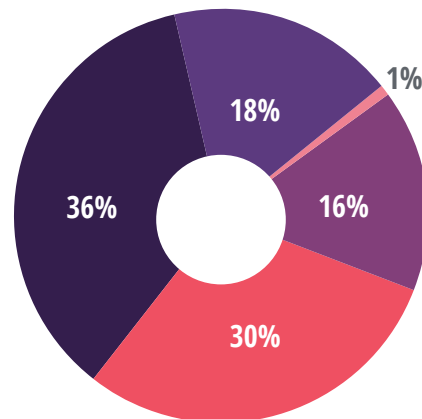
These new types of jobs, which go under a variety of names—“manager,” “designer,” “architect,” or “analyst”—are evolving into what we call “superjobs.” New research shows that the jobs in highest demand today, and those with the fastest acceleration in wages, are so-called “hybrid jobs” that bring together technical skills, including technology operations and data analysis and interpretation, with “soft” skills in areas such as communication, service, and collaboration.³ The concept of superjobs takes this shift one step further. In a superjob, technology has not only changed the nature of the skills the job requires but has changed the nature of the work and the job itself. Superjobs require the breadth of technical and soft skills that hybrid jobs do—but also combine parts of different traditional jobs into inte-

FIGURE 2

Many organizations are increasing investments in reskilling their workforce

What additional investment are you anticipating to accommodate workforce reskilling?

- Decrease
- Remain the same
- Incremental increase (<5%)
- Moderate increase (6–10%)
- Significant increase (>10%)



Note: Only respondents who said that automation would require reskilling at their organizations answered this question. Percentages do not total 100 percent due to rounding. Source: Deloitte Global Human Capital Trends survey, 2019.

grated roles that leverage the significant productivity and efficiency gains that can arise when people work with smart machines, data, and algorithms.⁴

For instance, the Cleveland Clinic, a leading US medical center facing new competition from for-profit hospital systems that had moved into the Cleveland area, underwent a fundamental rethinking and redesign of its entire enterprise—including job definitions. Not a single role was left untouched: Whether clinical or not, whether licensed or not, each position had to be evaluated and considered for potential gains in efficiency, skill level, and viability. In this process, the clinic realized that specialist roles in medicine had to become more flexible and dynamic. It became clear that doctors had to be responsible not only for deep medical domain understanding but also for understanding broad issues of patient care. One result of this effort was an increased awareness of the hybrid

THE EVOLUTION OF JOBS

- **Standard jobs:** Roles that perform work using a specified and narrow skill set. Generally organized around repeatable tasks and standard processes.
- **Hybrid jobs:** Roles that perform work using a combination of skill sets drawing on both technical and soft skills. Historically, these types of skills have not been combined in the same job.
- **Superjobs:** Roles that combine work and responsibilities from multiple traditional jobs, using technology to both augment and broaden the scope of the work performed and involve a more complex set of domain, technical, and human skills.

roles played by nurses and other care providers—and an increased investment in training them in “care and case management” to broaden their skills beyond their technical specialties.⁵

From redesigning jobs to recoding work

The creation of superjobs—and the decomposition, recombination, and expansion of new roles as part of their creation—requires organizations to think about work design in new ways. If organizations take existing tasks and simply automate them, there will likely be some improvement in throughput—but if the jobs and the work are redesigned to combine the strengths of the human workforce with machines and platforms, the result can be significant improvements in customer service, output, and productivity.⁶ The shift from the redesign of jobs to the recoding of work—integrating machines and humans in the flow of work and creating meaningful roles for people—is a substantial challenge in front of every business and HR leader. It will require fresh thinking and high levels of collaboration across the business, including among the IT, finance, and HR functions, among others. And it will take a deliberate plan to get in front of the challenge.

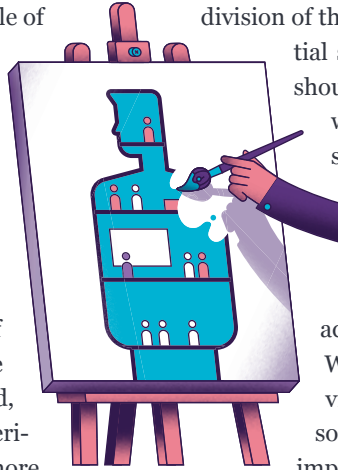
Recoding work for the future demands a new approach: not just rewriting job descriptions, but rather starting with a broader canvas and then composing the work so it can take advantage of machines, workers in alternative work arrangements, and—most importantly—unique human capabilities such as imagination, curiosity, self-

development, and empathy. This contrasts with the traditional approach to creating job descriptions, which have typically been defined by a narrow view of the skills, activities, tasks, and expectations of workers in highly specific roles. In many organizations, this has led to a proliferation of hundreds of very detailed and formulaic—and some would say deadening and uninspiring—job descriptions and profiles. A job canvas, on the other hand, takes a more expansive, generative, and meaningful view. In the future, work will be defined by:

- The outputs and problems the workforce solves, not the activities and tasks they execute;
- The teams and relationships people engage and motivate, not the subordinates they supervise;
- The tools and technologies that both automate work and augment the workforce to increase productivity and enhance value to customers; and
- The integration of development, learning, and new experiences into the day-to-day (often real-time) flow of work.

Imagine this construct in the context of the HR organization. Today, HR roles are shifting dramatically due to the influx of technology, from chatbots to automated workflows. A redesigned job could use technology to increase the range of questions an HR shared services representative could answer. But while doing this would add some value, a more powerful opportunity to increase productivity and value would be to start with a broader canvas of what HR

shared services can be. Given that technology can provide real-time insights on worker sentiment and behavior across the enterprise, is there a way to combine these insights with the human skills needed to work in HR shared services—problem-solving, communication and listening, customer service and empathy, and teamwork and collaboration—to craft an entirely new role of an HR “experience architect”? The person in such a superjob would take advantage of technology to automate answering routine questions, while focusing primarily on the outcome of delivering an effective workforce experience. It would not be a redesigned HR shared services job, but one in which the work itself has been recoded to encompass more possibilities, greater productivity, and, ultimately, a more meaningful experience for workers who are looking for more.

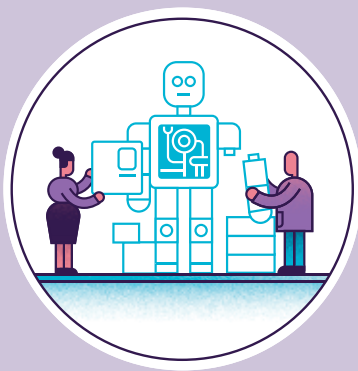


perjobs is growth in commodity jobs, service jobs, and microtasks. Already, commentators are seeing a bifurcation of some work and jobs into highly augmented, complex, well-paid jobs on the one hand, and lower-wage, lower-skilled work across service sectors on the other. Recent research is capturing the impact of technology and automation on the division of the job market.⁷ In the face of the potential social consequences, business leaders should challenge themselves to reimagine work to meet the needs of all workforce segments in all job types—service and gig workers as well as those with superjobs.

Clearly, the full story has yet to unfold with regard to technological advances and their impact to work. We believe that organizations need to view these trends in the context of the social enterprise—and the increasingly important connections between organizations and society. Augmenting workers with technology will, no doubt, lead to work being done in new ways. The challenge before organizations now is to execute this reinvention in a manner that leads to positive results for themselves, their workers, and the economy and society as a whole.

The potential for backlash

The advent of superjobs carries with it the potential for societal backlash. The flip side—some would say the darker side—of the creation of su-



Level of effort: From jobs to superjobs

RECODE

Reimagining work and jobs to integrate new technologies is among business and HR leaders' most important and growing priorities. To remain sensitive to stakeholder and societal expectations, organizations will be challenged to reimagine work in ways that meet the needs of workers in all types of jobs—including service and gig workers as well as those with superjobs.

Acknowledgments

The authors would like to thank **Steven Hatfield** and **Sarah Cuthill** for their contributions to this chapter.

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From jobs to superjobs

Middle East

TODAY'S BUSINESS WORLD has become more interconnected, technology-enabled, and data-driven than ever; it also holds witness to increased complexities that business leaders cannot afford to ignore. As the Fourth Industrial Revolution takes shape, businesses and governments have turned to think about the augmented combined value of automation with human capital capabilities.

The World Economic Forum's opening definition of the Fourth Industrial Revolution cites "a fundamental change in the way we live, work and relate to one another. It is a new chapter in human development, enabled by extraordinary technology advances commensurate with those of the first, second and third industrial revolutions".

What this implies is that the involvement of technology in our jobs and everyday lives is only about to increase.

The assumption that rising automation may do away with jobs holds true to a limited number; a more accurate assumption, however, states that many more jobs are changing rather than ceasing to exist. Earlier research by Deloitte suggested that automation addresses routine transactional work with repetitive tasks, while it paves the way for active human contribution in problem-solving, value-adding activities and decisions.

The picture that emerges from these findings is that, as the use of AI and machines increase rapidly, so will the demand for jobs around them; this creates the need for organizations to re-design jobs in order to keep pace. As such, many large organizations have turned towards "reimagining work" and investing in initiatives to re-skill and re-train their talent pool.

The Impact on Jobs

How will this era of technology, automation, and robotics impact jobs?

During the past few years, many have been increasingly concerned by predictions of how increased use of artificial intelligence (AI) and robotics will do away with jobs.

The Deloitte Global Human Capital Trends survey indicates that most respondents cited AI and robotics process automation (RPA) as important challenges in human capital. However, in return, few respondents recognize that their organizations are well-equipped to address the impact of these technologies on their business and people.

The Emergence of "Superjobs"

Traditional jobs are part of an ecosystem of a hierarchical organization – they are defined by written job descriptions, which predominantly outline the job accountabilities and expected output. However, should parts of such a job become automated, the remainder of the work executed by humans will entail interpretive, problem-solving, communication, and emotional intelligence tasks. Such tasks are less repetitive, more dynamic, and require higher-level skills; as such organizations will need to respond by creating more flexible, less rigidly defined positions and roles in order to maximize the utilization of automation and human capital capabilities.

The second-degree of jobs is characterized as “hybrid jobs”, which bring together technical skills, including technology and data analytics and interpretation, with “soft” skills in areas such as communication, and collaboration.

Going further, superjobs come into play. The concept of superjobs takes on an additional shift, whereby technology will change the nature of the work and the job itself. Superjobs require the breadth of technical and soft skills that hybrid jobs do, but also combine parts of different traditional jobs into integrated roles. Such an arrangement will leverage the significant productivity and efficiency gains that can arise when people work with smart machines, data, and algorithms.

Superjobs are not created simply by conducting a job redesign or by automating key tasks. If organizations approach a handful of tasks and simply automate them, the result will likely be targeted improvements in output. However, if the jobs and the work are redesigned to combine the strengths of the human workforce with machines and platforms, the result can be significant improvements in productivity, agility and decision-making.

THE EVOLUTION OF JOBS

- **Standard jobs:** Roles that perform work using a specified and narrow skill-set. Generally, these are organized around repeatable tasks and standard processes.
- **Hybrid jobs:** Roles that perform work using a combination of skill-sets drawing on both technical and soft skills. Historically, these types of skills have not been combined in the same job.
- **Superjobs:** Roles that combine work and responsibilities from multiple traditional jobs, using technology to both augment and broaden the scope of the work performed and involving a more complex set of domain, technical, and human skills.

Nature of Jobs in the Middle East: Prospects for Evolution

Certain industries and global organizations have taken significant strides in transforming the way they utilize jobs, mainly through the adoption of automation solutions (e.g. AI, RPA, cloud computing). However, the rate of change is not consistent across all organizations; this depends on resource/funding ability, alignment with strategic priorities, and the fertility of the business environment or ecosystem.

A concrete simulation of such environments is the rise of “smart cities” across the world. Smart cities put technology to use in order to enhance urban services, and offer bundles of services such as “smart mobility” and “smart infrastructure”.

This is evident in the GCC with the rise of smart cities initiatives across Saudi Arabia and the United Arab Emirates. In fact, smart city spending is expected to reach more than USD 2.5 billion by 2022, with Riyadh and Dubai spearheading the list. Jobs within smart city domains will be heavily influenced by the use of automation, as well as a complex mix of technical, analytical, decision-making, and human skills. For example, jobs within urban planning, citizen services, or maintenance teams will hold witness to this change.

The adoption of the superjobs concept has yet to reach governments and businesses in this region. However, from a public sector perspective, serious government efforts to modernize national talent capabilities are vigorously underway.

In Saudi Arabia, the realization to revisit jobs is part of public policy. Saudi Arabia’s Vision 2030 highlights numerous areas for job re-designs, human capital upskilling, and digitization initiatives. Learning and development initiatives have also become part of major ministries’ and government offices’ agendas. For example, Yesser, a flagship program of the Ministry of Communications and Information Technology in Saudi Arabia, has rolled out several learning programs in IT and digital for a cohort of government employees. The intended outcome is to familiarize future leaders with digital and automation solutions and enable them to utilize them throughout their jobs.

Meanwhile, in the United Arab Emirates, the Government’s 2031 AI Strategy, “AI Everything”,

has one of its key strategic pillars to “develop capabilities and skills of all staff operating in the field of technology and organize training courses for government officials”. At the same time, the emergence of AI-specific jobs in key sectors such as telecom, financial services, and the public sector is evidence of the inclusion of automation within existing work environments and jobs.

Although the above cases may not directly illustrate the emergence of superjobs, the groundwork is underway. The increasing involvement of automation within existing jobs is part of government and business agendas in the Middle East; combined with the right job re-designs and talent upskilling, a coming generation of hybrid and superjobs may soon be on the horizon.

In Conclusion

Promoting superjobs must not be misconceived by introducing automation within an organization; an accurate understanding and assessment of activities undertaken is crucial.

Superjobs depend on the clarity of the traditional jobs themselves; thus, a holistic job redesign exercise, coupled with a change journey, should be put in place to allow for a smooth transition.

The emergence of superjobs may only be realized with robust talent learning and development strategies for talent.

The adequate and phased adoption of automation within jobs is key, in order to allow for the progression of traditional jobs, through hybrid jobs, and ultimately paving the way for the emergence of superjobs.

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Leadership for the 21st century

The intersection of the traditional and the new

In a world of disruptive digital business models, augmented workforces, flattened organizations, and an ongoing shift to team-based work practices, organizations are challenging their leaders to step up and show the way forward. CEOs are being pressured to take a position on social issues; C-suite executives are being asked to work more collaboratively across functions; line leaders must learn to operate in networks of teams. But our research shows that while organizations **expect** new leadership capabilities, they are still largely promoting traditional models and mindsets—when they should be developing skills and measuring leadership in ways that help leaders effectively navigate greater ambiguity, take charge of rapid change, and engage with external and internal stakeholders.

YEAR AFTER YEAR, organizations tell us they struggle to find and develop future-ready leaders. In this year's Global Human Capital Trends survey, 80 percent of respondents rated leadership a high priority for their organizations, but only 41 percent told us they think their organizations are ready or very ready to meet their leadership requirements.

We see leadership pipelines and development at a crossroads at which organizations must focus on both the traditional and the new. Organizations know that they must develop leaders for perennial leadership skills such as the ability to manage operations, supervise teams, make decisions, prioritize investments, and manage the bottom line. And they know that they must *also* develop leaders

for the capabilities needed for the demands of the rapidly evolving, technology-driven business environment—capabilities such as leading through ambiguity, managing increasing complexity, being tech-savvy, managing changing customer and talent demographics, and handling national and cultural differences.

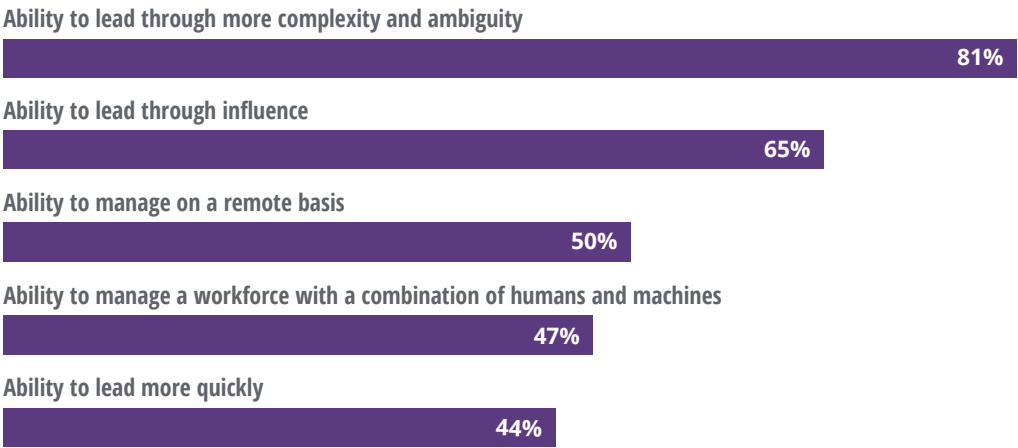
Leadership in a new context

It's clear that many people believe that organizations have new leadership needs (figure 1). Eighty percent of the respondents to this year's global survey told us they think that 21st-century leadership has unique and new requirements that are

FIGURE 1

Many respondents believe that organizations have new leadership needs

What do you believe are the unique requirements for 21st-century leaders? Select all that apply.



Note: Only respondents who believed that 21st-century leaders faced new and unique requirements answered this question.
Source: Deloitte Global Human Capital Trends survey, 2019.

important or very important to their organization’s success. Topics such as inclusion, fairness, social responsibility, understanding the role of automation, and leading in a network were not part of the leadership manifesto a decade ago. And in the midst of these changes, many organizations are not satisfied with their leadership programs. Only 25 percent of our respondents say they are effectively building digital leaders, and only 30 percent say they are

effectively developing leaders to meet evolving challenges.
Yet even though many organizations have built digital leadership models, updated their frameworks, and invested in new leadership programs, we believe the greater need may lie in the combination of developing new competencies *and* putting them in a new context (figure 2). That new context is the changing set of social and organiza-

FIGURE 2

The 21st century creates a new context for leadership

Why do you think there is a difference (in the unique requirements for 21st-century leaders)? Select all that apply.



Note: Only respondents who believed that 21st-century leaders had new and unique requirements answered this question.
Source: Deloitte Global Human Capital Trends survey, 2019.

tional expectations for how leaders should act and what outcomes they should aim for. In the era of the social enterprise, people no longer believe that financial results are the only or primary measure on which a business's success should be judged; they also judge organizations for the impact they have on the social and physical environment, as well as on their customers and the people who work for and with them. As a result, leaders that focus only on running a tight ship and competing relentlessly in the marketplace can be viewed as too narrow and not fully engaged with the challenges of the broader business and social environment.

New competencies, new context

Traditional leadership expectations and outcomes still have a place in today's new world of work, but they should be combined with a set of new competencies and recognition of a new context to round out how leadership is defined for the 21st century (figure 3).

Where are the biggest gaps?

Developing leaders with new competencies requires more than an evolution in the competencies themselves. Equally paramount is for the organization to have the culture, the structure, and the management processes to cultivate these leaders. In our survey, we found three areas where significant gaps exist within many organizations.

Transparency. In today's world of the social enterprise, transparency is the most valuable organizational currency. It helps engender trust and respect in a world where many may question an organization's true intent. Yet as important as transparency is, only 18 percent of our survey respondents believed they have a transparent and open model; 37 percent were worried about their ability to create trust, 60 percent were worried about their employees' perception of transparency, and 27 percent believed that a lack of transparency was creating a competitive disadvantage.

Internal collaboration. As organizations move into service-center business models, they're able to benefit when C-suite leaders shift their focus beyond their narrow towers of responsibility and work more closely with one another. As we discussed in last year's report, the C-suite's roles and work are becoming much more complex and more integrated. Yet eighty-three percent of respondents told us their C-suite executives rarely collaborate or do so only on an ad hoc basis; only 17 percent said C-suite executives at their organization regularly collaborate.

Performance management. How individuals' success is measured remains a powerful way to shape behavior. However, despite organizations' strong desire to elicit different, more 21st-century behavior from their leaders, respondents described a very traditional approach to how they evaluate top leaders. The top three criteria organizations used to measure leadership success were driving strategy (63 percent), delivering financial results (58 percent), and managing operations well (44 percent).

Putting different performance measures in place for leaders can go a long way toward establishing a culture that supports competencies such as the ability to manage uncertainty and lead through change. Sasol, an integrated chemicals and energy company with operations in 32 countries, is one company that has made progress in establishing a culture of development through the way it measures its leaders. The company evaluates leaders based on employee engagement feedback, leadership capability assessments, and the ways in which leaders align themselves with the company's leadership principles. These practices contribute to reinforcing a culture where leaders are encouraged to embrace change and recognize opportunities to innovate and pursue excellence.²

If organizations want leadership that is ready for the 21st century, they should first look at their own attributes to create the type of environment that will give rise to leaders' success. Transparency, internal collaboration, and performance management are good places to start that process.

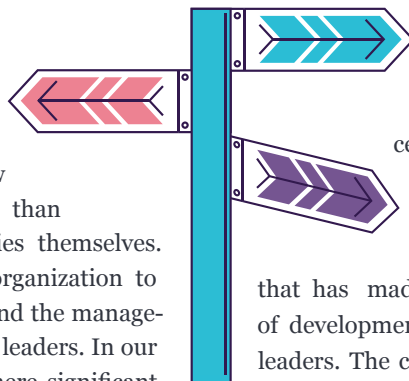


FIGURE 3

Leadership today involves a combination of traditional expectations and new competencies

Traditional leadership expectations and outcomes		New leadership competencies	New context
Focus on individual leaders and their personal performance	+	Focus on leaders as members of leadership teams (the symphonic C-suite) and their ability to develop and foster team performance	The <i>pace of change</i> demands that leaders work more closely with one another to be able to come up with integrated solutions in a more rapidly moving environment
Business financials and shareholder returns are the primary outcomes	+	Pursuing business success as part of the broader social context; ability to create and communicate purpose to multiple stakeholders	<i>Changing demographics and employee expectations</i> , in particular among millennials, ¹ have challenged organizations to focus on profits and purpose instead of just profits
Executing financial and investment stewardship	+	Ability to set direction and adapt to fast-changing markets and conditions through sensing	The <i>pace of change</i> demands that organizations be able to sense, lead, and extend their capabilities to meet and exceed financial goals
Delivering consistent and stable results	+	Confidence leading in complex and ambiguous situations	The constant <i>influx of new technologies</i> means that organizations need to be able to operate and lead in an environment of continuous innovation where what is coming next is often uncertain
Executing marketing and customer service	+	Staying up to date and anticipating changing customer and market expectations	<i>Changing customer expectations</i> are prompting organizations to create a distinctly human experience that creates a personal connection to the customer beyond the product or the brand
Maintaining operational efficiency and performance	+	Innovating to constantly improve operations and products/services	The rapid <i>pace of change</i> across industries is forcing organizations to innovate and improve in a constant cycle that never turns off
Managing structured career and talent programs	+	Motivating a diverse workforce, both on and off the balance sheet; curating new experiences and nonlinear career portfolios to appeal to the new expectations of today's talent	<i>Changing demographics and employee expectations</i> have challenged organizations to appeal to a diverse range of workers through lifelong learning, movement among and between jobs, and bringing meaning to work
Supervising technology programs that enable common processes	+	Constantly increasing one's own tech-savviness to take advantage of digital, data, and AI opportunities	The <i>influx of new technologies</i> demands that leaders be tech-savvy regardless of their current position
Managing risk and quality	+	Integrating and deepening a focus on risk and quality at every level of the workforce	<i>Changing customer expectations</i> are forcing a higher focus on risk and quality, as any single issue can quickly erode the value of an organization's brand

Source: Deloitte analysis.

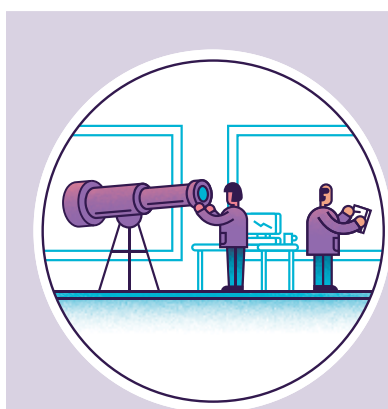
Refreshing leadership from within

Setting a new context, identifying new leadership competencies, and putting the right culture in place are all vital parts of an effective leadership strategy. The final step is to find and develop the individuals who will serve as the leaders themselves. But where can organizations find them?

Today, the idea that organizations can simply go out and “hire” new leaders is being called into question. Rather than searching to find and hire great leaders from the outside who may or may not succeed in the organization’s corporate culture, most organizations would do well to explore new approaches and to invest more in developing the potential leaders they have. In today’s fast-paced

environment, people learn by doing—and trying. To cultivate needed leadership competencies, organizations can give people more diverse, developmental assignments; promote people into leadership roles both earlier and later in their careers; give leaders with less traditional experience the opportunity to run businesses and initiatives; and honor the ability of their workers and leaders at every level, from early to late in their careers, to rethink, challenge, and develop the business they’re in.

Many organizations continue to struggle to put leaders in place with the experience, capabilities, and motivation to take on both old and new business challenges. We suggest starting by taking a fresh look at the context in which leaders need to operate today, as it offers a key to cultivating the leaders of tomorrow.



Level of effort: Leadership for the 21st century **REFRESH**

Effective leadership in the 21st century means operating in a new context characterized by changing demographics and customer expectations, the influx of new technologies, and a rapid pace of change. Refreshing one’s view of this context is essential to determine how leaders can combine traditional expectations with new leadership competencies to help their organization pursue success.

Acknowledgments

The authors would like to thank **Pushp Gupta** and **Stacey Philpot** for their contributions to this chapter.

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Leadership for the 21st century

Middle East

THE RISE OF the digital era in the Middle East is one of the most important drivers for business and leadership transformation. In addition, employee welfare and engagement are changing the workplace, and shifting traditional hierarchal organizations and leadership towards a flatter organization, with more reliance on collaborative and relationship-driven leaders. Leaders today are expected to be innovative and tech savvy, as well as focused on employee welfare, wellbeing, and engagement more than ever, in order to keep up with the exponential changes in the business world. With the introduction of new and improved leadership models, programs, and initiatives, it is clear that organizations in the Middle East are cognizant of the shifting priorities within the workplace. Leadership development has and will remain among the priorities on the national agendas of the UAE and KSA. These nations' visions are expanding from focusing on leadership roles in the public sector towards engaging potential young leaders in both the private and public sectors to shape the mindsets and prepare leadership capabilities across sectors and across career levels.

UAE

Across the UAE several initiatives and programs have been launched in order to develop leadership skills and competencies, across both the public and private sectors. The UAE Model for Government Leadership, approved in late 2018, highlights the three key criteria of 21st century leadership across

the public sector in the UAE: leadership spirit, future outlook, and accomplishment and influence¹.

In addition to the UAE Model for Government Leadership, the UAE Government Leadership Program has also been launched, working across three categories; Executive Leaders Program, Future Leaders Program, and UAE Youth Leaders Program, with the aim of facilitating the exchange of experiences, and building a generation of competent future leaders. The program is also accessible to leaders in the private sector, encouraging knowledge exchange and knowledge sharing between leaders across all sectors, and facilitating the development of key leadership competencies such as agility, flexibility, and tech savviness².

The UAE private sector has also been driving the leadership agenda across organizations. One of the most common leadership initiatives and programs currently involves the promotion of women to leadership positions within businesses. Aster DM healthcare is an example of private entities that have launched a leadership program to develop talent among women and enable them to acquire leadership roles within the business. A similar program was launched by CaixaBank, where in 2009 only four leadership positions were filled by women, compared to 2018, where women made up 40% of the bank's managerial positions³.

KSA

Saudization and digital transformation are amongst the top priorities in the Kingdom of Saudi Arabia that are influencing and shaping the ca-

pability and competency requirements for future leaders in the Kingdom. KSA is committed to raise Saudi women's economic participation rate from 17% to 25%⁴ by 2020, as a part of the national transformation program, and as one of the initiatives within the KSA Vision 2030.

Since the inception of Vision 2030, several organizations in the Kingdom have introduced leadership initiatives and programs. Landmark Arabia launched a retail leadership program, where 44 employees took part in developing their leadership skills and capabilities, 38 of which were Saudi women. The program is based on experiential learning, whereby employees have the opportunity to shadow an existing manager, with the aim of fast-tracking the growth of young talent and preparing them to be future leaders within the corporation⁵.

Similarly to the UAE, private sector organizations are also seeking to drive leadership initiatives and programs, and enhance gender diversity in leadership positions through the development and introduction of women leadership programs within their businesses.

In Conclusion

In conclusion, we can observe that:

- The digital era and the increased importance placed on employee welfare and engagement means that senior leaders need to be more collaborative, relationship driven and tech savvy to navigate today's constantly changing business environment and address cross-disciplinary challenges.
- The majority of organizations in the region have been cognizant of the changes impacting leadership capabilities required for future leaders, and both private and public sector entities are introducing leadership initiatives and programs.
- More and more organizations across the region are introducing leadership programs and initiatives with the aim of promoting women in leadership roles.
- There is still a need for organizations to introduce leadership programs with a greater focus on building competencies to cater for the rise of the digital era, and developing more tech savvy leaders across organizations.

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Future of the organization



From employee experience to human experience

Putting meaning back into work

Organizations are investing in many programs to improve life at work, all focused on improving the day-to-day experience workers have. While there is much that can be done to improve work/life balance, research shows that the most important factor of all is the work itself: making work meaningful and giving people a sense of belonging, trust, and relationship. We believe organizations should move beyond thinking about experience at work in terms of perks, rewards, or support, and focus on job fit, job design, and meaning—for all workers across the enterprise.

ONE OF THE biggest challenges we identified this year is the need to improve what is often called the “employee experience.” Eighty-four percent of our survey respondents rated this issue important, and 28 percent identified it as one of the three most urgent issues facing their organization in 2019. It’s hard to question why: MIT research shows that enterprises with a top-quartile employee experience achieve twice the innovation, double the customer satisfaction, and 25 percent higher profits than organizations with a bottom-quartile employee experience.¹ Yet as important as it is, only 9 percent of our respondents believed they were very ready to address this issue, making it a massive priority for organizations around the world.

Unpacking the issue

Over the last five years, issues related to productivity, well-being, overwork, and burnout have grown.² The digital, always-on world of work has

been challenging for people (as we discussed [last year](#) and [in 2014](#)), and organizations have become increasingly concerned. And based on the results from our study, it’s clear that those issues have resulted in significant dissatisfaction with the job itself. This year, we found that only 49 percent of respondents believed that their organizations’ workers were satisfied or very satisfied with their job design. Only 42 percent thought that workers were satisfied or very satisfied with day-to-day work practices, only 38 percent said that they were satisfied or very satisfied with work-related tools and technology, and only 38 percent thought that they have enough autonomy to make good decisions (figure 1).

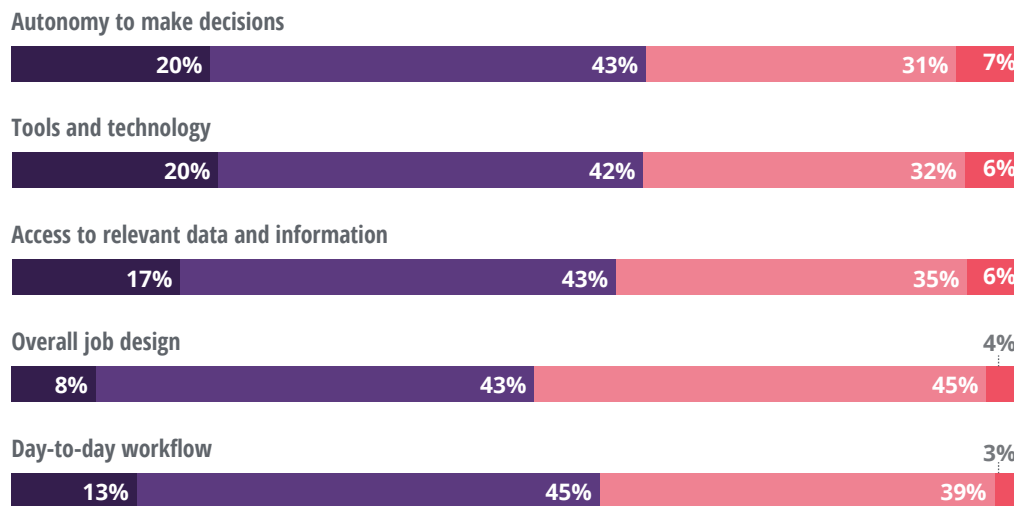
And when we looked past the attributes of the individual job and toward the overall work environment, the results were still mixed. Only 53 percent felt their organizations were effective or very effective at creating meaningful work, and only 45 percent thought that they were effective or very effective at delivering supportive management.

FIGURE 1

Many respondents perceived worker satisfaction to be low related to key aspects of work

How satisfied are employees in your organization with the design of their jobs (including the workflow and technologies)?

■ Not satisfied ■ Somewhat satisfied ■ Satisfied ■ Very satisfied



Note: Percentages may not total 100 percent due to rounding.
Source: Deloitte Global Human Capital Trends survey, 2019.

Fifty-nine percent thought that their organizations were effective or very effective at creating a positive work environment, but only 43 percent thought they were effective or very effective at providing the right opportunities for growth. When asked about their workers' trust in leadership, only 46 percent rated their organizations effective or very effective (figure 2).

Overall, it is clear that the employee experience has a long way to go.

The history of experience: From customers to employees

To understand the challenges with employee experience, we need to first start with the history of how it came to be in the first place. The term "employee experience," and the concept, originated as a parallel to the customer experience. An HR leader at a travel services company was using design

thinking to study the guest and host experience—and realized that this approach could also be applied to all of the activities going on internally. The company had outsourced many internal functions, making the employee experience inconsistent; in fact, it had never been completely designed. So the leader took on the newly created role of "global head of employee experience," applied design thinking to the problem, and the idea and role took off.³

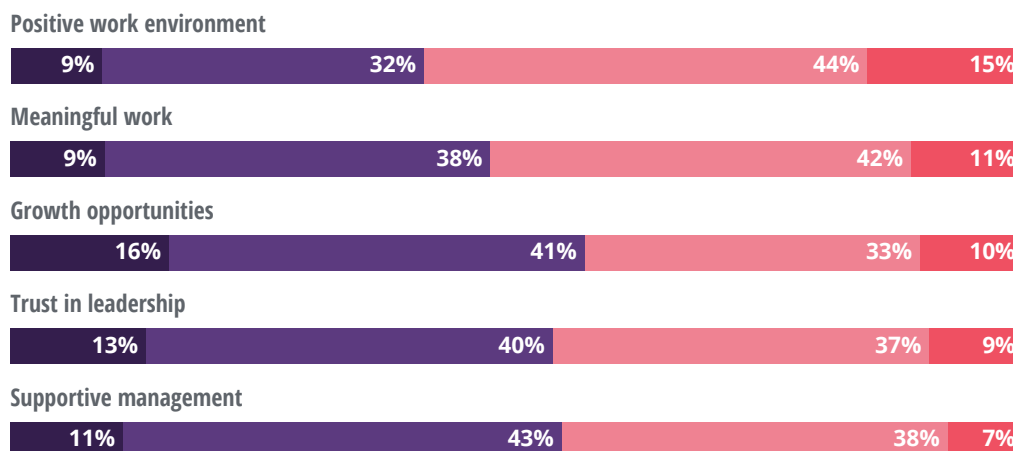
Sometimes, organizations explicitly model their workforce experience efforts on their customer experience practices. For instance, MTN, the largest mobile telecommunication company across Africa and the Middle East, has long emphasized customer experience strategies with its heaviest users. At MTN, both the customer experience and employee experience strategies are anchored on the "EPIC" principle, aiming to deliver "easy, personalized, and in-control connections" with customers and employees alike. This strategy is applied through a series of curated "high-volume journeys" targeted

FIGURE 2

Many respondents rated their organizations only somewhat effective or not effective on a number of factors related to experience

How effective is your organization in engaging workers in the following areas?

■ Not effective ■ Somewhat effective ■ Effective ■ Very effective



Note: Percentages may not total 100 percent due to rounding.

Source: Deloitte Global Human Capital Trends survey, 2019.

at generating a unique and continuous stream of human experiences that create lasting connections with the organization.⁴

However, as we've learned about the employee experience over the last few years, several new concepts have become clear. First, employees are different from customers: They have an enduring, personal relationship with their employers, unlike customers who can stop buying an organization's products at any time. Second, the employee experience is social: It is built around culture and relationships with others, moving well beyond a focus on an individual employee's needs. And third, and most relevant to the issue at hand, employees want more than an easy set of transactions; they want a career, purpose, and meaning from their work.

So where can you go from here?

In order to create an enduring relationship, be social in nature, and create meaning, experience

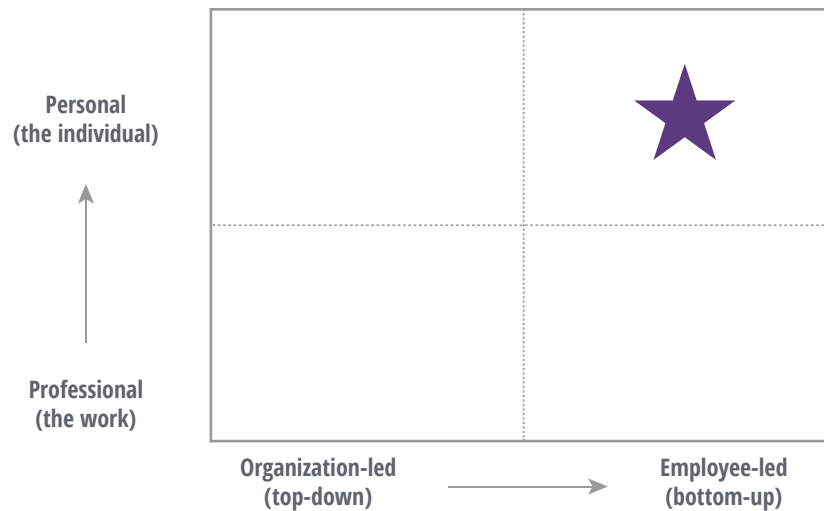
must come from and be focused on the individual. And that's where prior attempts at addressing this issue have fallen short and where a future path can be forged.

When experience *comes from the individual (bottom-up)*, it is designed starting with the employee's preexisting tendencies to enable them to do their best work in the way that works for them. When experience is *focused on the individual (personal)*, it is designed to incorporate all of the psychological needs that must be met in order for someone to perform their work well. At the intersection of both is where the optimal experience can be found—something that few, if any organizations, have yet to achieve (figure 3).

When applying this framework to the way in which organizations have tried to address the concept of experience in the past, it becomes easy to see where both prior and current efforts have fallen short. *Work/life balance*, which one could argue was the organization's first attempt to create "experience" in the workplace, was designed by organizations to recognize that individuals needed to carve out time allocated to work for other aspects

FIGURE 3

Experience should be both bottom-up and personal



Source: Deloitte analysis.

of life. Not only was it a top-down attempt at experience, thereby limiting the ownership a given employee could feel, but it was also centered around work—trying to find time for nonwork activities, but in the context of a work-first mentality.

That changed when the concept of employee engagement arose. *Employee engagement* recognized all of the basic psychological needs that must be met in order for a person to perform work well. It included emotional and social needs such as doing work that one was good at and connecting work with a higher purpose. As a result, it was centered around the employee and was very personal in nature. However, it remained a top-down philosophy: It relied on the organization's hope that employees would choose to engage with the company's ideas, culture, work, and results.⁵

The shift from a top-down initiative to one that is bottom-up in nature came with the introduction of employee experience. Employee experience is a bottom-up concept—where processes, places, and workflow are designed around employees' preexisting tendencies. Employee experience recognized

that the employee, not the employer, must be at the center.

With this shift, why are people still not seeing better results? Because while employee experience *comes from* the individual, it is still focused primarily on the work itself. Last year, BersinTM research confirmed this when asking workers what their organizations had done to improve their employee experience. The top three actions respondents identified were: (1) perks and events, (2) rewards, and (3) work/life balance. All, without question, are important aspects of work, but none truly capture the personal meaning that employees are looking for.

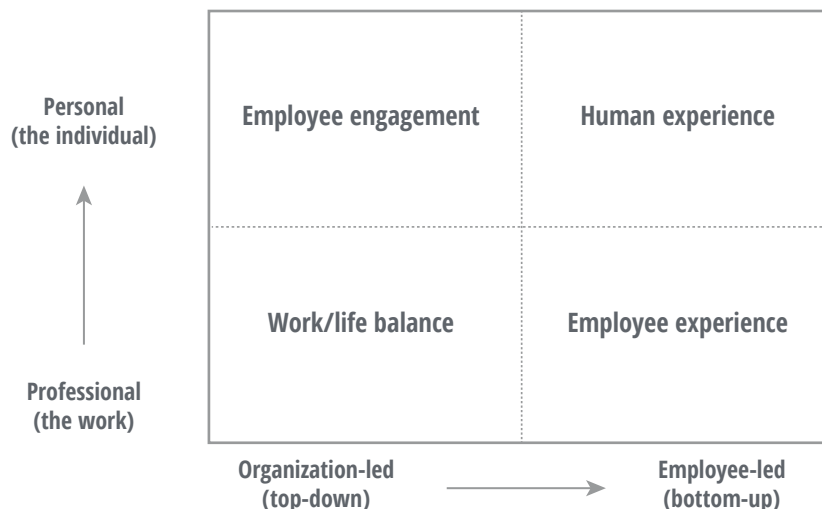
Perhaps the research put it best by saying that many employers fall short by failing to capture the human side of workers.⁶

Where does that leave us? We see an opportunity to reframe and elevate the employee experience and have expanded the terminology to capture what we're calling the *human experience*. Human experience builds upon the foundation of the employee experience, but extends beyond work processes to focus on the meaning of the work itself, thereby targeting the most



FIGURE 4

When experience is bottom-up and personal, it becomes focused on “human experience”



Source: Deloitte analysis.

personal question that can exist in the workplace: Am I making a difference? (Figure 4.)

Bringing a refreshed sense of meaning to work

Meaning is an aspirational driver that seeks to support others in making a difference that matters and motivates people to continue to do better. To start, it's about more than creating a qualitative mission statement or purpose. Also, it goes beyond corporate social responsibility, and it does not necessarily equate to doing something “good” or socially desirable. It starts by asking, *What are the aspirations of our customers, employees, and partners?* Meaning refers to connecting work back to a deeper understanding of the participants involved—customers, workers, and other stakeholders—and the bigger impact the work will have on helping them achieve their aspirations.

Wharton management professor Adam Grant found that call center employees were 171 percent more productive when they had the opportunity to spend time learning about the impact their services were having on the end customer.⁷ For instance,

the simple act of putting a face to a name can help create meaning in an otherwise routine job. At the same time, meaning also derives from the day-to-day work: Am I using my strengths and capabilities? *Am I working with people I respect to deliver something of value?*

Understanding and driving meaning is critical because it is a key motivator and helps sustain effort over time. If an organization can articulate a purpose that matters across stakeholders, it will get an impact, but if it can also tap into the purpose and meaning for the workforce and connect to what matters for the customer, the effect will amplify. The catch here is that meaning is more nuanced than cost or even value—it cannot easily be pushed; the individual worker or customer will ultimately decide if something is meaningful. The goal for business and talent leaders is to explicitly consider what meaning can be derived by workers and customers based on the design of products, services, and jobs.⁸

Owning the experience symphonically

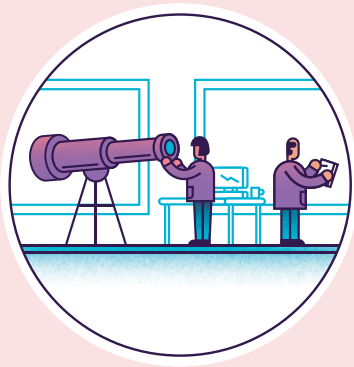
To create the human experience at work warrants an end-to-end focus similar to the way

organizations think about their customer experience. Traditional HR responsibilities such as hiring, onboarding, job design, rewards, and development don't fully address issues with the work itself, which means a multifunctional focus is needed. In fact, we believe that HR organizations must partner closely with the business, IT, facilities, finance, and even marketing to make an impact in this area.

Some organizations are already taking steps toward integrating the ownership of experience. For instance, Arm, a global semiconductor and software design company, has brought the elements of its workforce experience—such as workspaces, people technology, shared services, and mobility and travel—under a single function to help build a consistent and holistic experience for its employees.⁹

Apple has gone even further in this direction by recently asking its vice president of people, Deirdre O'Brien, to take on an expanded role as “senior vice president of retail and people.”¹⁰ As part of the announcement of O'Brien's new role, Angela Ahrendts, Apple's departing head of retail operations, said: “I look forward to watching how this amazing team, under her leadership, will continue to change the world one person and one community at a time.”¹¹

While the employee experience journey may start with a focus on the workplace, perks, and rewards, in time it must focus on the more human elements of the work itself to truly create meaning. A true human experience is one that embeds meaning into work and enables every employee to contribute in the most positive, supportive, and personal way.



Level of effort: The human experience

REFRESH

Organizations have an opportunity to refresh and expand the concept of “employee experience” to address the “human experience” at work—building on an understanding of worker aspirations to connect work back to the impact it will have on helping people achieve their aspirations.

Acknowledgments

The authors would like to thank **Art Mazor** and **Jannine Zucker** for their contributions to this chapter.

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From employee experience to human experience

Middle East

OVER THE PAST few years, organizations in the Middle East have directed efforts towards improving the work/life balance of employees through the implementation of various initiatives including remote working arrangements, increased leave days, wellness initiatives, etc. Though these initiatives proved to have increased productivity levels, employees still lack a sense of belonging and commitment. According to a study conducted by Bayt.com in 2019, 75% of MENA employees feel that they maintain a healthy work-life balance. Yet, 65% of the respondents have considered leaving their current job to find an even better work-life balance¹. In light of this finding, organizations are urged to redirect their efforts towards enhancing the employees' loyalty and engagement by focusing on enhancing their experience.

UAE

In 2017, a study conducted by Gallup revealed that 84% of employees are not engaged in their jobs in the UAE². However, in the last couple of years the UAE has implemented several policies, initiatives and programs addressing employee engagement and work/life balance. The National Program for Happiness and Wellbeing launched a Guide to Happiness and Wellbeing at public and private sector workplaces, in alignment with the UAE's ambitious vision to become one of the happiest countries by 2021. The guide includes a framework with four fundamental pillars: Instilling Purpose, Promoting Health, Building Relationships and Fulfilling Potential³.

In an effort to promote work/life balance and enhance the employee experience, the Dubai Government issued a new law in July 2018 for government employees promoting remote work practices, more lenient and flexible in-house promotions, and increased leave days⁴. In addition, the UAE's public sector introduced government games in 2018⁵, similar to corporate games in the private sector, in order to promote the wellbeing of employees and engage public sector employees in various team-building activities.

Organizations in the private sector have also adopted similar initiatives, including wellness programs, paternity leave, and recognition awards.

Wellness programs are evidently present in various entities across the private sector. Canon Middle East, winner of Workplace of the Year in MEED's 2018 Daman Corporate Health Awards, launched Space360, a renovated office catering to its employees' wellbeing, happiness and ability to be innovative in their work⁶.

Amongst other examples, Etisalat, winner of the 2018 Innovation in Employee Engagement award, annually hosts several events to engage employees, such as Wellness Week, Spirit of Happiness Week and Travel Week⁷.

KSA

Similarly, the study conducted by Gallup revealed that only 17% of employees are engaged in their jobs in KSA².

KSA is directing efforts towards enhancing the employee experience and engagement. In align-

ment with the Saudi Vision 2030, promoting health and wellbeing across workplaces in the public and private sector, KSA has introduced the first ever corporate games event, which will be held in October 2019⁸.

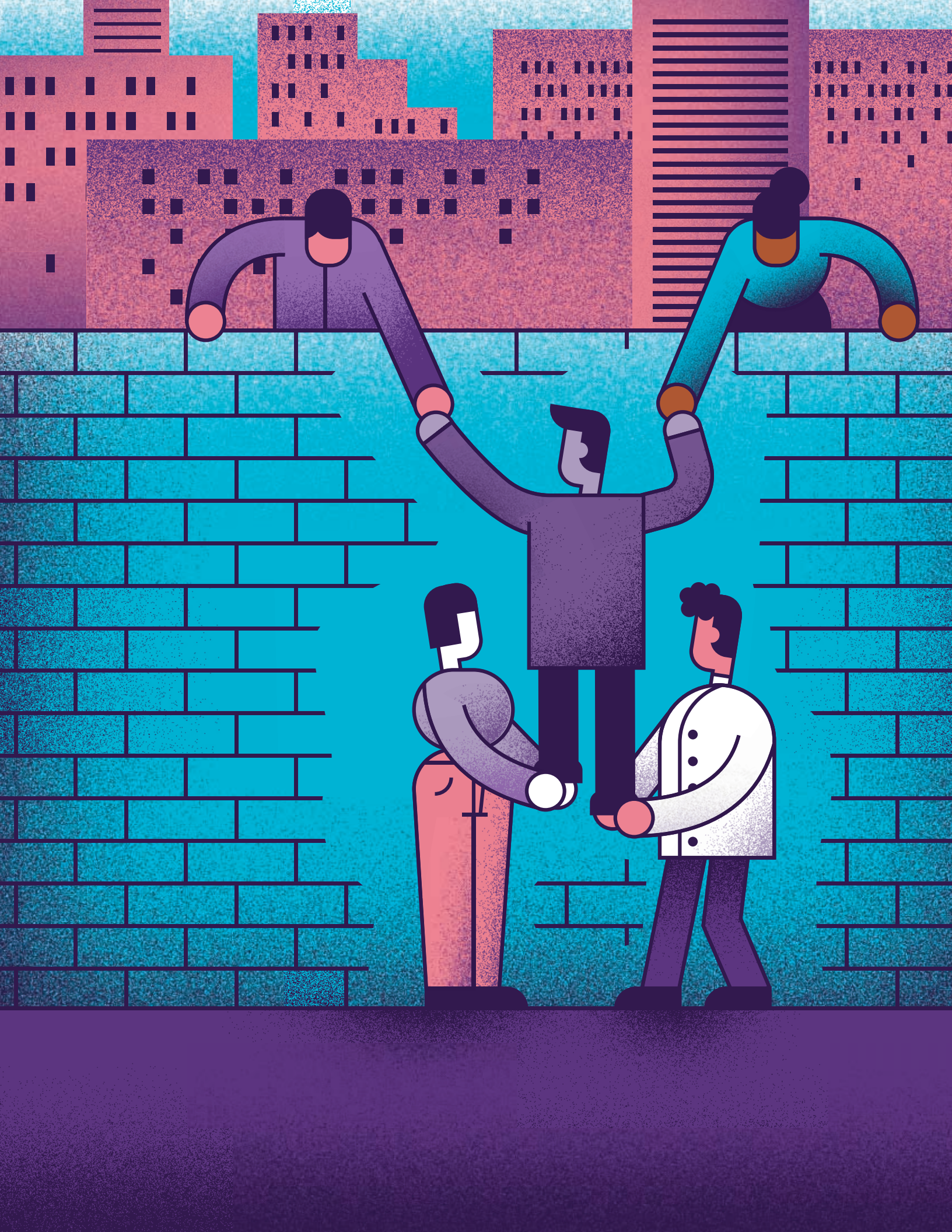
Entities from the public and private sectors are driving employee engagement initiatives by implementing best practices in HR, creating effective work environments and rewarding distinguished employees. In addition, over 100 entities in KSA take part in competing for the Great Place to Work recognition of the best work environment in the country⁹, through the assessment of the work culture based on gathered employee feedback¹⁰. Findings indicated an increase in the number of Saudi private and public entities listed in the top 20 top companies in KSA with over 10 entities in 2019; the remaining entities were from multinational firms (e.g.: Hilton Worldwide Inc., DHL etc.)¹⁰.

In Conclusion

- Improving the employee experience is considered one of the top challenges across organizations because the majority of efforts fail to capture the need for meaning in work that people are looking for.
- We see an opportunity for employers to refresh and redefine the concept of “employee experience” to “human experience”.
- Overall, it is clear that the employee experience has a long way to go, and organizations should move beyond thinking about the employee experience at work in terms of perks, rewards and support, and instead focus on job fit, job design, and meaning for all employees across the organization, which today is still absent from Middle East practices.

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Organizational performance

It's a team sport

The shift from hierarchies to cross-functional teams is well underway. Our data shows that adopting team structures improves organizational performance for those that have made the journey; organizations that have not risk falling further behind. These organizations can look at several ways to drive progress, such as educating leaders on how to operate in cross-functional teams and reconfiguring rewards and performance management to support team performance.

ONE OF THE fundamental changes in business today is the steady shift away from hierarchical models of management. Over the past few years, the terms “digital,” “agile,” and “network” have become commonplace. In our 2017 Global Human Capital Trends survey, “building the organization of the future” was the No. 1 trend respondents identified, with 88 percent viewing it as important or very important. Eight percent of this year’s survey respondents told us they now operate almost wholly in teams, with another 23 percent saying that most work is done in teams within a hierarchical framework (figure 1). And 65 percent of our respondents rated the ability to lead through influence as a requirement for 21st-century leadership, building management models around persuasion.

Teams and performance: A proven link

Our research this year suggests that shifting toward a team-based organizational model improves performance, often significantly (figure 2).

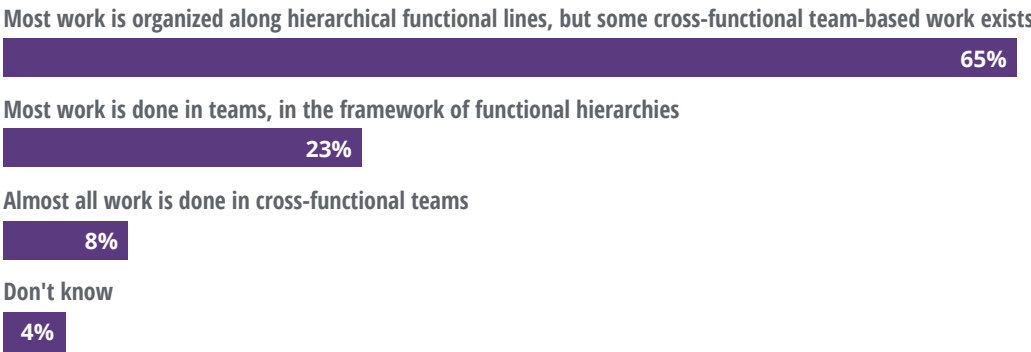
Indeed, the shift toward teams is paying off for many organizations that are executing it well. If we look at some high-performing organizations such as Cisco, Google, and others, they are promoting teaming and networking within their organizations.¹ While they have many senior leaders and functional departments, they move people around rapidly, they spin up new businesses quickly, and they have the ability to start and stop projects at need, moving people into new roles to accommodate.

Case in point: At Liberty Mutual Insurance, teams developing customer-facing products sought to pool talent from different functions, thereby enabling a more agile approach to developing products and onboarding customers. In these efforts, marketing professionals design onboarding collateral, call center professionals give input on what they are hearing from customers, and finance professionals provide insights into different payment methods.² Liberty has found that the teaming leads to improved products, and the team itself feels more empowered. To facilitate this type of teaming across its organization, Liberty Mutual Insurance has built

FIGURE 1

Thirty-one percent of respondents say that “most” or “almost all” work is done in teams

How far along are you in the process of moving to a team/network-based organization?



Source: Deloitte Global Human Capital Trends survey, 2019.

an entire management system, called the Liberty Management System, to support teams. It specifies how teams are formed, how teams operate, how they measure themselves, and how they communicate with others.³

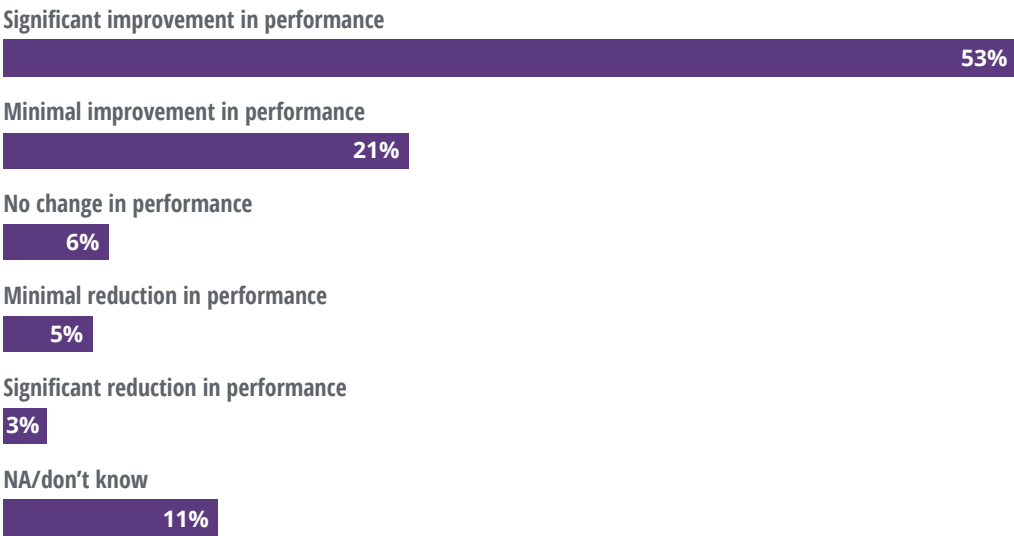
A new set of challenges has emerged

While many organizations understand the opportunities that a shift toward teams presents, there is much more work to do. Sixty-five percent of this

FIGURE 2

Shifting to a team-based model improves performance

What impact are you seeing from the transition to a team/network-based organization?



Note: Only respondents whose organizations worked at least partially in cross-functional teams answered this question.
Source: Deloitte Global Human Capital Trends survey, 2019.

year's survey respondents viewed the shift from "functional hierarchy to team-centric and network-based organizational models" as important or very important—but only 7 percent of respondents felt very ready to execute this shift, and only 6 percent rated themselves very effective at managing cross-functional teams. Despite hundreds of articles on agile methodologies and the broad adoption of agile and team-oriented tools for software engineering, getting work done through high-performing teams across large organizations is still proving to be difficult and complex.

In the early days of experimentation on this front, many organizations were nervous about making the shift to teams. As a result, early networks of teams staffed these "special" teams with only elite talent to mitigate risk. Unsurprisingly, these organizations observed sharp improvements to engagement, net promoter scores, and other relevant measures, but that improvement proved temporary in nature and it was difficult to distinguish between what extraordinary individuals were delivering versus the networks of teams design.

Over time, it has become clear that managing people and work in a network is not just a matter of creating agile workplaces and scheduling standup and scrum meetings. It also means changing the way organizations allocate budgets, train people, and reward workers. It means cultivating greater collaboration at senior leadership levels, including among the C-suite. And it means radically changing career models to facilitate employee mobility within the organization to put the right people on the right teams at the right time—no matter where they may sit.

To tackle these challenges, organizations need to embed team-based thinking internally as well as in the broader ecosystem in which today's social enterprise finds itself. To help accomplish this, there are five layers in which team-based thinking should be embedded:

- **The ecosystem.** Define purpose-driven teams in the context of the missions they serve within the organization and externally relative to customers, partners, and society at large.

- **The organization.** Design "front-led" networks of teams that promote multidisciplinary collaboration and empowered decision-making.
- **The team.** Build teams that demonstrate new agile and collaborative ways of working.
- **The leader.** Select and develop team leaders who have a growth mindset that creates the conditions for teams to be iterative, open, inclusive, and effective.
- **The individual.** Challenge conventional talent management interventions, from succession and performance management to rewards and learning, to enable individuals to change their focus from "climbing the ladder" to growing from experience to experience.

Rewarding the right behavior

This mindset shift must start at the top. A frequent challenge to establishing a team-based culture and structure is that the C-suite itself is not yet designed to operate as an integrated team. As we discussed in the [2018 Global Human Capital Trends](#) report, the most senior executive jobs are often functional in nature—chief marketing officer, chief technology officer, chief financial officer, and so on—yet daily operations and long-term strategies cross these functional boundaries. Our research this year found that only 17 percent of C-suite executives "regularly collaborate on long-term interdependent work," down from 34 percent in 2018; 44 percent of our respondents said that their C-suite executives operate totally independently or only occasionally partner on ad hoc initiatives. This may partly be due to outdated incentive structures: Thirteen percent of the C-suite executives in our survey identified "CxOs' compensation incentives do not reward collaboration" as the most significant barrier to C-suite collaboration. The whole definition of a C-suite executive has changed, yet many organizational leaders are still struggling to make the shift.

This challenge with rewards doesn't stop at the C-suite. Often, a team-based organization will promote functional and project management experts into senior roles, rewarding people for their followership, relationships, credibility, and teaming skills. To be effective, these leaders must promote inclusion, fairness, and transparency so that teams can operate well.

A team-based organization also pays people based on their influence and impact, not only their job level, tenure, or title. This aspect of encouraging teaming remains difficult for many, however. One way to reward and pay people for their performance on teams, though not without challenges, is to reconfigure performance management around team-based goals; 28 percent of our respondents said that their organizations awarded performance rewards based on "achievement of measurable team metrics" (figure 3). Recent Bersin™ performance management research has found that high-performing organizations are more than twice as likely

as their low-performing counterparts to include overall team performance in their evaluations.⁴

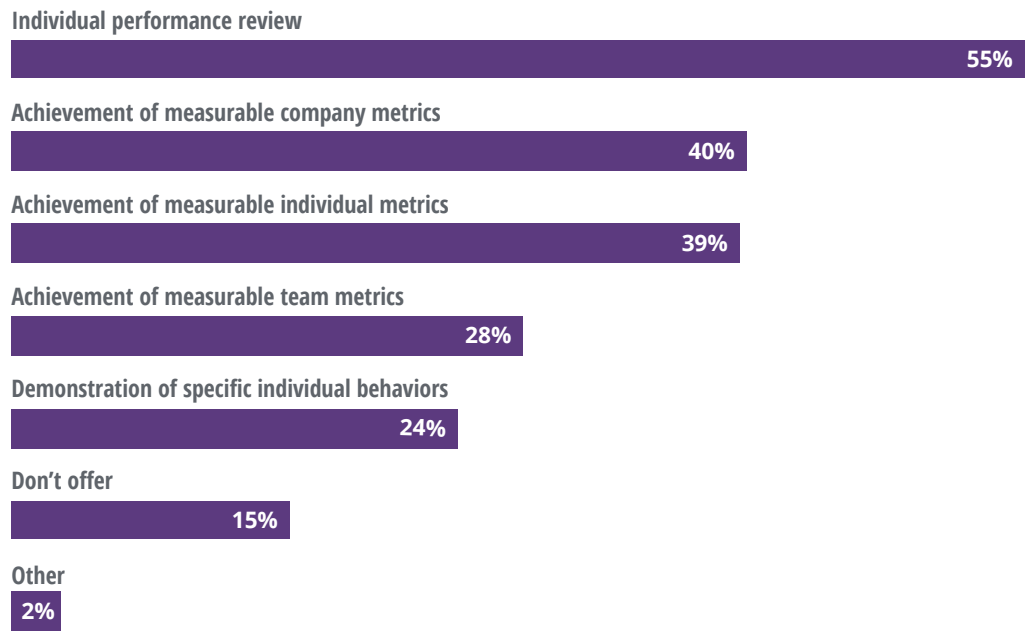
Taking a refreshed look at teaming

Organizations are not without means to address such challenges. Practices such as organizational network analysis (ONA) to examine team behavior and effectiveness are starting to take hold. Network data can easily be collected through brief surveys. Many vendors are also starting to embed network algorithms into email systems, giving organizations the ability to use people's "digital exhaust" to understand how their networks operate and where the hierarchy might be helping or hindering their ability to get work done. While some regions have restrictions on collecting the data needed for ONA—in the European Union, for instance, the General Data Protection Regulation (GDPR) requires workers to

FIGURE 3

Most performance rewards are still based on individual performance

What is the basis of performance-based rewards in your organization? Select all that apply.



Source: Deloitte Global Human Capital Trends survey, 2019.

provide permission⁵—the power of this technique makes it worth exploring.

At one company in the technology sector, for instance, which wanted to simplify its organizational design in an effort to become more customer-centric and proactive, ONA on data collected through survey questions discovered something unexpected: Although the company was functionally organized into 14 vertical structures, its people were actually operating in only four distinct teams. This insight informed the company's organizational redesign, allowing it to proceed in a way that took into account its existing organization and stakeholder relationships.

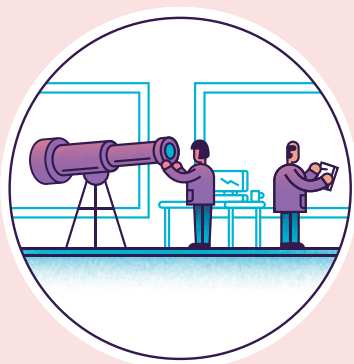
In another example, a retailer with tens of thousands of employees used ONA to test whether their networks of teams were operating as designed. The analysis compared the “number of steps” it took for employees to get to the people they needed to make customers happy informally versus formally (through the hierarchy). By identifying the gaps, the organizations were able to make adjustments in team design based on performance and effectiveness data. This comparison between formal and informal ways of accomplishing work is a major leap in the field of team and organization design, and it is enabling

evidence-based decision-making in the adoption of collaborative teams.

Efforts like these highlight human-focused reinvention at its finest. By leveraging technology to evaluate the organic way in which people interact and operate, organizations can not only improve their performance by moving toward a more team-based environment, but simultaneously empower their workforce, thereby unleashing their full human potential.

The global trend toward team-based organizations is growing for a reason: It is a more effective model for operating in the dynamic, unpredictable business environment typically seen today. In the long term, we believe there will be no leading organization that does not work primarily on the basis of teams. However, we recognize this will be an incremental journey for many. “Agile at scale” or other frameworks that push all teams in the organization toward multi-functional networks may be one step

too far for some. Striving for a culture of collaboration and aligning incentives with team performance can enable organizations to take the first step, build adaptive muscle and confidence, and start their journey toward becoming a true team-based culture.



Level of effort: Organizational performance and teams **REFRESH**

New mindsets and technologies are easing the shift to new team-based models of work. However, many leadership and talent practices and behaviors continue to raise significant barriers to fully supporting a team-based operating model.

Acknowledgments

The authors would like to thank **Amir Rahnema**, **Tiffany McDowell**, and **Don Miller** for their contributions to this chapter.

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Organizational performance

Middle East

IMPROVED ORGANIZATIONAL PERFORMANCE has been linked to a shift towards a team-based organizational model globally. Organizations in the Middle East, which is considered one of the fastest emerging markets in the world, are also experiencing the organizational benefits of moving towards teams. Recently, highly agile organizations in the region have been applying new business models, deploying innovation, and introducing new products and services in order to adapt to changing market conditions¹. In addition, both private and public organizations have adopted a team-based organizational model whenever they seek to achieve a specific goal or objective, by forming task forces, committees, groups, or panels.

While it is evident that a team-based business model is somewhat present in the region, and that the Middle East is moving towards this, this may not yet compare to the current global shift. Global frameworks such as ‘agile at scale’ that push all teams in the organization towards multifunctional networks may be one step too far for some. Striving for a culture of collaboration and aligning incentives with team performance can enable organizations to take the first step to build adaptive models and confidence in order to start their journey towards becoming a true team-based culture.

Although the Middle East may not yet be as advanced in the team-based organizational model as organizations globally, improved organizational performance remains a matter of focus for both private and public organizations in the region through other means. A previous study by Deloitte Middle East stated that the rise of agile organizations in the public sector is driven by the need to face,

adapt to, and embrace the fast-moving changes that are affecting the sector and how it serves its citizens. Globally, the public sector is undergoing radical digital reforms and transformations, mainly due to increasing costs, budget pressures, changing needs of citizens and, most importantly, the rise of new technological breakthroughs. Regionally, similar trends apply, more so for countries looking to rely less on oil and diversify their sources of income.

The Middle East is working on improving agility in its organizations through developing digital technology to strengthen organizational performance. For example, the UAE ICT 2021 Strategy and UAE National Innovation Strategy prioritize digital technology among the top seven national sectors. As for Saudi Arabia, digital transformation is listed among the top four priorities in the National Transformation Plan (NTP) 2020².

UAE

Over the past decade, the UAE’s public sector has undergone large-scale transformation resulting in the country being ranked as one of the best performing governments globally³. The Government Excellence Model (GEM) is a key component of the public-sector performance architecture that supports the implementation of the UAE’s futuristic vision for national development. Its aim is to ensure that the government is agile, efficient, and at the leading edge of public sector administration across the full spectrum of its activities, from the policy-making process to service delivery. The same performance architecture that spans the breadth

and depth of government will be used to localize, harmonize and monitor progress on the Sustainable Development Goals (SDGs)³.

KSA

Saudi Arabia has a digital transformation agenda to increase effectiveness, efficiency, and the speed of decision-making across the public sector, in order to deliver the Kingdom's Vision 2030. The Government has eliminated supreme councils and established the Council of Political and Security Affairs and the Council of Economic and Development Affairs in order for effective governance and better business continuity within each ministry, as their ambition is to reach a more interconnected government, with clearer links between policy-making, delivery, and performance monitoring⁴. However, with big change comes great resistance, especially in the public sector, which impacts numerous stakeholders and entities. In order to ensure the success of these councils, and the achievement of the objectives set forth behind their establishment, senior leadership buy-in, and the ability and willingness to take bold decisions are crucial.

Conclusion: Organizational Performance

In conclusion, our research indicates that:

1. Organizations in both the public and private sectors have realized the benefit of transforming into an agile organization. However, there is still room for improvement in organizational performance with regards to the adoption of a team-based model.
2. Organizations need to embed team-based thinking internally as well as in the broader ecosystem in which today's social enterprises find themselves.
3. In addition, senior leaders need to support and lead the adaptation of agile organizational performance across the Middle East, in order to support and improve organizational performance and reduce operational costs.
4. Organizations must adopt and promote collaboration and teamwork across all levels to be able to capitalize on innovation and improve their performance.

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Rewards

Closing the gap

Rewards programs are falling behind both internal and external expectations. For workers, rewards mean more than money. They are looking for personalized rewards that meet their needs—and yet most organizations have been guessing and don't know what their people want or value. Meanwhile, rising social pressures on organizations, driven in part by disparities in wealth and the gains from economic growth, mean more organizations need to account for how their own pay and rewards systems stack up against broader worker and societal expectations. In the domains of learning, leadership, teams, and career development, rewards have to be adjusted to drive the desired outcomes. There are gaps and growing frustrations across the board.

AS ORGANIZATIONS COMPETE for talent by touting organizational purpose, the workforce experience, career growth and fulfillment, and a wide variety of development programs, one critical component of the equation has fallen behind: rewards. This year, only 33 percent of respondents to our Global Human Capital Trends survey felt that their organizations were ready or very ready to address this issue, and only 11 percent of respondents believed that their rewards strategy was highly aligned with their organization's goals (figure 1). Why is this area of business so hard to manage?

First, let's consider the economy. It has now been 10 years since the global financial crisis, and many economies around the world have recovered.¹ Corporations are reporting record profits,² and

in the United States, the unemployment rate fell to its lowest level in nearly five decades.³ Globally, many advanced economies, with a few exceptions, are also seeing unemployment numbers lower than in a decade or more.⁴ In 2018, Japan, the United Kingdom, Germany, and others saw their unemployment rates fall to lows not seen in years;⁵ and China's unemployment rate hit 3.8 percent.⁶

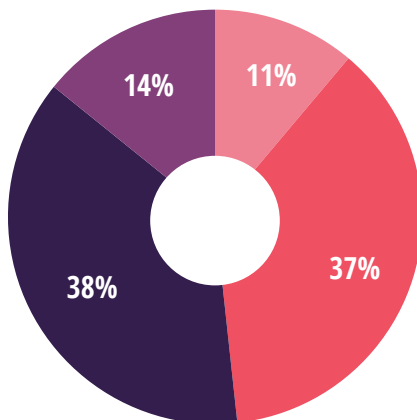
Wages, on the other hand, are not keeping up with inflation, despite a small uptick at the end of 2018.⁷ Why aren't wages growing with the economy? Our research shows that even in today's highly competitive labor market, many organizations are reluctant to raise wages, with many extending noncash benefits to their workers instead. The well-being market, for example, is now a US\$45 billion industry, and organizations are increasing spending

FIGURE 1

Fewer than half of our respondents felt that their rewards strategy was aligned or highly aligned with overall organizational goals

To what extent is your rewards strategy aligned to your overall organizational goals?

■ Highly aligned ■ Aligned
■ Somewhat aligned ■ Not aligned



Source: Deloitte Global Human Capital Trends survey, 2019.

on well-being by more than 7 percent this year.⁸ Organizations have offered flexible work hours, free lunches, unlimited vacation, and many other fringe benefits in efforts to make the workplace better. It seems that employers are willing to throw almost anything at their people to try to improve the workforce experience, as long as it doesn't involve above-market raises in base pay.

We believe that many organizations are stuck in old-fashioned thinking: They see labor as a cost, not an asset, so they keep wages and associated spending on labor down.⁹ This philosophy might help organizations meet short-term financial targets. But as our global survey shows, the need to reskill people, restructure work, and improve the workforce experience is now paramount. This means that a broader view of rewards is becoming more important than ever as organizations look for effective ways to motivate their people. Increasingly, it makes good business sense to view all human capital spending as an investment, not an expense, and rewards are no exception.

Rewards to relationships

When we ask workers what's important to them, the No. 1 answer is not money but the value of the work to them.¹⁰ A recent study that asked 2,400 professionals what inspired them most at work found that "the nature of the work itself" came in first, followed by "the ability to learn, grow, and progress."¹¹ This shift from rewards to relationships is critical to creating and embedding a workforce experience that stands alone as a differentiator in attracting and retaining the high talent workers of tomorrow (figure 2).

And this mindset around the workforce experience doesn't just apply to full-time employees. Respondents to this year's survey ranked compensation, flexibility, learning and development, and health and well-being benefits as the most important rewards in engaging the alternative workforce. It is critical for organizations to decide how to apply rewards practices not only to full- and part-time workers but also to gig workers, contractors, and crowdsourced talent who fall outside the traditional bounds of the employer-worker relationship. With the expanding challenges of maintaining compliance with labor market regulations and expectations, however, it's easy to see why many organizations have struggled to achieve harmony between their rewards strategies and the greater range of worker types (figure 3). Most haven't explored the issue in depth.

Best fit, not best practice

Just like the shift in the composition of the workforce, almost nothing about work and workplaces is the same as it used to be. People are looking for different things from their jobs beyond a paycheck, a retirement plan, and insurance. The workforce and its needs are more diverse. And above all, workers today can easily search employer reviews and ratings, find and compare rewards offerings across organizations, and decide for themselves their relative value. As a result, the old, standard method of determining the competitiveness of rewards—benchmarking compensation and

benefits by industry and geography—holds little weight. Formal benchmark data quickly becomes outdated, which essentially means organizations are looking at where someone else has been to determine where they should go next.

Rather than rely on benchmarking, we believe that organizations should ground their rewards strategies in their organization's unique culture and objectives and focus on curating employment brands that highlight how their rewards are different from

FIGURE 2

Employers should focus on cultivating relationships with workers—not just giving them rewards

Rewards	Relationships
Employers viewed compensation and benefits primarily as rewards in recognition of service and effort	Employers are reframing rewards as a way to reinforce achievement and motivate high performance
Employers took a one-size-fits-all approach to benefits for the workforce	Employers are exploring a more tailored approach responsive to workers' individual needs and wants
"Total rewards" was defined as the accumulated value of compensation and benefits	"Total rewards" encompasses compensation, benefits, well-being, development, and recognition
Workers depended on information given by employers to assess the competitiveness of their rewards	Workers create their own perspective of relative value through social media and other publicly available information
Rewards was managed as a separate and distinct competency within HR	Rewards is part of a broader focus on experience, often combined with learning, development, and career progression

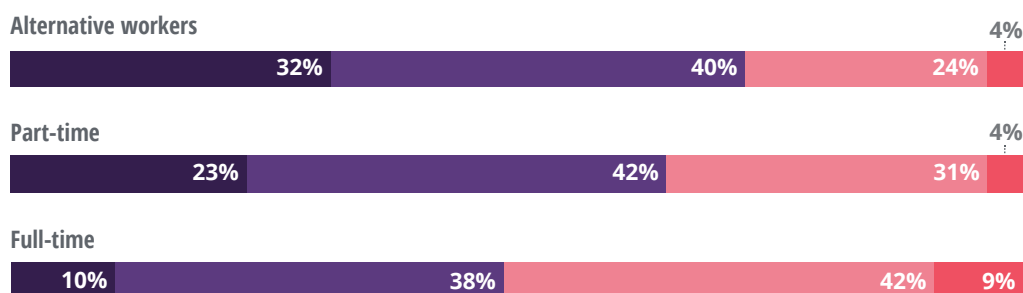
Source: Deloitte analysis.

FIGURE 3

Many respondents rated their organization's rewards ineffective at accommodating alternative workers' needs

How effective are your organization's rewards at accommodating the diverse needs of different types of workers?

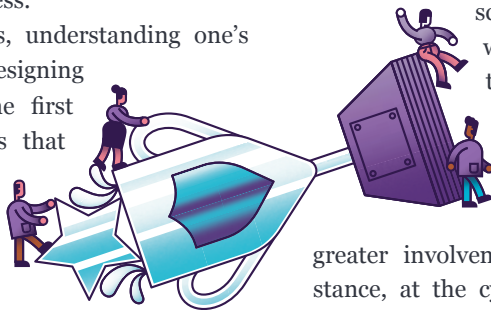
■ Not effective ■ Somewhat effective ■ Effective ■ Very effective



Note: Percentages may not total 100 percent due to rounding.
Source: Deloitte Global Human Capital Trends survey, 2019.

those of their competitors. For example, organizations that need to attract large numbers of highly educated early-career workers might promote their innovative approaches to helping employees deal with student debt. An organization with a business model built on agility, meanwhile, might highlight its frequent compensation review cycles and agile rewards offerings compared to organizations with a more typical year-end process.

Whatever the design is, understanding one's own workforce and designing rewards accordingly is the first step to providing rewards that not only motivate performance but encompass the broad workforce experience organizations are trying to create. That said, staying attuned to workers' expectations and needs can prove a challenge: In this year's survey, respondents identified "Not understanding what's most important to employees" as the top barrier to changing their organization's rewards strategy (figure 4).



Starting from a refreshed slate

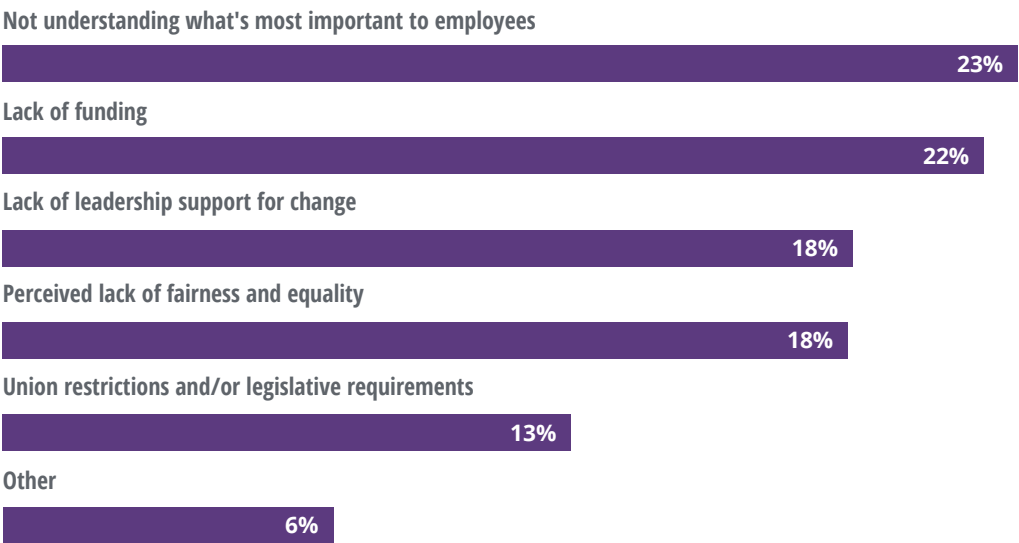
The frequent lack of alignment between organizational strategy and rewards means that many organizations must step back and refresh their rewards approach. The advantage of getting this right—of providing the best rewards for an organization's workers—is particularly apparent now, when the labor market is tight and skilled workers are scarce. Providing the right rewards will enable organizations to retain them and keep them producing at high levels.

To understand what rewards are "right" for a given organization's workers may require greater involvement from the business. For instance, at the cybersecurity company Avast, the business leaders have primary responsibility for total rewards, owning the rewards budget and allocating it as they see fit to encourage retention, worker performance, and other desired outcomes. HR plays a supporting, coaching role, offering advice and guidance but leaving final rewards decisions to the business.¹²

FIGURE 4

Understanding what workers value is a frequent challenge

What is the greatest barrier you perceive to changing your company's rewards strategy?



Source: Deloitte Global Human Capital Trends survey, 2019.

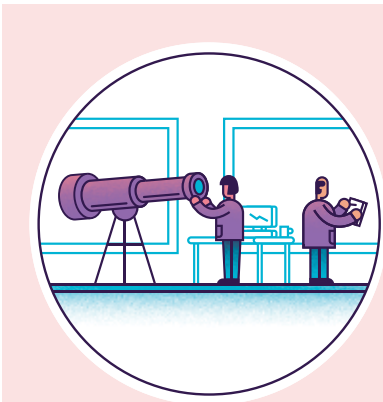
In other cases, organizations have gone directly to their workers to find out what they want. N6A, a public relations firm, offers traditional benefits to its workers, but now also allows workers to customize their rewards in a program called Pace Points. The perks and rewards workers value most—whether cash, health club membership, travel, housing, nutrition and meal services, or other items and services—can be obtained by earning “Pace Points” for individual, team, and companywide achievements.¹³

And these organizations aren’t alone. In fact, the latest research by Bersin™ tells us that high-performing organizations are six times more likely to use data and analysis to understand the rewards preferences of their workers compared with their lower-performing counterparts.¹⁴

But transparency needs to go both ways. While understanding what workers want is one part of the equation, the other part of a winning rewards strategy is to make sure that people understand what they’re getting. Here, organizations need to do a better job of explaining their rewards to

workers—and to articulate that rewards may change as people migrate through different roles, sometimes up, sometimes down, and sometimes across the enterprise. Such transparency about pay runs counter to common practice: Only 18 percent of the respondents to our survey believe that they have a “very transparent” model to communicate pay information. But as risky as being open about pay and other rewards may seem, it is an essential part of the dialogue around rewards that organizations should maintain with their workers to understand their needs and articulate the organization’s efforts to meet them.

In the world of the social enterprise, where workers are seeking deeper meaning in their work and organizations are striving to create a greater human connection with their workers, rewards can either be an incredible motivator or a topic of contentious debate. To help avoid the latter, organizations must expand their view of rewards, engage their workers, and enter a new world of work where perks and pay are just the beginning.



Level of effort: Rewards

REFRESH

In a world of evolving worker expectations, high-performing organizations go beyond aiming to meet industry and regional benchmarks for compensation and benefits. They focus on building relationships with workers to understand their values and needs, and delivering rewards that address these values and needs in ways that support teaming and motivate performance.

Acknowledgments

The authors would like to thank **Jason Flynn** and **Melanie Langsett** for their contributions to this chapter.

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Rewards

Closing the gap

THE MIDDLE EAST is facing several changes that have an impact on the workplace, including influencing rewards schemes in organizations. The introduction of VAT in the GCC region, the increase in the alternative workforce, and the rise of the digital era are examples of the changes occurring that are affecting the way rewards are addressed across the region.

The average salary increment in the GCC was less than the VAT increase which impacted the purchasing power and led some expats working in the region to consider changing jobs, or relocating back to their home country.

The increase in the alternative workforce has yielded better outcomes for both business and employees, as this represents cost saving sources for businesses and a better work life balance for employees. Though this arrangement seems ideal in some situations, the alternative workforce might not be as effective in attracting scarce digital resources and skills.

Rewards schemes are shifting towards employee experience and engagement in the workplace, rather than strictly compensation and benefits packages. Studies conducted by Bayt.com revealed that 59% of respondents in the Middle East believe that their salary is lower than other companies in their industry. Though this might seem alarming to businesses, the study also revealed that 36% of the respondents claim that their loyalty to their company is not linked to the salary they receive. Though the percentage is lower in the GCC region than globally, the study also indicates that opportunities for career advancement, training and

development, and enhanced work-life balance also drive loyalty¹.

UAE

Unlike most countries, the UAE does not impose income tax on businesses and individuals. However, the introduction of VAT in 2018 has heavily impacted the cost of living in the country, with an increase of 5% on all expenditures. Though this does not directly impact employers, employees have felt the effect of the tax introduction; for example, in a study conducted by “yallacompare”, 65% of respondents claimed that they did not receive any salary increment in 2018². However, according to “NADIA Global’s annual GCC Salary Report 2018 – 2019”, salaries are predicted to increase between 3.5-5% in 2019³.

Although the introduction of VAT increased living costs for employees in the UAE, the Emirate of Abu Dhabi and Dubai have mandated employers to provide health insurance coverage to all employees⁴. Health insurance coverage has been used by several businesses as part of their rewards scheme in order to attract and retain talent. Though this benefit is amongst the most important to employees, it is no longer a differentiator in the marketplace. Employers must find alternative ways to enhance their rewards schemes in order to attract and retain talent.

As well as this, the rise of the digital era has put substantial pressure on businesses to develop their digital skills. Due to the scarcity of these capabilities in the market, businesses will need to do more than

just beef up their remuneration packages. Studies conducted by Robert Half indicate that benefits such as flexible working arrangements, increased annual leave, equity/profit sharing, relocation and childcare benefits are amongst the most popular demands of candidates⁵.

KSA

The Kingdom of Saudi Arabia (KSA) introduced 5% VAT in 2018, and in light of the burden caused on employees, King Salman ordered an increase in the salaries and allowances of Saudi Arabia's public sector employees and military personnel to help offset its introduction⁶. According to a study conducted by Korn Ferry, the average salary increase in the Kingdom in 2018 was 2.6% across all sectors, accommodating half the percentage of VAT⁷.

The KSA market has been exponentially growing in the past couple of years, with a 111% growth of jobs estimated in 2019, according to the Robert Walters Middle East Job Index. The government of Saudi Arabia has also predicted a 7.4% increase in total spend for 2019⁸. With strong Saudization policies, firms are expected to attract skilled local talent. Unlike expatriates, local employees and candidates are looking for more than just attractive remuneration packages, and there is a growing concern to enhance work-life balance, career paths, employee engagement and learning and development initiatives; what we call today relationship rewards.

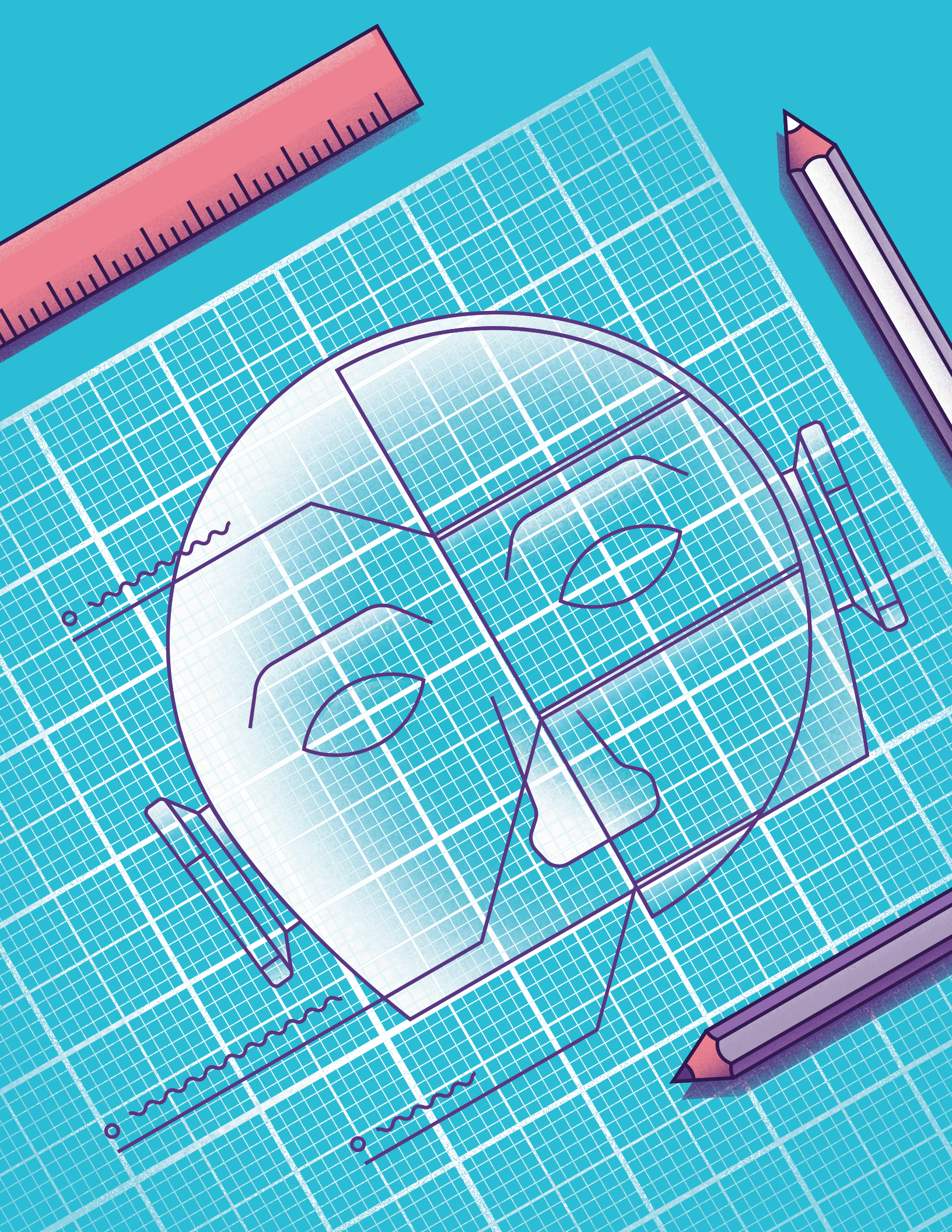
In Conclusion

In conclusion, we can observe that:

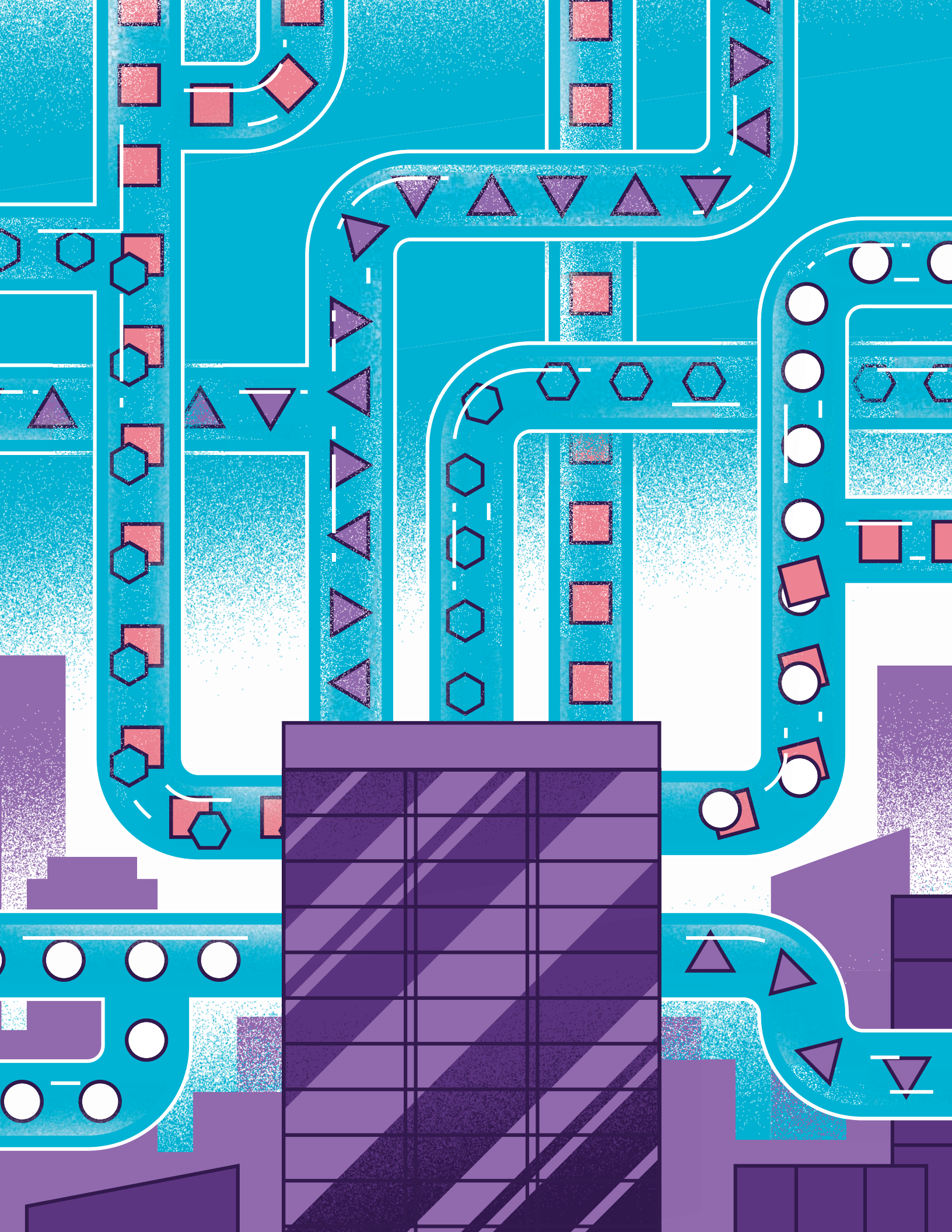
- In the Middle East, and especially in the Gulf States such as KSA and the UAE, businesses are facing challenges attracting and retaining key talent with the introduction of regulations and the rise of the digital era. Regulations are limiting the traditional reward incentives and businesses are losing their competitive advantage in the marketplace
- Employers will need to move away from designing their rewards strategy based on salaries and benefits only, to add well-being, career development, learning and recognition.
- Employers will need to tailor their benefits approach to offer flexible benefit schemes, as a one size fits all scheme is not enough for employees
- Organizations should go beyond salary benchmarking studies to determine their rewards strategy; they need to spend more time understanding their employees' needs and what they value to address them in a comprehensive rewards strategy

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| Future of HR



Accessing talent

It's more than acquisition

During the last decade of economic expansion, organizations have focused on finding the right talent to drive business growth. But with record-low unemployment rates and skills shortages in many technical areas, recruiting has gotten harder, leading to an escalating war of employment brands, recruitment marketing campaigns, and artificial intelligence (AI)-driven tools to deliver recruiting excellence. In 2019 and 2020, as the economy is likely to slow,¹ we think a new approach is needed. Rather than automatically opening a job requisition when a manager needs a role filled, it's time to think about how organizations can continuously “access talent” in varying ways: mobilizing internal resources, finding people in the alternative workforce, and strategically leveraging technology to augment sourcing and boost recruiting productivity.

AS THE ECONOMY continues to grow and unemployment remains low in developed countries, recruitment has become harder than ever. This year, 70 percent of respondents to the Global Human Capital Trends survey cited recruitment as an important issue, and 16 percent told us it was one of the three most urgent issues their organization would face in 2019. Economic data points out the issue: In the summer of 2018, the quit rate in the United States, the percent of employees who leave their jobs each month, rose to 2.4 percent, the highest it has been since 2001.² On an annual basis, this means that more than 25 percent of the US labor force changes jobs each year. Elsewhere, leading economies including Japan, the United

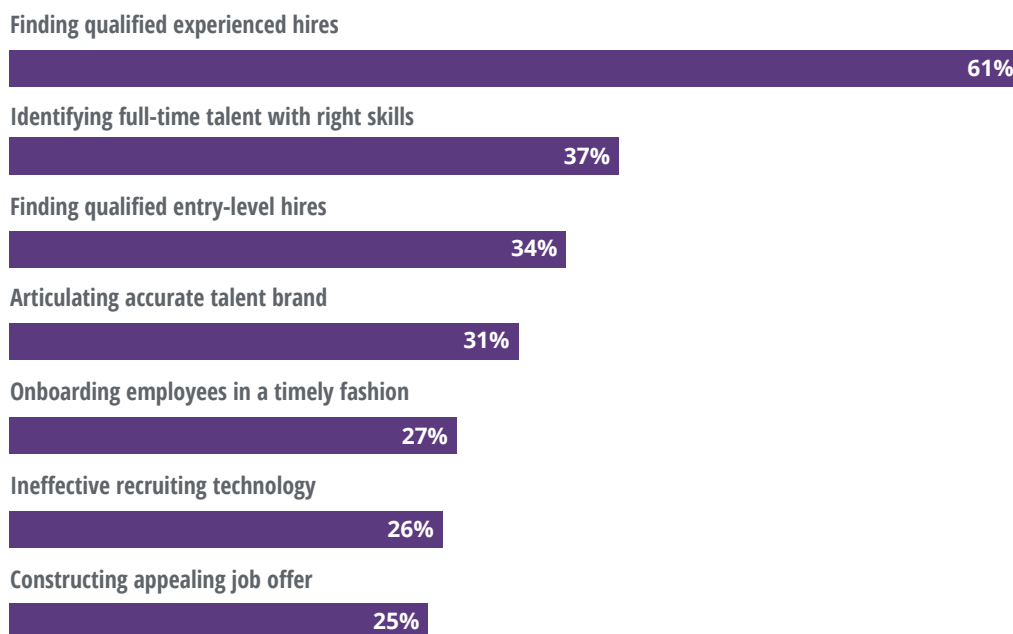
Kingdom, Germany, and others saw their unemployment rates fall to lows not seen in decades;³ China's unemployment rate hit 3.8 percent in the fourth quarter of 2018.⁴

Beyond high rates of employee-initiated turnover and lower rates of unemployment, other challenges unique to today also exist. The accelerating adoption of automation is creating intense demand for technical skills that don't widely exist in today's workforce. And many employers believe that large numbers of college graduates are missing skills in complex thinking, collaboration, teamwork, and communication.⁵ All of these challenges make finding qualified talent particularly difficult (figure 1).

FIGURE 1

Finding qualified talent is among recruitment's biggest challenges

What are the biggest challenges with the talent acquisition process? Select all that apply.



Source: Deloitte Global Human Capital Trends survey, 2019.

The right capabilities may be right under your nose

In this talent-constrained environment, we see three main sources of capabilities that can be leveraged more strategically. While each of these tactics may seem obvious on the surface, none of them have been tapped to their fullest potential to date, making them some of the most promising ways for organizations to go after needed talent.

First and foremost, organizations should look much more strategically at moving current employees into available opportunities across the enterprise. This is a key differentiator for both recruiting and talent; in fact, it is so important that we have written a separate chapter about it in this year's report. An internal hire need not be a "perfect" fit for a role to be afforded an opportunity for growth or skills development. Studies show that reskilling an internal hire (such as teaching a math major to code) may take a year or so, but it can be done for

as little as one-sixth the cost of hiring an external candidate.⁶

While internal talent mobility may not be a new idea, it's certainly an area where organizations have much room for improvement: Forty-five percent of this year's survey respondents said that their employees lack information on available roles inside their organization. With that statistic as the starting point, it's perhaps not surprising that 56 percent of our respondents told us that it was easier for people to find a new job at an outside organization than with their current employer.

The second source of talent is the "alternative workforce"—people who work in gig arrangements, as contractors, as contingent workers, or in other nontraditional arrangements. This tactic appears to be especially relevant for companies looking for ways to flex their workforces in response to changing business conditions. It can also be an important factor for employers in countries where strict labor laws, high severance requirements,

company-specific agreements with workers' councils, and other factors create an environment where hiring full-time employees is often less appealing due to difficulties with layoffs as business conditions change.

As we discuss in our chapter on the alternative workforce, the number of people in alternative work arrangements is on the rise around the world. The availability of these types of workers is an opportunity for organizations that want to immediately bring capabilities into the organization that can deliver on specific outcomes.

Rewiring how organizations use technology to recruit

The third, and the potentially most transformational, way to find more qualified talent is to leverage new technology. Why the most transformational? Because it is the area where recruitment organizations are the furthest behind. Consider these statistics:

- In this year's Global Human Capital Trends survey, when we asked respondents to rate their recruitment functions, we found that only 6 percent believed they had best-in-class processes and technology.
- Eighty-one percent of our survey respondents believed their organizations' recruitment processes were standard or below standard.
- In a separate Bersin™ study, only 12 percent of respondents reported having strong sourcing technology, and only 9 percent said they had strong screening technology.⁷

In addition, a large proportion of this year's Global Human Capital Trends survey respondents see the role of technology increasing across a range of recruiting processes over the next three years (figure 2). These findings lend support to the latest

Bersin™ research on talent acquisition, which shows that optimizing technology—using data to find, source, and select candidates more efficiently and taking a data-driven, expedited approach to hiring—is one of the recruiting function's biggest opportunities.⁸

The good news here is that technologies are available today that can revolutionize recruiting. A decade ago, organizations invested in applicant tracking systems as the core platform to help collect, catalog, manage, and track candidates. More recently, an explosion of new tools, many powered by AI, have come on the market to make that process more scientific, scalable, and effective. Mature organizations now use AI-driven chatbots to enable a more streamlined approach to the application process; video interviews can screen and assess candidates for their fit to a particular role and the organization; and many new tools can help with targeted job advertising and expansive candidate searches.

Tools are available, for instance, that combine publicly available data with machine learning capabilities to create a complete picture of the candidate, then highlight factors that differentiate each candidate based on their fit for the role.

Consider a simple example. A new AI-based assessment system from Pymetrics can assess a wide variety of human traits and skills, and map them directly against the characteristics of the highest-performing people in various roles.⁹ By using the tool, organizations such as Unilever and others have dramatically expanded their aperture for recruitment, hiring people who may not have expensive college pedigrees but are competent, ambitious, and ultimately able to succeed.¹⁰

As another example, Mya, one of the leading providers of AI-based chatbots for recruiting, has been able to reduce the time it takes to screen candidates by 30–50 percent or more, often giving recruiters days or a week of extra time to spend on outbound recruiting, interviewing, and other high-value activities.¹¹ And IBM's new Candidate Assistant automatically matches candidates to the

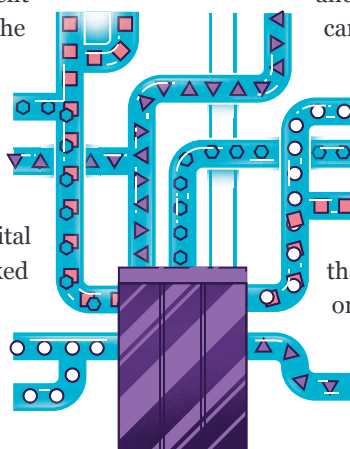
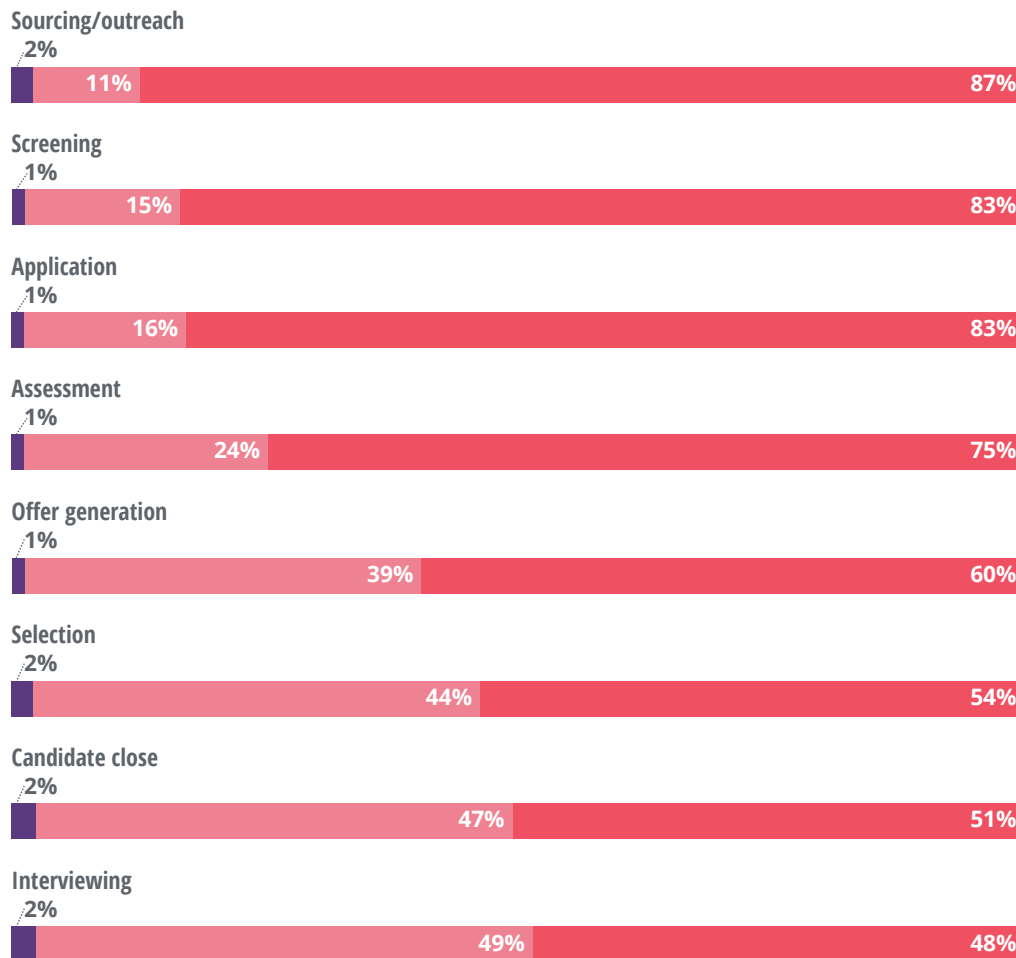


FIGURE 2

Most respondents expect technology to play an increasing role in recruiting activities in the next three years

As the use of technology increases, how do you expect the role of technology to change across recruiting activities in the next three years?

■ Decrease ■ Stay the same ■ Increase



Note: Some percentages may not total 100 percent due to rounding.
Source: Deloitte Global Human Capital Trends survey, 2019.

right jobs, increasing quality of hire by orders of magnitude.¹²

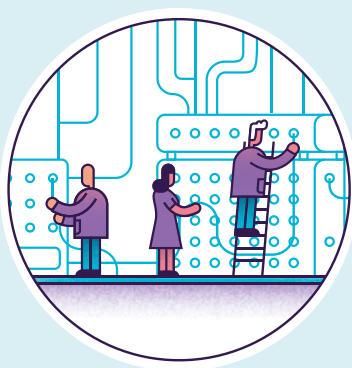
Accessing talent in the social enterprise

Beyond the obvious link that effective sourcing provides to productivity and business performance,

there is a social aspect that cannot be forgotten. Just as new approaches are enabling organizations to find talent more efficiently and effectively, they are also enabling organizations to expand their view of talent. As mentioned above, Pymetrics has enabled Unilever to greatly expand its candidate pool by identifying candidates without college degrees that have become highly effective marketing managers.¹³ Job networks like The Mom Project help companies

find highly skilled people who want to come back to work. And talent networks such as UpWork, Fiverr, 99Designs, Catalant, and others provide validated access to highly skilled candidates that might not otherwise be on the corporate talent radar. In the social enterprise, organizations that broaden the lens through which they view capabilities can not only provide opportunities to individuals whom a more conventional approach may have missed but also change their talent brand in the process.

The war for talent is raging more fiercely than ever. To win requires more than execution; it demands reinvention—not just of the talent acquisition process, but of the talent acquisition mindset. To do this, organizations should rethink how to access existing internal talent, reset traditional expectations on where talent can be found and what it looks like, and rewire the recruiting process by taking advantage of advanced technologies like AI. The talent is out there if you know how to look.



Level of effort: Accessing talent
REWIRE

Talent acquisition is shifting beyond a predominant focus on recruiting full-time hires to accessing people with the right capabilities in new ways. Looking to internal mobility, the alternative workforce, and new technologies to facilitate access to talent is essential.

Acknowledgments

The authors would like to thank **Steven Hatfield**, **Sarah Cuthill**, **Bill Cleary**, and **Denise Moulton** for their contributions to this chapter.

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Accessing talent

Middle East

THE MIDDLE EAST, and especially the Arabian Gulf, is one of the most lucrative job markets in the world; the lure of high, tax-free income has continued to attract a massive influx of expatriate labor in tandem with the local economies growing at a pace faster than the local capabilities have been able to support. Ambitious national agendas and visions for economic and social reform have, however, swept the Gulf with initiatives reforming public policy to shift from a reliance on an expatriate workforce towards the development and integration of nationals in both the public and private sectors.

UAE

The government of the United Arab Emirates has set its own ambitious vision for the future; Vision 2021 includes numerous strategic objectives centered on the nation's evolution into the future, one of which is building a knowledge-based economy. The Ministry of Human Resources and Emiratization (MOHRE) has embarked on contributing towards the fulfillment of that objective through numerous initiatives that develop and promote Emiratis in the workforce.

The MOHRE has developed, similarly to the Saudi Ministry of Labor's NITAQAT Program, the Tawteen Program, meaning "nationalization" in Arabic. The program aims to link employers with talented Emirati nationals seeking job opportunities in the market through a portal. Companies are also given bronze, silver, gold or platinum badges

depending on how many Emirati nationals they employ as a percentage of total employees, with each badge qualifying the employer to receive certain benefits similar to a loyalty program.

The MOHRE has also revisited its labor policies on remote work to allow for both part-time and full-time remote working. The objectives of its new policy are to create employment opportunities near to home for unemployed Emiratis residing in remote areas, encourage employers to provide employment opportunities to partly or completely unexploited jobless segments in remote areas, save on transportation expenses between remote areas and big cities, and cut down on the hiring expenses related to UAE nationals¹.

Companies in the UAE are also exploring the latest available technologies, including artificial intelligence to evolve how they access talent. Dubai Airports Authority, the operator of the busiest international airport in the world, has signed an agreement with Sonru for their Video Interviewing (VI) solution. VI differs from video calls on Skype or similar platforms in the way recruiters replicate a live interview by replacing early-stage phone, Skype or face-to-face interviews. Interviewers and candidates are not online at the same time, bypassing the burdens of scheduling interviews, time zone restrictions, no shows and unsuitable candidates. Dubai Airports Authority's talent acquisition can also leverage tailored screening questions to immediately screen out candidates that do not meet their criteria, selecting only the most suitable candidates².

KSA

Saudi Arabia's population of around 33 million people, compared to the smaller local populations of its neighbors such as the UAE, Qatar or Bahrain, is sufficient to support the economy and fulfill the workforce demand in the nation. However, companies in the Kingdom may have become too accustomed to the easy access of foreign labor at times when a Saudi national may not be able to fulfil the job. Therefore, around two-thirds of all Saudis are working in the public sector, contributing to a wage bill that makes up 45% of government spending¹. Therefore, the government has launched several initiatives in an effort to incentivize the private sector to take on greater ratios of Saudi labor.

Recent changes to visa requirements and increasing prices of residence permits and dependent fees have resulted in many expatriates departing the Kingdom in search of job opportunities elsewhere, which has further deepened companies' struggles in accessing talent in the market.

In addition, the government of Saudi Arabia has taken several steps to encourage hiring preferences in favor of its citizens, including developing the TAQAT Gateway, which links Saudi job seekers and employers by means of intelligent vacancy-to-profile matching algorithms, as well as ensuring employers have exhausted the local talent pool before they can sponsor expats.

The Ministry of Labor has also established and continuously updated the NITAQAT program, which sets a framework to monitor companies' compliance with Saudization targets (the minimum number of Saudis required in a given company based on size and industry).

Finally, and with more than 50% of Saudi nationals being less than 25 years old³, and with increasing participation of women in the local workforce, the Ministry of Labor has legalized hourly pay to allow for and encourage the hiring of locals on a part-time basis in an effort to increase the percentage of part-time workers from 0.75% to 3%⁴.

Conclusion: Accessing Talent

In conclusion, we can observe that:

- Similarly to the rest of the world, companies in the Middle East, and especially in the Gulf states such as KSA and the UAE, are facing challenges accessing the right talent yet within a unique context specific to the region and its rapidly changing environment.
- Local governments and establishments are looking into what the rest of the world is doing for inspiration on how to source and acquire the right talent, both locally and across their borders.
- Local governments are continuously looking at means to develop their national workforce, and are heavily investing in their capabilities and incentivizing companies, especially in the private sector, to do the same.
- Labor policy changes suggest the realization of the trend to utilize a contingent workforce, which will likely encourage companies to tap on local, partially available workers and students.

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Learning in the flow of life

Learning is the top-rated challenge among 2019's Global Human Capital Trends. People now rate the "opportunity to learn" as among their top reasons for taking a job,¹ and business leaders know that changes in technology, longevity, work practices, and business models have created a tremendous demand for continuous, lifelong development. Leading organizations are taking steps to deliver learning to their people in a more personal way, integrating work and learning more tightly with each other, extending ownership for learning beyond the HR organization, and looking for ways to bring solutions we use in our daily lives into the learning environment at work.

OUR TOP-RATED TREND for 2019 is the need to improve learning and development (L&D). Eighty-six percent of respondents to our global survey rated this issue important or very important, with only 10 percent of respondents feeling "very ready" to address it. Why are we seeing such high levels of concern?

Evolving work demands and skills requirements are one big reason. Our conversations with business leaders reveal that they, as well as workers themselves, are worried about how technologies such as robotics and AI could change jobs and how people should prepare to do them. Their concern is warranted: While some jobs are disappearing due to technology—38 percent of our survey respondents expect to eliminate certain jobs due to automation over the next three years—many more are being transformed. In fact, the most significant workforce and talent issue for C-suite executives that our re-

spondents identified this year was "transitioning to the future of work" (28 percent), followed by the need to redesign work (25 percent) and reskill the workforce (24 percent). Moreover, 90 percent of our survey respondents told us their organizations are redesigning jobs, and 32 percent are doing it substantially. Given that many jobs are changing, it may come as no surprise that, according to a recent World Economic Forum report, more than half (54 percent) of *all* employees will require significant reskilling and upskilling in just three years.²

Reskilling has become a growth imperative for organizations, many of which have seen positions go unfilled for months or years for lack of the right talent to fill them. It's become increasingly apparent that organizations in today's tight talent market cannot depend solely on recruitment to find people for those roles. Low unemployment rates and tight labor markets for skilled workers in many countries

have made it difficult to hire “ready-made” workers in a timely manner (it takes an average of 42 days to fill an open job today).³

Our survey respondents appear well aware of the major role learning must play in obtaining badly needed skills. When we asked them how they will deal with issues of job redesign, more leaned toward training than toward hiring as a way to obtain the talent they need (figure 1). Eighty-four percent also said that they were increasing their investment in reskilling programs, with 53 percent saying that they would increase this budget by 6 percent or more. And 77 percent of organizations are increasing their learning team’s head count, elevating learning to the second-fastest-growing role in HR.⁴

But despite the efforts and investments being made, our survey results suggest that L&D teams are not moving the needle far enough. Yes, many L&D groups are taking positive steps such as adopting agile and self-directed learning models, acquiring new libraries of content, and moving L&D closer to the business. But while 50 percent of our respondents reported that their L&D departments were evolving quickly, 14 percent said that this evolution was not happening fast enough. And with regard to learning culture, only 11 percent of our respondents—one in nine—said that it was “excellent,” with a further 43 percent rating it as good. The call to action is clear: Organizations must work to instill an end-to-end cultural focus on learning, from the

top of the organization to its bottom, if they want to meet the talent challenges that lie ahead.

Learning and work: The new organizational ecosystem

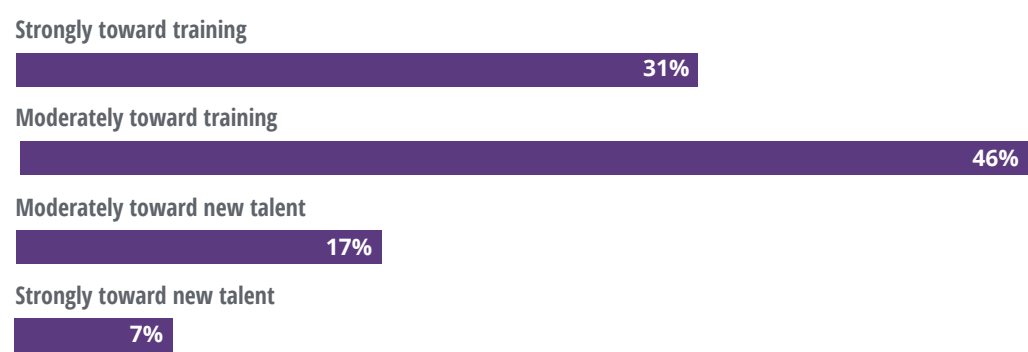
Rapid and ongoing changes in the nature of work itself are changing the relationship between learning and work, making them more integrated and connected than ever before. This creates a challenge and an opportunity to build robust work-centered learning programs, helping people consume information and upgrade their skills in the natural course of their day-to-day jobs.

To help accomplish this, we believe a new model may emerge which takes inspiration from the evolution in information technology development we have seen in recent years. As the pace of technological change has increased, IT teams have evolved from sequential, “waterfall” design-develop-test-operate models to new agile models, sometimes known as “DevOps,” that integrate system design, development, security, testing, and operations into a team-based, connected process. In similar fashion, we anticipate new approaches to integrating learning and work to arise, perhaps combining development and work into “devwork”—building on the realization that learning and work are two constantly connected sides of every job.

FIGURE 1

More respondents lean toward training than toward hiring

Given the choice between accessing new talent and training existing employees, where are you leaning?



Source: Deloitte Global Human Capital Trends survey, 2019.

To help enable the creation of this “devwork” environment, we anticipate that business and HR leaders will need to:

- Seek out opportunities to *integrate real-time learning and knowledge management into the workflow*. With cloud-connected mobile and wearable devices becoming almost omnipresent, and the introduction of augmented reality devices, organizations will be able to explore new approaches to virtual learning in which learning occurs in small doses, almost invisibly, throughout the workday.
- Make learning more personal so that it is targeted to the individual and delivered at convenient times and modes so that people can learn on their own time. Here, technology can play an important role. With growing numbers of learning providers now offering video, text, and program-based curricula in smaller, more digestible formats, organizations have an opportunity to *craft approaches that allow their workers to learn as and when they see fit*.
- Integrate learning with the work of teams as well as individuals. As teams become more important in the delivery of more types of work, organizations will *offer learning opportunities that support individuals as members of teams*, providing content and experiences specific to the context of a worker’s team.

Joint ownership, joint accountability

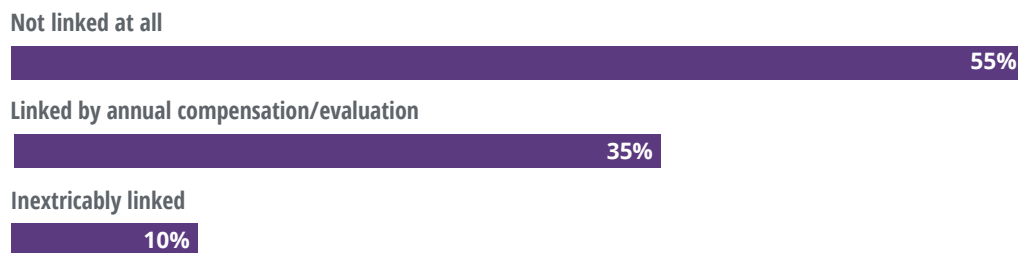
Just as “DevOps” combined software development and IT operations, “devwork” must also look to shared ownership to enable success. There is a growing view, reflected in our survey, that the responsibility for learning and development should be coowned: between workers and their organizations, between HR and the business, and among organizations, educational institutions, and governments. In our survey, 38 percent of respondents said they felt that L&D and the business should share responsibility for learning; of those who said that learning at their organization was not currently positioned for success, 48 percent said that it should move to being a shared responsibility between L&D and the business.

This shared responsibility does more than create joint ownership; it enables joint accountability for success—an area that our survey suggests remains a significant gap in most organizations. Despite often major investments in learning, many organizations are not linking performance incentives to their learning programs, increasing the risk that their learning investments may go unused and unappreciated. It is sobering in this regard that 55 percent of this year’s survey respondents said that incentives were “not linked at all” to the acquisition of new skills (figure 2), suggesting that ample opportunity exists to create and strengthen this connection. Organizations that put incentives in place to help

FIGURE 2

Incentives are often not linked to the acquisition of new skills

How closely is the acquisition of new skills tied to workforce incentives?



Source: Deloitte Global Human Capital Trends survey, 2019.

make sure that managers support learning, and that employees find learning opportunities practical to pursue, are likely to reap benefits both in terms of new skills learned and in terms of encouraging a learning culture.

Recoding learning into the flow of life

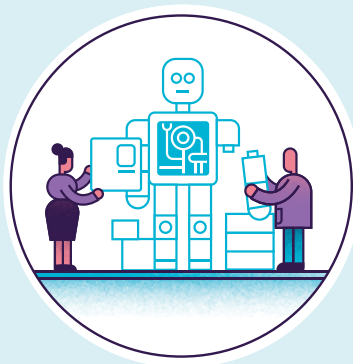
Integrating learning and work may not be the last challenge that organizations—and individuals—face. Consider that one in four workers in the United States will be 55 or older by 2024.⁵ (To put this in context, in 1994, workers over age 55 accounted for only about one in 10 workers.⁶) Business and talent leaders, not to mention workers themselves, now need—for the first time—to plan for careers that can span 50–60 years out of a potential 100-year life.⁷ Longer life expectancies, combined with frequent job changes and the accelerating rate of skills obsolescence, call for significantly new approaches to creating diverse portfolios of learning and work experiences to support people who may work in many different fields and disciplines during their working lives. The challenge may be nothing less than to integrate ongoing learning into the flow of life.

If that is the challenge, then the solution must not only be embedded into the ways in which we work, but the ways in which we live. Enter the

emergence of learning experience platforms (LXPs), the latest and possibly most pervasive trend in the area of learning technology. LXPs represent a much-needed evolution from today's traditional learning management systems (LMSs). Where LMSs have historically been focused on business rules, compliance, and catalog management, LXPs are true content delivery systems whose functionality mirrors common technologies people use in their day-to-day lives such as streaming video and

social media.⁸ With LXPs, content can be integrated into any system to offer on-demand learning; material can be organized into channels or playlists based on specific topics, skills, or learning objectives; and users can share and rate content, leave comments, and receive recommendations using dynamic social settings.⁹ In this way, the LXP becomes not just a tool for how people learn at work, but a solution for how people learn in life.

In a world where technology is changing jobs and people are living longer lives with more diverse careers, organizations have not only an opportunity, but a responsibility, to reinvent learning so that it integrates into the flow of work—and life. In the age of the social enterprise, organizations will realize that creating and maintaining a culture of lifelong learning is not just part of their mission and purpose but is what gives their workers meaning both in and out of the workplace. And nothing is more personal than that.



Level of effort: Learning in the flow of life **RECODE**

Integrating learning into the flow of work and life, and empowering people to actively develop throughout their lives, are significant challenges that will require leaders to dramatically rethink their approaches to learning, reskilling, and capability development.

Acknowledgments

The authors would like to thank **Bernard van der Vyver** and **Michael Griffiths** for their contributions to this chapter.

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Learning in the flow of life

Middle East

WORKPLACE CULTURES IN the Middle East are increasingly shifting efforts towards equipping their employees with lifelong skills to use throughout their careers, creating a more constructive organization. This shift can be mainly witnessed through changes in the content of organizations' learning programs and the methods through which training is delivered to employees.

Efforts are being made in the region to enhance employees' lasting knowledge, skills and ability to meet growing business demands through personalized learning embedded in their everyday work-life. Indeed, state-of-the-art learning facilities are replacing typical classroom-like teaching, incentivizing employees to take control of their own learning and development.

These efforts are still evolving in the region and there is a greater need to better understand the capabilities of the future in line with the future of human resources¹ in the region.

Saudi Arabia

Learning platforms have become more digitalized over the years and talent development is now shifting away from its traditional methods due to new organizational ecosystems. In Saudi Arabia,

Vision 2030, a plan to reduce the country's dependence on oil and diversify its economy, has incited organizations to invest more in human capital. In other words, these organizations are encouraged to invest in their employees in order to receive a return on their investment in the workplace². A good illustration would be SABIC, one of the largest petrochemicals manufacturers in the world³. SABIC operates an academy that promotes a progressive learning culture for government employees through innovative learning facilities. SABIC employees undergo regular learning courses and training to ensure that the corporate culture is aligned with growing trends in the business, and can continuously adapt to changing work natures. SABIC's academy also provides employees with workshops and opportunities to collaborate with one another, making the facility a central hub for knowledge sharing⁴. While the academy seemingly falls into what looks like a traditional learning center, it offers more unique training approaches compared to traditional learning centers in the country, including collaborative learning, e-learning, project-based learning and customized courses.

In short, flexibility in learning delivery is being effectively and increasingly implemented in the country, as it is slowly impacting a wider range of employees. However, the way it is integrated in the everyday work-life has yet to develop further.

UAE

The UAE has been effectively increasing efforts and resources to enhance the talent development in the nation. In addition to the need to make talent development easily accessible to employees, a key element contributing to the effectiveness of talent development lies in it being seamlessly integrated into everyday-work-life. Having acknowledged this, the Government has been implementing learning programs aiming to educate employees and UAE nationals by helping them acquire the right set of skills and knowledge specific to jobs of the future. For example, a National Program for Artificial Intelligence was set up to teach and upskill government employees on artificial intelligence. Madrasa (meaning “school”) was launched to share around 5,000 free Arabized e-learning courses on science, math, biology, chemistry and physics⁵. Not long after the Government’s action, Majid Al Futtaim (MAF), a local leading holding company specialized in retail and leisure in the Middle East, invested in providing learning at various different career points and developmental levels to make learning a norm. In line with this, the company has created a ‘capital growth’ agency, delivering unique initiatives to increase knowledge relevant to MAF establishments among pre-targeted potential job candidates; this also increases the availability of suitable talent for the organization. Upon joining MAF, the capital growth agency provides personalized online courses for candidates in order to improve their interpersonal and technical skills⁶. MAF has also developed

learning centers that redefine traditional classroom learning by segmenting knowledge types to create a form of targeted training to cater to the needs of employees: The School of Leadership and Development, The School of Analytics and Technology and The School of Great Moments.

Learning is becoming more straightforward, simplified and available across the country, covering a wide variety of knowledge in different fields ranging from data science to managerial skills, helping employees advance in their careers.

Conclusion: Learning in the Flow of Life

In conclusion, we can observe that:

- Though learning & development has evolved in the region in recent years, with more flexible and adaptable delivery options, there is room for further development in terms of incorporating learning into everyday work-life.
- State-of-the-art learning facilities are replacing typical classroom-like teaching, incentivizing employees to take control of their own learning. However, organizations should further invest in innovative learning methods and facilities in order to incentivize their employees to partake in their own development.

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Talent mobility

Winning the war on the home front

Organizations have historically focused on external recruiting to find people for new roles, but with growing skill shortages and low unemployment rates, they are now finding that acquisition alone isn't enough to access the capabilities they need. To fuel growth, organizations need to more effectively tap their current workforce to identify and deploy people with the required skills, capabilities, motivation, and knowledge of the organization, its infrastructure, and its culture. Creating better programs to facilitate internal mobility can pay off in multiple areas: growth, employee engagement, and business performance.

AS TALENT MARKETS get tighter and the world becomes more connected, a major new trend has emerged from our research: the need to improve internal talent mobility to more effectively move people among jobs, projects, and geographies. This year, internal talent mobility has become a C-suite-level topic, with 76 percent of our survey respondents rating it important and 20 percent rating it one of their organization's three most urgent issues.

It's not hard to understand why. For many organizations, their biggest potential source of talent is to access the enterprise's own workforce and internal talent market. Surprisingly, however, that market is often undervalued and even overlooked, and many organizations find it amazingly difficult to access. The sad and maddening reality is that employees generally find it easier to find new—and

more attractive—opportunities in another organization than to explore and move to new roles at their current employers.¹ In this year's Global Human Capital Trends survey, more than 50 percent of respondents told us that it was easier for employees to find a job outside their organization than inside (figure 1), a situation that leaders would do well to address.

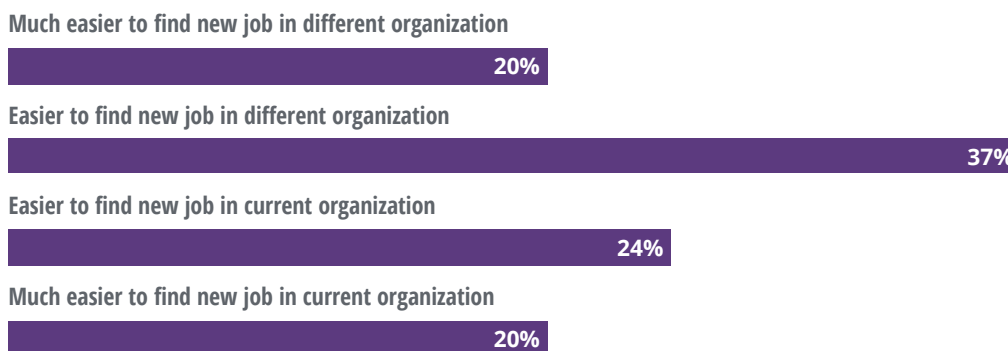
Why is internal mobility important?

Organizations have many reasons for starting to explore internal mobility in earnest. Hiring people with critical skills is highly competitive; workers who want to reinvent themselves don't necessarily want to leave their current employer; internal mobility

FIGURE 1

Most respondents believed that it would be easier for an employee to find a new job with another employer than with their current organization

Is it easier for employees in your organization to find a new job with another organization or to move jobs internally within your organization?



Source: Deloitte Global Human Capital Trends survey, 2019.

can be a way to embed collaboration and agility into an organization's culture, which is one of the key attributes of becoming a true social enterprise; and agile organizations and career models dramatically improve employee engagement and commitment. Ingersoll Rand, for example, developed a robust internal career program to help employees reskill themselves for new positions within the organization, and invested in an interactive, analytics-based technology solution that allows them to explore and access alternative roles and career paths across the company. The result: a nearly 30 percent increase in employee engagement.²

Another major driver for internal mobility is the need for many organizations to globalize their operations as they expand into the fast-growing economies of Asia, the Middle East, and Africa. Schneider Electric, one of the largest French manufacturers of electrical systems and components, changed its structure from being a Paris-based, centralized operation to having four global headquarters: one in France, one in the United States, one in China, and one in India. The company now develops and markets products in each of these geographies, requiring the organization to create a culture of mobility, diversity, and inclusion. By creating four headquarters, the company can now offer roles in all four places that were available in

only one location before, which increases both the need and the opportunity for employees to develop and grow into new roles. Schneider is now investing in new technology solutions to create more mobility options for its expanded organizational talent markets around the world.³

The shift toward flatter organization models also creates a greater need for internal mobility. As organizations start to operate in teams and networks, managers are realizing that open access to the diverse skill sets, backgrounds, and experiences held by the organizations' own people is essential for success. To staff projects and programs as they grow, team leaders have to find expertise throughout the network, which is difficult if the organization lacks an active and open internal mobility process.

Why is internal mobility hard?

Although internal mobility is a high priority, it's not easy to do well. Only 6 percent of respondents told us they believe they are excellent at moving people from role to role; 59 percent rate themselves fair or inadequate (figure 2).

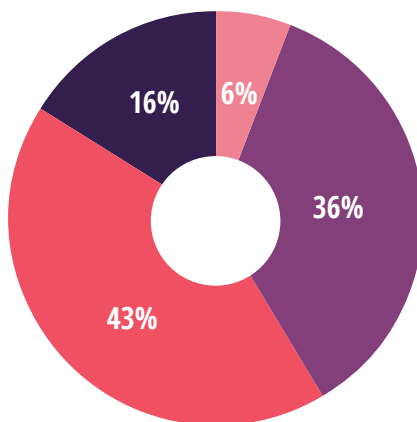
One reason internal mobility is difficult is that most organizations are modeled around hierarchical structures: systems that people enter at the

FIGURE 2

Few respondents believed their organizations were excellent at enabling internal talent mobility

How effective is your organization today at enabling internal talent mobility?

■ Excellent ■ Good ■ Fair ■ Inadequate



Note: Percentages do not total 100 percent due to rounding.
Source: Deloitte Global Human Capital Trends survey, 2019.

bottom and spend years working their way up to increase their influence, impact, and rewards. But while organizations have spent decades building career and promotion models to help people move *up* the pyramid, that's not the same thing as having a vibrant, easy-to-navigate internal mobility market and culture *across* the entire organization. Only 32 percent of this year's survey respondents believed that their organization's employees have opportunities to move between operating divisions. Forty-nine percent of respondents, the largest proportion, identified the lack of processes to identify and move employees as a top-three barrier to internal talent mobility (figure 3). Siloed organizational models make it hard for managers to look for talent outside their own fiefdom, and block employees' views into opportunities elsewhere in the enterprise.

What's more, incentives are rarely set up to encourage hiring from within. Unless hiring managers are actively encouraged and rewarded for hiring internal candidates, they may pass over existing employees looking for development. Equally problematic, an internal candidate's current manager may resist other departments' or managers' efforts

to recruit the person unless incentives are in place to encourage managers to develop subordinates' skills and support their growth. Indeed, 46 percent of this year's survey respondents told us that managers resist internal mobility. Team leaders who are rewarded for producing results but not for promoting internal mobility have no reason to welcome the prospect of losing a high-performing team member—creating an obstacle to mobility, no matter how hard HR promotes mobility programs.

Culture is also a barrier in many organizations. Seventy percent of respondents told us that talent mobility expectations, the culture around talent-sharing, and decision-making around mobility were inadequate or only fair at their organization. Technology and systems around internal mobility, too, are often lacking. Forty-nine percent of respondents told us that they have few, if any, tools to identify and move people into new internal roles. Forty-five percent said their employees lacked visibility into internal positions. And in our conversations with clients, many HR leaders tell us that employees find it easier to quit and be rehired than to change positions within the organization because of the lack of systems to enable and promote internal moves.

A source of competitive advantage

Are the problems worth overcoming? Our respondents think so. Beyond looking at internal mobility to fill open positions, our respondents cited several other strategic business reasons for urgently focusing on this issue. Thirty-eight percent are looking at internal mobility to build better leaders, 31 percent cite the need to expand the business, and 32 percent believe mobility is required to increase employee engagement.

At one global engine manufacturing leader, encouraging internal talent movement stems from a firm belief that learning through experience is extremely powerful. One employee we spoke with said that this emphasis makes the company a “playground for learning” and praised “the number of cross-functional moves that take place and how open leaders are to considering high performers for any number of assignments regardless of their tech-

FIGURE 3

Respondents identified various roadblocks to internal talent mobility

What are the most challenging barriers to internal talent mobility for the business?
Select the top three.



Note: Only the top four responses are shown here.
Source: Deloitte Global Human Capital Trends survey, 2019.

nical background.” Not surprisingly, enabling these experiences not only provides learning opportunities, but also raises employee engagement.⁴

Other organizations that have made substantial investments in internal mobility are also seeing these investments pay off. To take a well-known example, AT&T has spent hundreds of millions of dollars since 2013 on upskilling its employees, both by providing direct education and professional development programs and through tuition assistance. The program’s goal is to fill existing openings with people already at the company, and by that measure, it is succeeding: From January to May 2016, upskilled employees filled half of all tech management jobs and received almost half of the available promotions.⁵

A global bank offers another illustration of the types of talent market and mobility initiatives organizations are exploring and launching. The bank is building a new function for internal mobility that integrates talent acquisition with career mobility and takes an enterprisewide view and scope. Not only are internal mobility initiatives moving beyond new programs and processes, but leaders’ mindsets are changing to view the company’s entire workforce as a talent market that allows for multidirectional careers. This, in turn, is influencing

how leaders think about operating models and organizational structures as internal boundaries become less important and enterprise teams and internal capability markets increase in importance and impact.

Companies like these have caught on to what is becoming more and more self-evident: Internal mobility is a driver of growth in today’s digitally powered, highly competitive global economy. The numbers tell the story: When we looked at the fastest-growing organizations (those growing at 10 percent or more compared to the prior year) in our survey, they were twice as likely to have excellent talent mobility programs than organizations that were not growing at all, and more than three times more likely than organizations whose revenues were shrinking.

Recoding the norms

As organizations reexamine how they approach internal mobility, they need to address a fundamental issue: Internal mobility today is governed by a set of (often unwritten) norms that are outdated

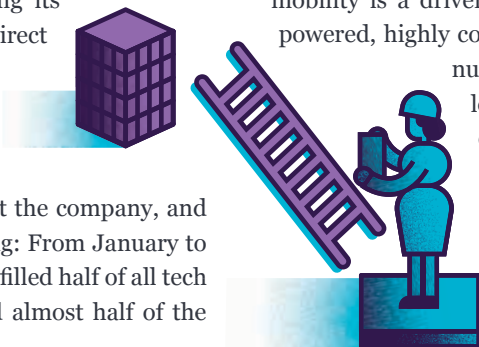


FIGURE 4

Recoding the norms governing internal mobility

Today	Tomorrow
Limited to the executive ranks	Applicable to employees at every level in the organization
Focused primarily on geographic moves	Can be moves between functions, jobs, projects, etc.
Requires an application process that mirrors external hiring	Has a streamlined process that reinforces the belief that the organization already knows you as a candidate
Is highly manual and paper-based, and often lacks a uniform process	Is facilitated by user-friendly technology that makes the well-documented process “one click”
Is perceived to be a major change in one’s career	Is perceived as a natural and normal career step for a lifelong learner

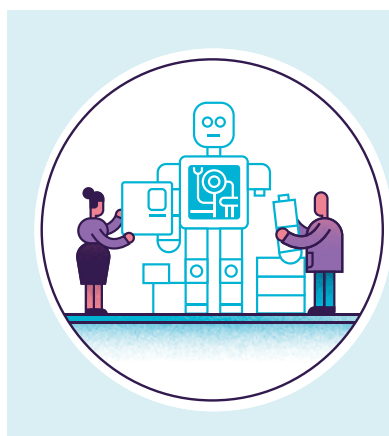
Source: Deloitte analysis.

and need to be fundamentally recoded for the future needs of today’s workers and organizations (figure 4). It is only through this reinvention that organizations may be able to unlock the potential hidden within its existing workforce.

Not surprisingly, the earliest adopters of this shift have come from the technology industry. Spotify and Facebook are leading examples. At Spotify, internal mobility has become such a core cultural element that employees take on a new role, on average, every two years.⁶ And at Facebook, employees and managers have conversations about

career progression with internal mobility understood as an accepted element.⁷

Internal mobility, in short, can be a major source of critical talent and competitive advantage. To do it well requires investment and a focus on culture, infrastructure, and incentives—but it’s an investment well worth considering for leaders looking for ways to bridge the talent gap. In an economy where outside talent is becoming more and more difficult to find and attract, looking within can make the crucial difference between struggling and succeeding.

**Level of effort: Talent mobility****RECODE**

To create an internal talent and career market that is competitive with dynamic external talent markets, many organizations need to completely reimagine and rebuild their internal mobility and career strategies and programs. A starting point is to recode prevailing norms about mobility to support movement between teams, jobs, functions, and geographies as a natural step in a worker’s career.

Acknowledgments

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Talent mobility

Middle East

THE REGIONAL CASE for talent mobility does not fall far from the global context. The Gulf Cooperation Council (GCC) specifically has witnessed an increase in economic growth linked with the growing need to source and retain qualified talent.

Talent retention has been a priority for organizations and government bodies, because it supports growth and sustainability. Furthermore, regional organizations have indeed realized that a key sustainable source for talent is to access their own “homegrown” pool of resources to address shortages in required skills.

Taken in the context of the GCC job market, rich in expatriate talent as it is, talent mobility is closely linked with a foundation element: employee retention. Low employment retention rates in the GCC have been a long-standing concern, due to several reasons, including a competitive business landscape and the traditional career models offered to young generation talent. Middle Eastern Millennials and the rising Generation Z, as is the case in other parts of this world, are not fond of classic linear career models but aspire to have flexible, self-directed careers that offer movement vertically and horizontally.

Alongside traditional retention strategies, such as employee engagement and rewards, serious initiatives have been taken by regional organizations to promote internal mobility and employee retention. Several regional businesses have revisited their organizational models and replaced silos by lean organizations that promote functional coordination and clearer career paths for employees. Furthermore, learning curricula and development

opportunities are provided to enhance the training experience of employees seeking new skill-sets, supported by utilization of technology, to offer digital and mobile platforms for employees’ self-improvement approaches¹.

Traditionally thought of as mere job rotation to offer a well-rounded induction for junior or seasoned hires, job mobility has been increasingly recognized by regional organizations as a strategic talent sourcing channel, in addition to a career development catalyst that fosters talent retention.

KSA

Talent development from a Saudi national perspective is primarily driven by the National Transformation Program (NTP), which has put in place ambitious talent attraction, retention, and development programs for public sector entities. Based on the theme of “Labor Market Accessibility & Attractiveness”, a key strategic objective is to “provide the environment to retain global talent already attracted”, which calls for the empowerment, attraction, growth, and retention of talent. Forms of internal mobility, which includes job rotation, have been put in effect in several ministries and government offices in order to provide clear career prospects for high performing employees, specifically Saudi nationals.

Similar programs have already been launched within leading organizations in Saudi Arabia. Saudi Aramco, Saudi Arabia’s giant oil & gas conglomerate, utilizes a workforce planning and sourcing strategy that takes into consideration external

market staffing, re-skilling and improving current talent, internal horizontal mobility and “borrowing” employees through the secondment of consultants and contractors. This workforce planning model also enables the early spotting of redeployment opportunities to enhance the utilization of employee potential².

Other organizations in Saudi Arabia have also made good use of Saudization requirements to implement internal talent mobility schemes to allow the horizontal migration of qualified Saudi talent within organizations, as a form of retaining them and providing career advancement opportunities. Internal mobility programs are complemented by an assessment of employee competencies and skills, which provides human resources functions with enough insight to advise on suitable mobility options for employees. Such programs have been primarily implemented in large organizations, including government offices, multinational corporations, and local giants (in key industries such as financial services, construction, manufacturing, oil & gas).

UAE

Similarly, in the United Arab Emirates, talent mobility programs have been rolled out as part of national talent retention and development programs, in addition to nationalization initiatives. Horizontal mobility opportunities for qualified Emirati and expat talent have been increasingly made available across functions and geographies.

However, Internal talent mobility in the UAE have increasingly focused on local talent, mainly driven by the need of organizations to sustain a growing pool of Emirati professionals who are

exposed to learning and growth opportunities which match their expectations. Alongside external recruitment, reputable organizations, such as Etisalat and Mubadala, have focused on sourcing Emirati talent internally through a diligent assessment of employee competencies and fit, and ensured that effective targeted communications and onboarding programs are implemented.

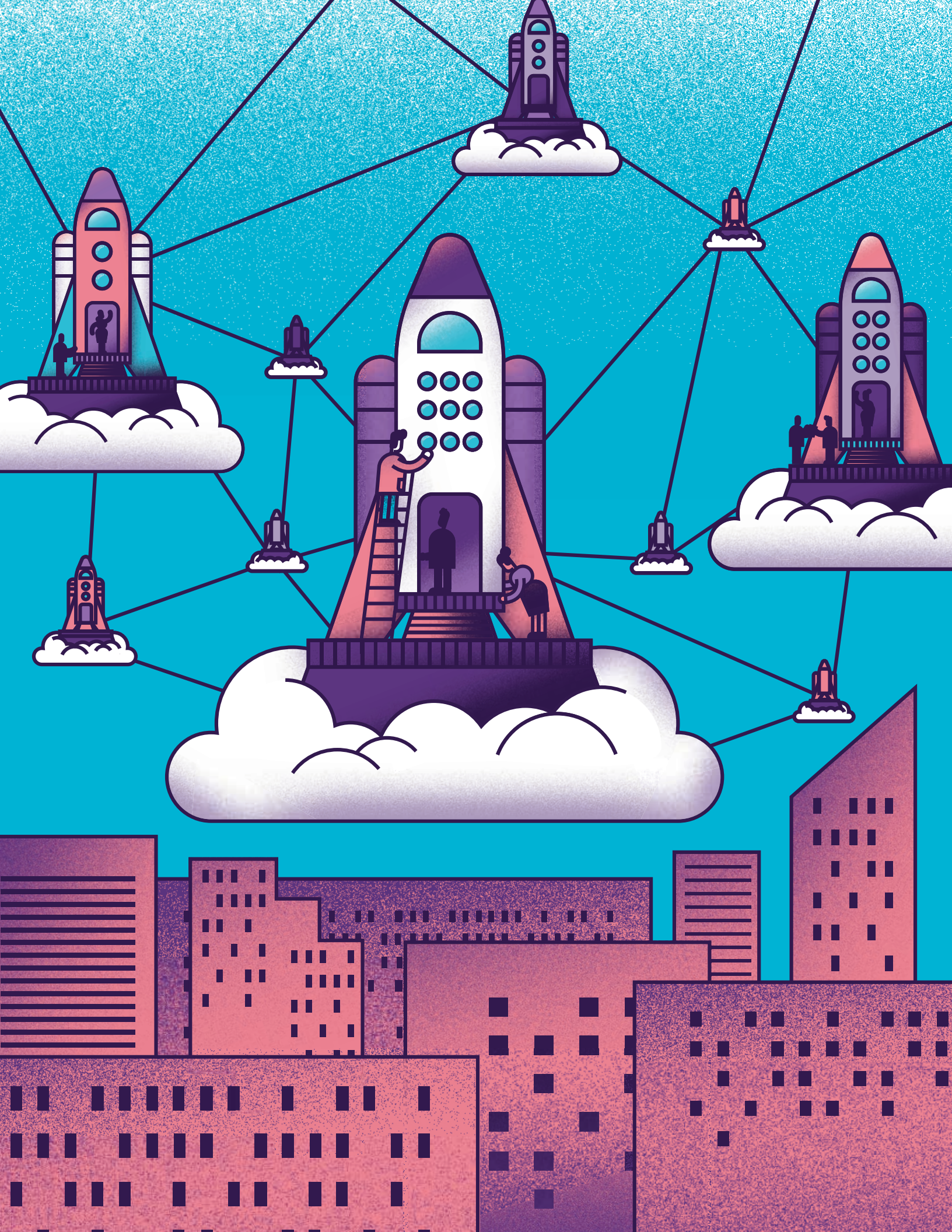
Conclusion: Talent Mobility

In conclusion, this trend, and its relevance in the Middle East, indicates the following key areas worthy of attention:

- Talent mobility, not to be mistaken for job rotation, must be looked at from a strategic angle in order to source qualified talent fit for the job, in addition to an effective retention strategy for qualified talent.
- An agile organization, with clear roles and reporting, is a key requisite to allow for internal talent mobility.
- Talent mobility should be complemented by a diligent assessment of employee competencies, positional fit, and performance.
- Talent mobility should also be associated with the right leadership endorsement to align corporate norms and recognize movement across teams, functions, and geographies as a natural step in an employee’s career growth journey.

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HR cloud

A launch pad, not a destination

Over the last few years, significant progress has been made in HR's move to the cloud. But although cloud computing platforms have, in general, been wildly successful, many vendors have had challenges keeping up with innovative talent management practices, driving organizations to adopt best-of-breed solutions to fill the gaps. In addition, many of the organizations adopting cloud-based human capital management (HCM) systems are not placing enough emphasis on complementary transformational activities such as redesigning their operating model, data architecture, and user experience. This is leading to technology implementations that are not delivering their full potential. Nonetheless, cloud-based HCM is establishing a foundation for change and innovation, enabling organizations to shift their energies toward more pressing challenges.

HR TECHNOLOGY CONTINUES to be a major challenge. In this year's Global Human Capital Trends survey, 74 percent of respondents rated the topic important or very important, and 21 percent called it one of the three most urgent topics their organizations faced moving into 2019. While billions have been invested in integrated cloud-based systems, many organizations tell us they are still not satisfied, and research shows that the average satisfaction with these systems is only 3.3 out of 5, a drop of 3 percent over last year.¹ Despite the intense interest in better data management, only 26 percent of respondents report effectively using technology and analytics, and only

6 percent believe their HR technology is excellent. In fact, after investing more than US\$20 billion in HR technology over the last five years,² 65 percent of our survey respondents still report that their technology is inadequate or only fair at achieving its overall objectives.

The cloud: Expectations versus reality

One of the biggest HR trends in the last few years has been the adoption of subscription-based cloud systems, which were intended to reduce the

need for IT to maintain HR software, provide a more integrated suite of tools, improve data management, improve the user experience, and deliver faster innovation. Organizations have experienced varying degrees of success in each of these areas.

First, many organizations still have a mixed set of HR systems in place. Only 5 percent of this year's survey respondents told us they have a fully integrated HR cloud platform. Most of the others have some combination of cloud and on-premise software, and 29 percent have no systems at all. Since many organizations are still using and maintaining numerous HR systems, the quality of the user experience and the level of integration have not reached the levels often promised by HCM cloud vendors. Many organizations are using employee engagement layers to improve their solutions' overall usability and to provide a higher level of technical and functional integration.

Second, most cloud vendors have not been keeping up with rapid business innovation and technological advancements. The average HR department now has more than nine systems of record—up from eight a year ago—demonstrating that organizations continue to buy multiple solutions to meet their needs.³ A huge proliferation of software by innovative new vendors has appeared in the talent management space, creating a new artificial intelligence (AI)-based talent management market with which many major enterprise resource planning (ERP) vendors are struggling to keep pace. Additionally, the market for, and the technology supporting, robotics and cognitive automation has grown quickly, outpacing the ERP vendors' product road maps and releases.

Third, cloud vendors have, in some cases, oversold their systems' capabilities. When we asked respondents to tell us what they expected versus what they realized from the cloud, the results were mixed (figure 1).

As the data in figure 1 shows, the cloud helps organizations consolidate data, create a single user interface, and improve access to data. But it also demonstrates that cloud, in and of itself, has not had a major positive impact on the employee experience, HR operations, or innovation.

Digital HR: Still aspirational

Several years ago, we wrote about “digital HR,” referring to the desire to digitize HR processes, deliver easy-to-use mobile apps to employees, and create a more service-oriented HR function.⁴ Our research this year shows that some progress has been made on this front: Twenty-six percent of survey respondents believe they have been better able to act as service-oriented HR business partners.

One company that has advanced in this area is Tencent, an internet-based technology and cultural enterprise headquartered in China, which is launching a cloud-based HR platform featuring user-driven, open collaboration and lightweight, convenient HR solutions and services.⁵ And a global retailer has recently deployed an integrated online HR experience for employees and HR that incorporates advanced capabilities such as chatbots and automation.⁶

Yet our survey also shows that there is much work still to do. Overall, only 5 percent of respondents believed that their HR technology was doing an excellent job meeting full-time workers' needs—and only 2–3 percent believed that it was excellent at meeting the needs of alternative or part-time workers. In the areas of general productivity and information tools, many organizations are also still behind. When we asked respondents to rate their organizations' abilities to deliver the tools and technologies they need to do their jobs, only 35 percent were satisfied. In short, digital HR still has some major work ahead.

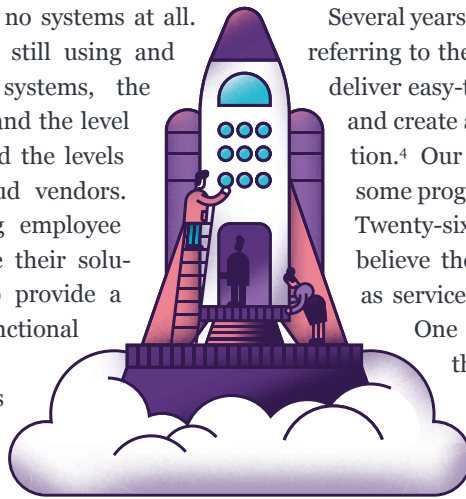
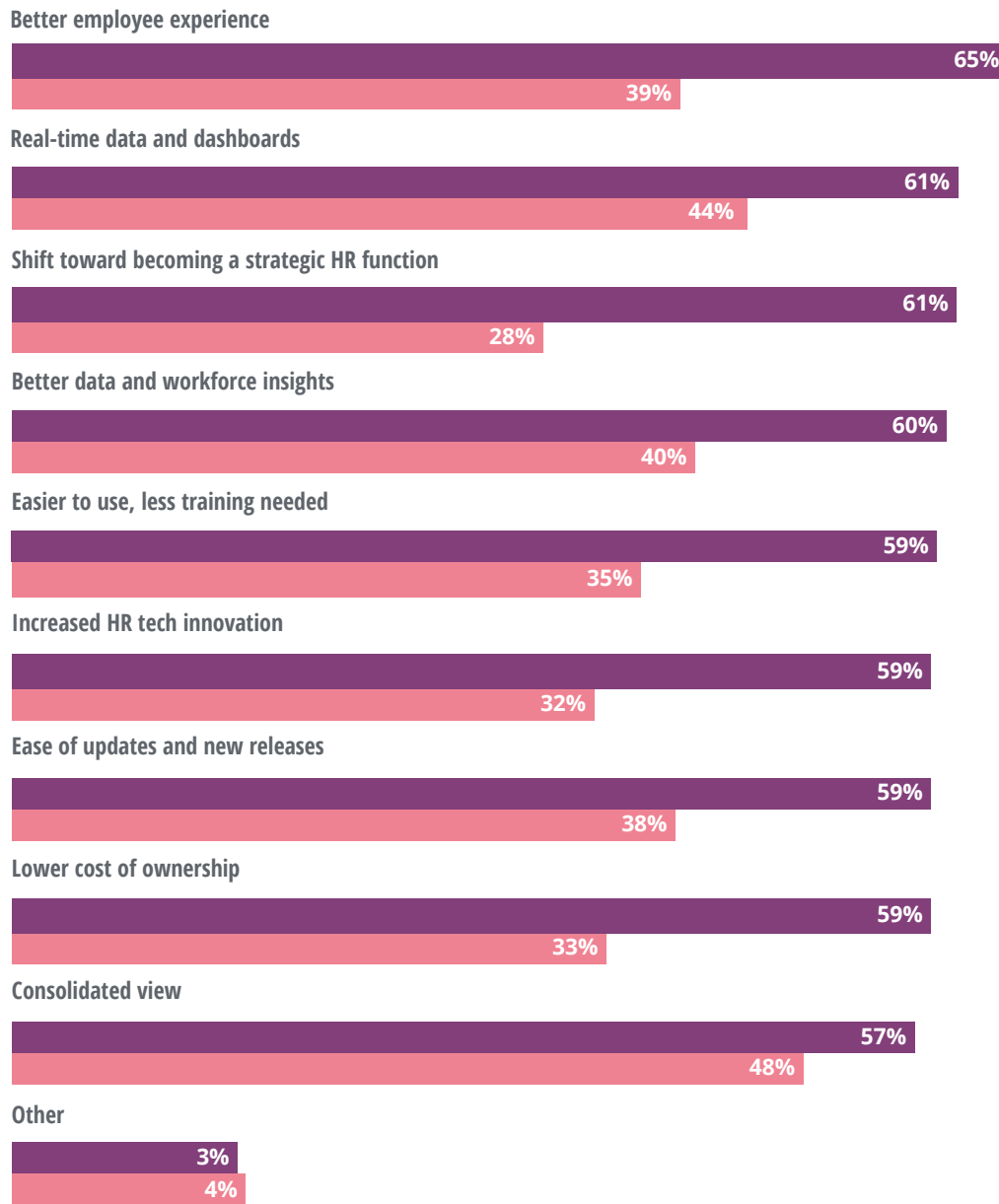


FIGURE 1

Organizations generally expected more than they actually got from their HR cloud systems

What did you expect/actually get from moving to a cloud HR system?

■ Expected ■ Actual



Source: Deloitte Global Human Capital Trends survey, 2019.

Intelligent tools and experience platforms: Coming on strong

The HR technology market is rapidly evolving to try to meet organizations' needs. Today, more than 1,400 HR technology vendors are in the market,⁷ many focused on using AI, cognitive interfaces, advanced analytics, sentiment analysis, and other new technologies designed to make work easier.

The explosion of tools covers almost every imaginable area of HR. Vendors are developing tools for internal talent mobility; tools to help identify and reduce bias and discrimination in hiring and promotion; advanced benchmarking tools to help organizations compare their salaries and hiring practices with those of their peers; AI-based tools to coach employees, assess leaders, and give people well-being and developmental nudges to make work easier; and more. And major payroll vendors are rewriting their software to make it more real-time and flexible for part-time work. Some recent and anticipated coming innovations include:

- Dozens of tools to deliver pulse surveys, give feedback, and measure engagement, often coupled with tools for performance management, to give organizations a better real-time view of the employee experience;
- Well-being tools that provide coaching and access to medical specialists, record real-time data about health and fitness, and promote mindfulness at work;
- Performance management and analytics tools to help organizations deliver real-time data to managers about employee sentiment, performance management, goal attainment, and ongoing development;
- A massive array of tools to support self-directed learning, curation and recommendation of learning programs, career management, internal mobility, and mobile and microlearning;
- New systems to find job candidates, create recruitment portals, help improve recruiting

efficiency, and apply chat and AI-based tools to the assessment, screening, and interviewing process;

- Video- and AI-based tools to assess job candidates and evaluate employee sentiment and engagement; and
- Tools designed to identify bias and to enable employees to report grievances and problems, aimed at reducing harassment in the workplace.

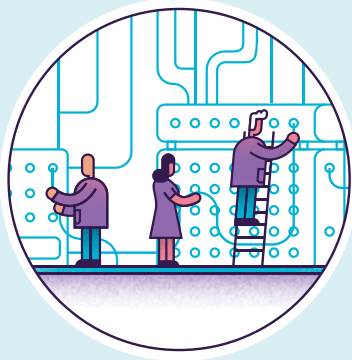
Rewiring the connections

While HR has blazed new trails through its early adoption of cloud platform solutions, automating and enhancing HR with advanced digital solutions that reshape how work gets done is imperative. Many have begun to apply robotic process automation and even artificial intelligence technologies to traditional HR activities. The introduction of virtual reality, machine learning, and social collaboration can make it possible to truly reinvent rather than only automate.⁸ This will enable organizations to rewire their people operations, creating new connections that can yield many benefits: a better workforce experience; a stronger connection among performance, learning and development, and rewards; and greater insights from using analytics across the enterprise.

Luckily, a new category of unified engagement platforms has emerged, focused on giving workers a single interface to find and access information in the heterogeneous HR market. These platforms are offering more than an improved worker experience; they are helping to create new connections that improve other aspects of HR service delivery. One example is the potential to integrate case management, knowledge management, and chatbots into a mobile experience that blends well with existing core human capital management platforms. Technologies like these promise to truly reinvent HR's relationship with the workforce, enabling HR to not only deliver a positive human experience, but also redirect its own time and attention to other emerging needs of the social enterprise.

The bottom line: While many of the challenges with HR technology remain, the pace of development has quickened, giving organizations a tremendous range of options in their plans for the future. The idea of a single, integrated cloud plat-

form has not solved everything—but it has given organizations a solid foundation on which to build. Organizations are now deploying new architectural teams to identify and integrate new tools, and a new world of talent management software is emerging.



Level of effort: HR cloud

REWIRE

Organizations have made progress with implementing cloud-based HR systems. The next step is to integrate cloud platforms with cognitive technologies, AI, and robotics, and to deploy technologies that improve workers' digital experience by giving them a single consistent interface through which to access HR services and information.

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HR cloud

Middle East

THE MIDDLE EAST region is witnessing an increasing demand for a consumer-grade digital experience in the workplace. The continuous increase in workforce demands and the rising need to make a positive impact on the employee experience is encouraging organizations to adopt cloud-based human resource management (HRM) solutions. Cloud-based HR solutions feature more user-driven HR services and include advanced capabilities such as chatbots and automation and can provide insights and intelligence on talent that will enable better decision-making. Furthermore, cloud solutions are often automatically upgraded and enhanced periodically; they are also faster to deploy and thus reduce the reliance on IT.

Interesting HR cloud initiatives are taking place in the region, with Microsoft opening its first data centers in the Middle East in KSA and UAE. The president of Microsoft Middle East sees a huge opportunity for cloud technology in driving economic development and helping organizations meet their data security and compliance needs¹. Furthermore, the recent partnership between Microsoft and SAP to provide public cloud services for the SAP Success Factors HRM Suite will help SAP transform HR processes in the region².

In many ways, the Middle East is in line with global trends, and although companies around the region are aware of the importance of HR cloud, the implementation of HR cloud-based systems is still facing many challenges in term of customer adoption, resistance to change, and complex legacy systems hampering a smooth transition. Companies tackling these specific challenges will succeed in enabling the move to the cloud.

KSA

In this increasingly digital age, more businesses in KSA are adopting HR cloud services to reduce costs and process times, as well as to gain an edge over the competition³. Most organizations, particularly in Riyadh, are shifting to SAP and Oracle solutions, due to the integrated nature of these solutions and ability to provide better insights. These solutions also come with regular enhancements on a quarterly basis, which are easy to review and deploy. A cross-industry survey conducted among almost 50 Saudi companies showed that the Saudi market is ready to adopt and implement HR cloud solutions, but satisfaction levels with implemented solutions are relatively low due to the lack of proper change management. In order to increase the level of adoption, more awareness should be raised of the benefits of HR cloud solutions⁴. Organizations also need to take a long-term view with regards to their cloud strategy as some of the major software solutions providers will stop the maintenance and upgrades to their on-premise solutions.

In KSA, SAP's Data Center for Public Cloud went live in August 2018, which will enable Saudi public and private sector organizations to securely transform their businesses⁵. Furthermore, Oracle plans to launch another facility in Saudi Arabia to expand services to include block chain and artificial intelligence cloud offerings⁶. Moreover, Jisr ("The Bridge"), a self-run payroll system, is increasing employee productivity by automating payroll processes⁷.

Although some companies in KSA have started implementing HR cloud solutions, a number of

others are resistant to the idea and continue to install software managed in their own data centers by their internal IT team.

UAE

In an era when industry disruption is prevalent and businesses are constantly challenged to innovate, the UAE is living up to its image of being a hub for ‘connecting minds’, with small and medium enterprises increasingly automating HR processes⁸. Organizations are moving towards HRM solutions that provide analytics and insights and help businesses in making informed decision when managing talent.

Similar to KSA, some large organizations have started their journey towards HR cloud and are transitioning to SAP and Oracle. Conversely, smaller organizations are refraining from using HR cloud services because of the misconceptions around data safety, data loss threats and expensive services. However, according to MenaITECH, it is critical that the UAE implements HRM cloud solutions to further nurture innovation and improve the user experience. By adopting HRM solutions, organizations can develop more employee-focused tools, such as mobile-enabled HR and learning services and digitize operational services. MenaIP, which is the cloud store of MenaITECH that operates in the UAE, offers core products such as MenaLite (MenaHRMS Services) and MenaME (Self Services System) that help increase the efficiency of HRM in a secure and easy manner that suits the Arab user⁹. Similarly, other HRMcloud solution providers exist in the UAE such as SuperHRM, an HRM system whose design is based on modern HR functional requirements and collaboration concepts, which helps HR professionals to achieve many of their goals. Another interesting HRM solution found in

the UAE is ZenHR, which is a cloud-based solution specifically designed to simplify and streamline human resources processes and to serve everyone, from SMEs to employees, in the MENA market.

Many other companies in the UAE have plans and visions to have their HR hosted on the cloud but are not placing enough emphasis on the complementary transformational activities, such as redesigning their operating model, data architecture and user experience.

Conclusion: HRM Cloud

In conclusion, our survey results indicate that:

- Implementing HR cloud systems in the region requires organizational readiness and awareness of the potential benefits of these systems.
- The majority of organizations in the region have yet to transition from on premise software systems to HR cloud-based systems.
- Many organizations adopting HR cloud systems should focus on developing complementary activities such as redesigning their operating model and designing the employee experience.
- Organizations must assign teams that should work on enhancing the organization’s abilities to deliver the tools and technologies they need to do their job.
- Many organizations need to understand the urgency of adopting HR cloud services to improve general productivity, increase overall satisfaction and gain an edge over the competition.

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Looking ahead

Where is reinvention headed?

THIS YEAR'S *Global Human Capital Trends* report argues that, to create value as a social enterprise in today's dynamic and demanding environment, organizations must reinvent themselves—with a human focus—on three fronts: the workforce, the organization, and HR. The 10 trends we highlight in these areas are of immediate concern to business and HR executives, issues on which leaders are being pushed to act today. But where will they take organizations five or 10 years from now, when the forces now at work have had more time to play out?

To set priorities for reinvention, we suggest that leaders first “zoom out” to envision their organization, its challenges, and its place in society in 10 years' time, considering where they want the organization to be as well as the factors that may help or hinder its progress. Accordingly, we invite readers to “zoom out” with us to think about what each of the three areas for reinvention—the workforce, the organization, and HR—might look like, or *should* look like, a decade ahead. Then, leaders can “zoom in” to identify two or three key initiatives in one or more of these areas that they can undertake within the next six to 12 months. These initiatives should be designed to solve short-term problems in a manner that will accelerate the path to the organization's long-term destination.¹

The future of the workforce

Over the next 10 years, perhaps less, many organizations will redesign jobs to better enable their people to work alongside smart machines, robots, and new forms of off-balance-sheet talent (from freelancers to gig workers to crowds). Organiza-

tional leaders and public sector policymakers should ask a range of critical questions to help guide and govern this reinvention of the workforce, including:

- What are the current and future work outcomes that organizations need to deliver?
- How can we reimagine and recompose:
 - *Work*, to automate work and augment the workforce with robotics and AI?
 - The *workforce*, to effectively access and deploy talent using the full range of traditional and alternative work arrangements?
 - The *workplace*, to extend where and how work is performed using virtual collaboration platforms, remote communications tools, digital reality, and other technologies?
- To what end are we redesigning work? For efficiency and cost improvement? To create new value for customers? To create meaningful work for employees and the extended workforce?²
- How can an organization activate its leaders, its culture, and its talent processes to manage a redesigned workforce that integrates people and machines into a new way of working?
- What are the organizational and social implications of a potential bifurcation of work into “superjobs” and lower-skilled service sector jobs?

The future of the organization

Organizational strategies and cultures have been undergoing a dramatic shift from hierarchies

and “command and control” mindsets to people practices that use empowered networks of teams to enable enterprise agility. As this shift continues, we see several areas where organizational leaders may need to reinvent their strategies and structures:

- How does the organization integrate into, and differentiate its role in, the larger networks and platforms in its sector and industry—and even beyond? Where does your organization start and end with respect to others in the ecosystem?
- How can organizations create informal systems that take advantage of the way people naturally behave to drive experimentation, innovation, and idea generation, and to maintain a happy and productive workplace?
- How can teams be placed at the center of the organization’s performance and development?
- How can organizations develop leaders who have the mindsets, attitudes, and experiences needed to create the conditions for teams to be iterative, open, inclusive, and, ultimately, effective?
- How can organizations design jobs, work experiences, and work environments that allow individuals to grow and find meaning in their work and in their relationships with the organization?

The future of HR

Work and organizations will still exist in 10 years, though likely in new forms. What about HR? How will the mission and work of HR evolve? A number of open questions can be posed about the future for HR and its role in people and workforce management:

- What capabilities will HR require to carry out these responsibilities?
 - How will HR cultivate workforce engagement? In a future defined by multiple talent models across multiple worker types, how will HR partner with business leaders to create integrated, meaningful, work and learning experiences for people whose careers may span 50 years in a 100-year life?
 - With the rise of the social enterprise, how does the organization’s talent brand relate to its corporate brand? What is the envisioned relationship between the HR, marketing, and customer experience organizations? Is there still a CHRO, CMO, and CCO, or do these executive roles morph into new ones?
 - Given that HR models and operations have historically been based on stable business processes and staffing models, how will HR operations need to be reimaged in a world of constantly shifting networks and teams?
 - How will HR operations need to change in order to access, curate, and engage a workforce that includes both traditional employees and a variety of alternative worker types?
 - How will HR use technology, including AI technology, to reinvent itself? How can this enable HR to lead the reinvention of the business?
 - Will HR continue to exist in its current form, or even at all?
- Reinvention with a human focus offers a path forward through the challenges and uncertainties facing organizational and HR leaders. We see the future belonging to leaders who can look ahead and define a destination that works for their organizations, their customers, their people, and society at large. Zooming out and zooming in, and asking hard questions about the trends affecting organizations today and tomorrow, is critical to moving forward.

Endnotes

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