



# The human side of Industry 4.0

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# A dystopia?

800 million jobs will be replaced by robots by 2030.



Administrative workers have an 89.7% chance of being replaced by a robot.

At least 30% of the activities associated with the majority of occupations could be automated, which includes even knowledge tasks that were previously thought to be safe.

By 2022, 50% of companies believe that automation will decrease their numbers of full-time staff.

The digital transformation (DT) risk is the #1 concern of CEOs and senior executives in 2019.

Fear? Job insecurity? Unemployment? Stress and health impact?

# Or a New Word of Work?

- Emergence of **new jobs** and roles due to technological transformations.
- **Need for new skills:** Not only technological but also socio-emotional and higher cognitive.
- **'Gig' economy:** Fluidity, adaptability, entrepreneurial mindset, remote working, career redefinition, Generation Z appeal.
- **Change management:** 70% of all Digital Transformation initiatives do not reach their goals! Culture is the *number 1* obstacle to DT.
  - ✓ Key principles of leading change still apply: *vision for change, sense of urgency, communication, acknowledgement of employees' fear and management of uncertainty, skill building, readiness for change, etc.*

# Or a New World of Work?

- **'Start-up' culture:** Decentralization, empowerment, agile working, virtuality, cross-functional and team-based, shared leadership.
- **Lifelong learning:** Digital skills, 'learn to code', cross-cultural intelligence.
- **Redesign of incentive structures:** Tapping into self-actualization needs and sense of meaning (from overconsumption to sustainability and responsibility).
- **Redefinition of leadership:** Change of leadership schemas and mental models from top-down hierarchical to more shared and creativity focused.
- **Authenticity:** Be yourself, be unique, be passionate, show that you care, be ready for the new 'war for talent'!