INSTITUTE FOR PUBLIC RELATIONS
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THE FUTURE OF WORK
STUDY INFOGRAPHIC

by Dr. Melissa Dodd and the IPR Organizational Communication Research Center

The IPR Future of Work Report arose from a need to understand how forces of change are and will continue to impact organizational operations and communication. The report focuses on the disruptions in the workforce, how organizations dealing with those changes, and how organizations communicating to a changing and diverse workforce.

For this report, the Institute for Public Relations (IPR) interviewed 25 executives responsible for organizational (internal) communication to determine how they are strategizing around this new reality. To protect confidentiality, interviewees' identities are white-labeled. After conducting interviews, interviews were transcribed, and thematic analysis was conducted using a process of open and axial coding.

Three meta-themes framed the report's findings:

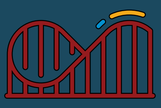
- The future of work in a global, technology-driven reality
- Reaching a diversifying workforce
- Investing in employees for the future of work

FORCES SHAPING THE FUTURE OF WORK:

Organizational (internal) communications can drive the organization to the future

The workforce needs to imagine the future in a constructive manner and communications can inspire such thinking.

The Pace of Change is More Significant than the Change Itself



The Industry Will Experience "A Wild Ride"

Internal Resources Are Lagging Behind

The Contract Economy Will Continue to Grow, Altering Communications Functions

WHO ARE YOU? COMMUNICATING TO A NEW WORKFORCE:

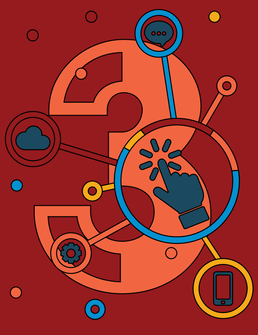
The future of work begins with leadership and communicators

Investment, performance, metrics and recognition are all levers that must be employed before the workforce engages.

The Tried and True Basic Principles of Effective Communication are Still Critical

The Growing Generational Divide in the Workforce Offers Challenges and Opportunities

Developing a Consistent Organizational Culture and Personalizing Experiences is Key



Planning for the future of work is about creation

Allowing more employees to ideate, develop, share, exchange, and collaborate is what the future will be all about. Expanding "voice" across the enterprise to better innovate and learn will result in a successful business.

- Investing in People and Communicating the Future Must Begin Now
- The Most Important Element is the Human Element
- Characteristics inherent in a new work model include Agility, Assimilation, Development, Connectedness