THE FUTURE OF WORK
STUDY INFOGRAPHIC

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 are dealing with these 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, interviewee 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:

1. ORGANIZATIONAL COMMUNICATIONS CAN DRIVE THE ORGANIZATION TO THE FUTURE
2. THE WORKFORCE NEEDS TO IMAGINE THE FUTURE IN A CONSTRUCTIVE MANNER AND COMMUNICATIONS CAN INSPIRE SUCH THINKING.
3. COMMUNICATIONS IS A NEW WORKFORCE.

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.

WHO ARE YOU Communicating TO A NEW WORKFORCE?

The future of work begins with leadership and communicators

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

1. THE THIRD AND TRUE BASIC PRINCIPLES OF EFFECTIVE COMMUNICATION ARE STILL CRITICAL
2. THE GRAYING GENERATIONAL BALANCE LEADS TO WORKFORCE CHANGING CHALLENGES AND OPPORTUNITIES
3. DEVELOPING A CONSISTENT ORGANIZATIONAL CULTURE IS KEY TO PERSONALIZING EXPERIENCES FOR EMPLOYEES

Planning for the future of work is about creation

Altering more employees to ideate, develop, share, exchange, and collaborate is what the future will be all about. Expanding “vision” across the enterprise is 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, Connectivity