WE DESIGN THE FUTURE
Challenges

• Soft skills
• Adaptable - Need to be constantly self-learning
• Some Degrees and Masters have lost value
Digital & Creative Board

Create the right kind of skilled workforce, by scaling up grass roots private sector led initiatives.
Form
OH CATALYST

A playground to explore, challenge, disrupt, provoke and do.

Read More >

Discover

START YOUR JOURNEY OF DISCOVERY

Catalyst is a leading creative and digital marketing agency with a focus on technology, design, and strategy.

Jump In

LEARN FROM THE BEST IN THE INDUSTRY

Throughout the 10 days you’ll learn from our team of experts and be exposed to new ideas and techniques.
The five trends shaping the future of work:

1. New Behaviors
   - Shaped by social media & the web

2. Technologies
   - Shift to the cloud
   - Collaborative technologies
   - Big data
   - The internet of things

3. The Millennial Workforce
   - New attitudes, expectations, & ways of working

4. Mobility
   - Work anytime, anywhere, & on any device

5. Globalization
   - No boundaries
7 PRINCIPLES OF THE FUTURE EMPLOYEE

1. Has a flexible work environment
2. Can customize own work
3. Shares information
4. Uses new ways to communicate and collaborate
5. Can become a leader
6. Shifts from knowledge worker to learning worker
7. Learns and teaches at will
Work is changing

**THE EVOLUTION OF WORK**

**THE PAST**
- Hierarchy
- Fixed working hours (9-5)
- Information is hoarded (Top Secret)
- Leadership based on fear, command, control

**THE FUTURE**
- Flattened structure
- Flexible working hours
- Information is shared
- Leadership based on engagement, empowerment, inspiration
A new type of employee

• From transactional to creative.

• Finance person example.
How can Liverpool Compete?

• Have right foundations

• Good Higher and Further Education institutions

• Cool place to live

• Burgeoning Digital & Creative sector

• Accept we are all stakeholders in tackling the skills gap...Education system, business sector, public sector.

• Collaborate, adapt on current models.
LET’S CHAT

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