



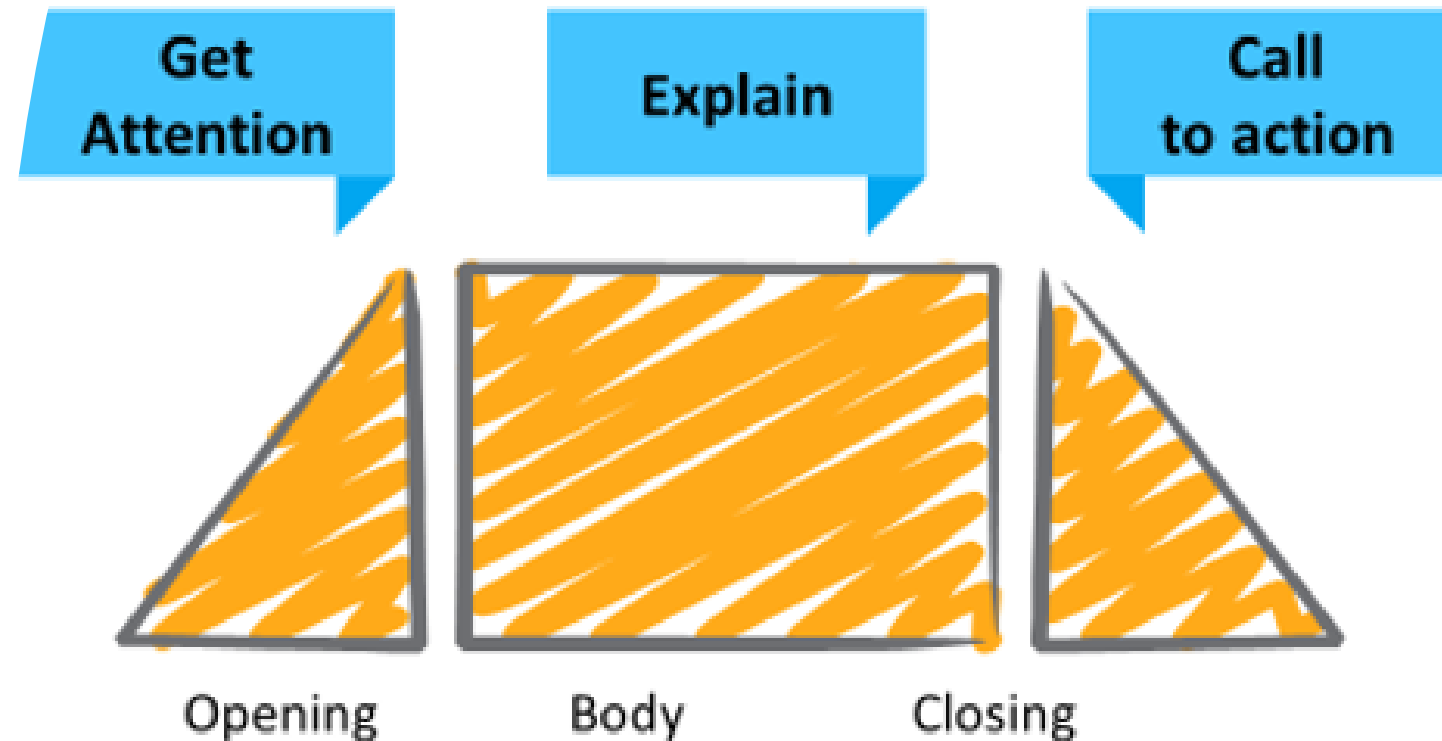
The Future of Work

Keka Discussion

5 December Shiv

PRESENTATION STRUCTURE & GOALS

-
- Politics
 - Club Sandwich
 - S E C Filing
 - Work is getting redefined, is HR keeping pace?
 - Request vs Demand



MAGA **Make America Great Again**

MIGA **Make India Great Again**

MAGA **Make Australia great again**

MEGA **Make Egypt Great Again**

MUGA **Make Ukraine Great Again**

MYGA **Make Yemen Great Again**

MIGA **Make Ireland Great Again**

MAGA **Make Afghanistan Great again**



**We will see
Nationalism
Localism
Sons of Soil
Subsidies
Tariffs**

**Interestingly, no
Leader is saying
“Make the World Great Again”**

**Will impact jobs in
outsourced industries
Offshore businesses
GCCs**

Fewer winners

More losers



Where are jobs being created?



Manufacturing

Agriculture

Services



Organizations are in a club sandwich

Society

Employees

Consumers



What society wants from an organization



- **Be a good citizen**
- **Contribute to sustainable practices**
- **Less inequality**
- **Decent paymaster**
- **Not exploitative**
- **Transparency**

What customers want



- 1. Great value brands**
- 2. Sustainable products, services**
- 3. Transparency**
- 4. Quick redressal**

What employees want



- 1. Job security**
- 2. Fair wages**
- 3. Opportunities for internal movement**
- 4. Up to date technology at work**
- 5. Future Skill development**
- 6. Personal brand on social media**

Work is getting redefined



- 1. By location**
- 2. By Time**
- 3. By Core and Non Core**
- 4. On roll and off roll**
- 5. Higher emphasis on recognition**
- 6. Employees want to do other gigs to earn more.**

My thoughts for you as HR leaders

- 1. AI is being used by employees before it is used by companies**
- 2. Technology will automate the routine and mundane, that doesn't mean jobs have to be mundane, it means jobs have to get richer.**
- 3. Toxicity at work leads to WB and MH issues.**
- 4. Politics will determine how talent moves**
- 5. Command and control must give way to collaborate and commit.**
- 6. Use technology to make employee programs work for them**
- 7. Sadly, 2025 will be the RTO year – Return to Office ! Make Office a positive experience !!**