

The background of the entire image is a photograph of a modern office. In the foreground, a woman with long dark hair, wearing a blue sleeveless top and denim overalls, sits in a yellow office chair, looking towards a group of people. In the middle ground, several people are seated around a long white table, working on laptops. A white mug and a smartphone are on the table. In the background, two women are standing and talking near a large window that looks out onto a city skyline. The overall atmosphere is professional and collaborative.

4 TRENDS THAT WILL RESHAPE THE WAY WE WORK

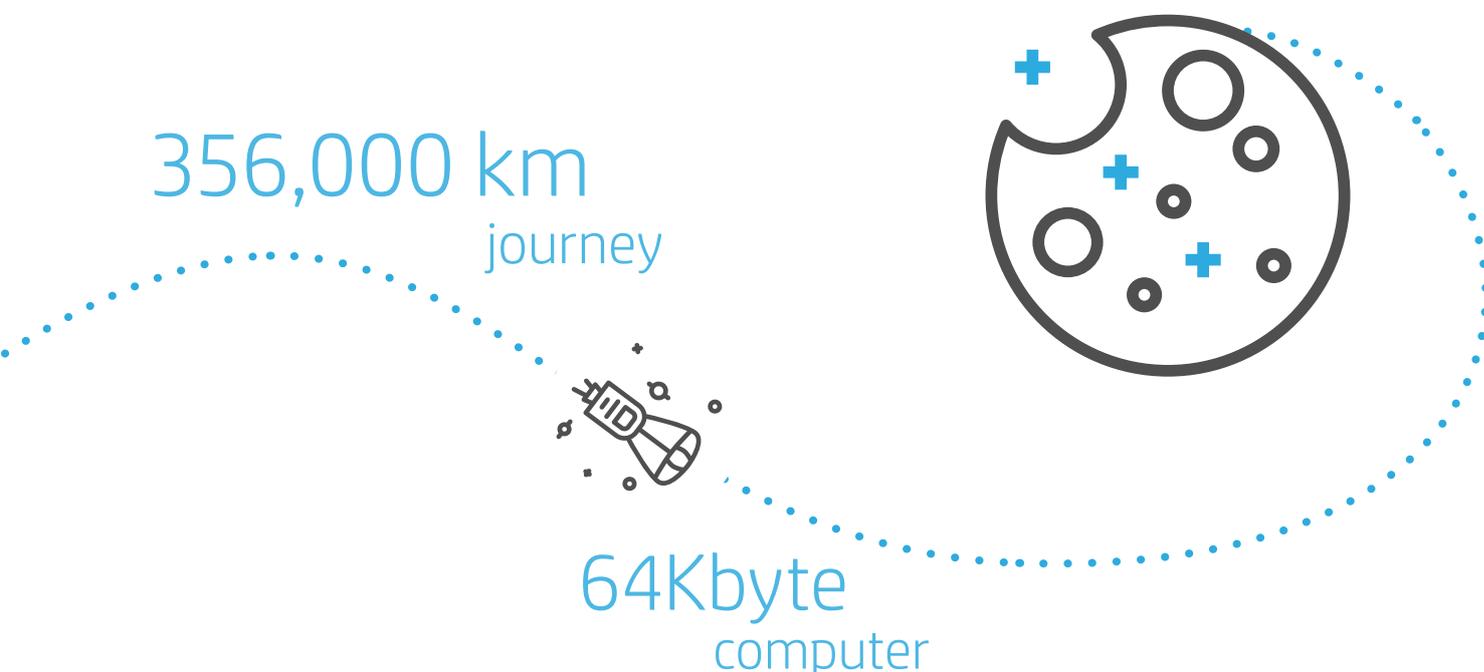
Four trends that will reshape the way we work

Fifty years ago, NASA sent the first astronauts on a 356,000 km journey to the moon using a computer with 64Kbyte of memory. Today, we use computers a million times faster to check social media, news and weather daily. And new, more powerful devices are being released every year.

Change – be it societal, technological, political or more – is a human constant. But never before have we experienced such rapid change as we have today. Ninety per cent of the data in the world has been created in the last two years. Companies like Uber have exploded in size in a short period of time. And Artificial Intelligence is solving mysteries in hours that have plagued humans for years.

The pace of change will continue to accelerate at warp speed; more change is expected in the next 15 years than in all of human history to date.

At HP we've identified four major megatrends that will have the biggest impact on the way in which we live, and work.



¹90% of today's data created in two years, Media Post, 2016,
<https://www.mediapost.com/publications/article/291358/90-of-todays-data-created-in-two-years.html>

6M

Rapid urbanisation

More than **six million** people a month are currently moving to cities in search of a better life.

There will be **50** megacities of more than **10 million** people by **2030**.

Over the next **10** years, new waves of consumers will enter the world economy, expanding the middle class across a broad spectrum of geographies, countries, and cities.



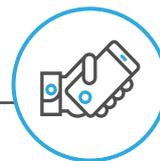
Changing demographics

Generation Z is expected to comprise **36%** of the global workforce by **2020**.

This generation has different wants, needs, and skills.

Millennials and Generation Z have been raised with the **Internet in their hands** and are **hyper-aware** of global issues.

Companies will need to look at how they attract and retain a **highly diverse workforce**.

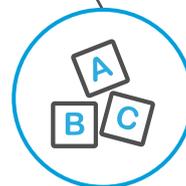


Hyper globalisation

It will become even easier for start-ups to **scale globally** and for companies in emerging countries to become **real challengers** to established multinational organisations.

How and where we design, sell, and manufacture goods has become **hyper-global** and **hyper-local**.

It's now easier than ever for start-ups to **scale globally** and become **real challengers** to multi-national companies.



Accelerated innovation

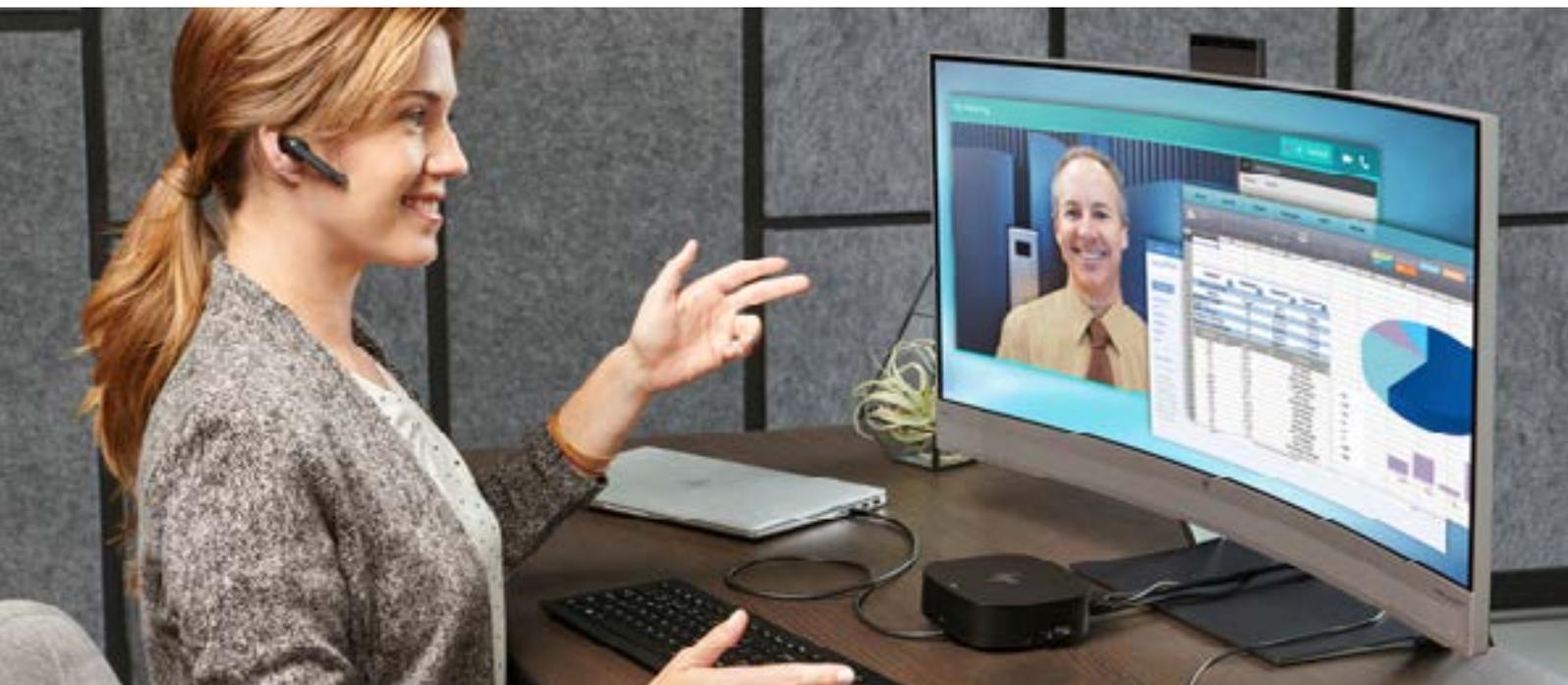
The **pace** and **breadth** of innovation will continue to accelerate.

Advanced manufacturing, artificial intelligence, virtual reality and 3D printing will deliver **richer experiences** and **disrupt** legacy industries.

Technology components will transform into innovation '**building blocks**' that enable more **frequent breakthroughs**.

⁹90% of today's data created in two years, Media Post, 2016,

<https://www.mediapost.com/publications/article/291358/90-of-todays-data-created-in-two-years.html>



The workplace of the future

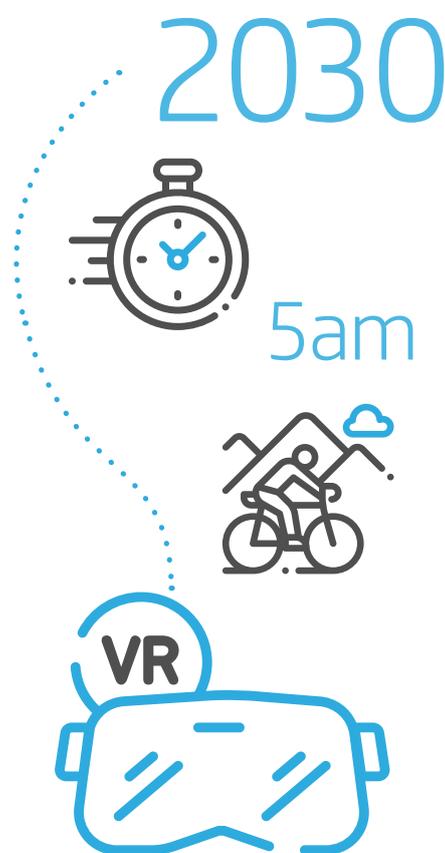
So, how might these trends manifest themselves? Well, let's imagine we're in year 2030. Stella Peterson is the CEO of a digital start up. She wakes up at five in the morning and is informed by her digital assistant that her blood sugar levels are low. After eating some oatmeal, she jumps onto her exercise bike to do a 3D virtual race with 500 other cyclists. Stella then showers and steps into her driverless car to start her daily commute. At her office – which is 3D printed – she puts on her VR glasses to join a meeting with her Board. All these innovations allow her to work more collaboratively and more sustainably.

At least, that's one possible scenario. We can only guess at the future. But one thing is certain, work will look very different tomorrow compared with today. Change is inevitable, and those that anticipate and embrace it will be the revolutionaries of the experience age.

Which is why now is the time to make sure your business is megatrends ready.

^{#5} of the biggest workplace trends to watch in 2019, CNBC, Dec 15 2019, <https://www.techcircle.in/2019/01/25/why-the-tech-first-mentality-of-gen-z-will-fuel-a-fresh-round-of-innovation>

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