# The Future of Work





# Value & Meaning

To succeed, organizations must shift from cost as a driver to value and meaning

What is your company's why? Why is a purpose, cause or belief - the reason your organization exists.

% of professionals who agree these trends are crucial to the future of recruiting



57%

of leaders say that soft skills are more important than hard skills.

| Hard Skills  | Soft Skills  |
|--|--|
| <ul><li>Analytical Reasoning</li><li>UX Design</li><li>Cloud Computing</li></ul> | <ul><li>Collaboration</li><li>Creativity</li><li>Time Management</li></ul> |

"Don't write job descriptions based solely on technical skills. Write for enduring human skillsets."

Dr Kelly Monahan, Head of Global Future of Work Research, Deloitte



Include Soft-Skills & Flexibility Policy in Job Descriptions & InMails

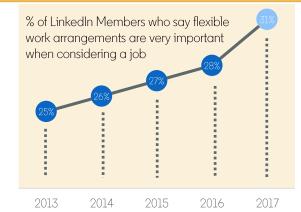
### Example 1:

Subject line: Are you looking for more flexibility?

### Example 2:

Subject line: Bored of working 9am-5pm?





Work Flexibility

Flexible hours and work locations are no longer just a perk.

