

2022 What's NextNow™?

22 Trends for 2022

A NextMapping™ Trends Report

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About NextMapping™

The Company

NextMapping™ is a future of work consultancy. Founded by Cheryl Cran. We help companies, leaders, teams and entrepreneurs to be 'future ready now'. For more info go to: www.nextmapping.com

The Founder

Cheryl Cran is a thought leader in the 'future of all things'. For over 20+ years Cheryl has been focused on helping people be future ready now. Through her company NextMapping™ she provides a research based approach to help strategize what's next. Cheryl is the author of 10 books including a new book being released in 2022 and her best sellers, "NextMapping™ - Anticipate, Navigate and Create The Future of Work" and "The Art of Change Leadership - Driving Transformation In A Fast Paced World." Clients include Amazon, Upwork, DHS, AstraZeneca, ExecOnline and more.



Our Approach:

In looking at trends for 2022 we rely on multiple sources. We access a broad range of research including University research, crowdsourced research, aggregated research and our own NextMapping™ surveys.

Sources:

- | | |
|------------------------|----------------------|
| Singularity University | Workable |
| Futureloop | Freelancer |
| ResearchNet | Citrix |
| Forbes | World Economic Forum |
| PWC/EY/McKinsey | |
| Owllabs | Photos: IStockPhoto |



Welcome To The Year of The “Worker”

The major theme of 2022 is that we are firmly in a **workers market. We are in a current/post pandemic reality where workers are seeking ‘purpose’ and ‘meaning’ along with flexible work.**

The year of the worker means that we will see a rise in individuals seeking work that aligns with how people live their lives.

Leadership Redefined

- Leaders are/will be adapting to the hybrid workplace.
- Workers will be expecting more from their leaders.
- Workers will be approached by competitors frequently.

Existential Questioning

- In the past year more workers are asking themselves deep existential questions that has led to a ‘rethink’ of the purpose of work, why we work and how hard we want to work.

Biggest Opportunity for 2022

- Individuals have the opportunity to focus on personal growth and development. There will be continued change and uncertainty that will require people to be more resilient and adaptable.
- Investing in ‘upskilling’ people will be the biggest opportunity for 2022.



54% of US Workers Are Actively Looking For New Work

7 out of 10 workers are seeking new work opportunities.

The Great Resignation is a global phenomena.

Workers are quitting jobs without new jobs to go to.

58.2% of workers say flexibility is key:

- Workers EXPECT a hybrid workplace set up. Workers want option of some virtual work in their week.
- Workers want customized work plans to suit their lives.

Trend Opportunity:

- Communicate your company hybrid work options.
- Create a work from home option for ALL workers.



We predict a 25% increase of full time remote work

- 55% of workers worked in office full time in 2021.
- 23% of Workers worked remotely at least 1 day a week and up to 4 days a week in 2021.
- 11% of Workers are working remotely full time in 2021.

The social trends and surveys of workers shows that they want remote work opportunities.



Trend Opportunity:

- Revisit your strategic focus as it relates to 'how work gets done.'
- Focus on digital maturity to increase.

Over 10 Million Workers Sought Freelance Work in 2021

We predict continued surge in workers seeking freelance work in 2022.

Freelancers surveyed stated that the main driver for freelance work is again that 'F' word:



FLEXIBILITY

Freelance provides greater flexibility over schedule, earning potential and building work around 'life'.

Trend Opportunity:

- Rethink your approach to hiring and onboarding.
- Expand your talent pool with freelance workers.
- Increase innovation with freelance workers.
- Freelancers are highly skilled.
- Freelance workers can bridge the challenges of The Great Resignation.

53% of HR Leaders Will Invest in Worker Wellness in 2022

Mental health and overall wellbeing are main focuses in 2022. Individuals are more acutely aware of the need to take care of themselves.

Leaders will focus on overall worker wellbeing in 2022 as part of overall employee engagement strategy.

Trend Opportunity:

- Invest in wellness programs that focus on mental health.
- Ensure that your employees are aware of the resources available to them for wellness.
- Create wellness focused meet ups for workers to share their wellness strategies.
- Develop leaders ability to empathize and provide support.



Trend # 5 - Voice Technology To Increase

In 2022, 30% of Web Browsing Will Be Voice Activated

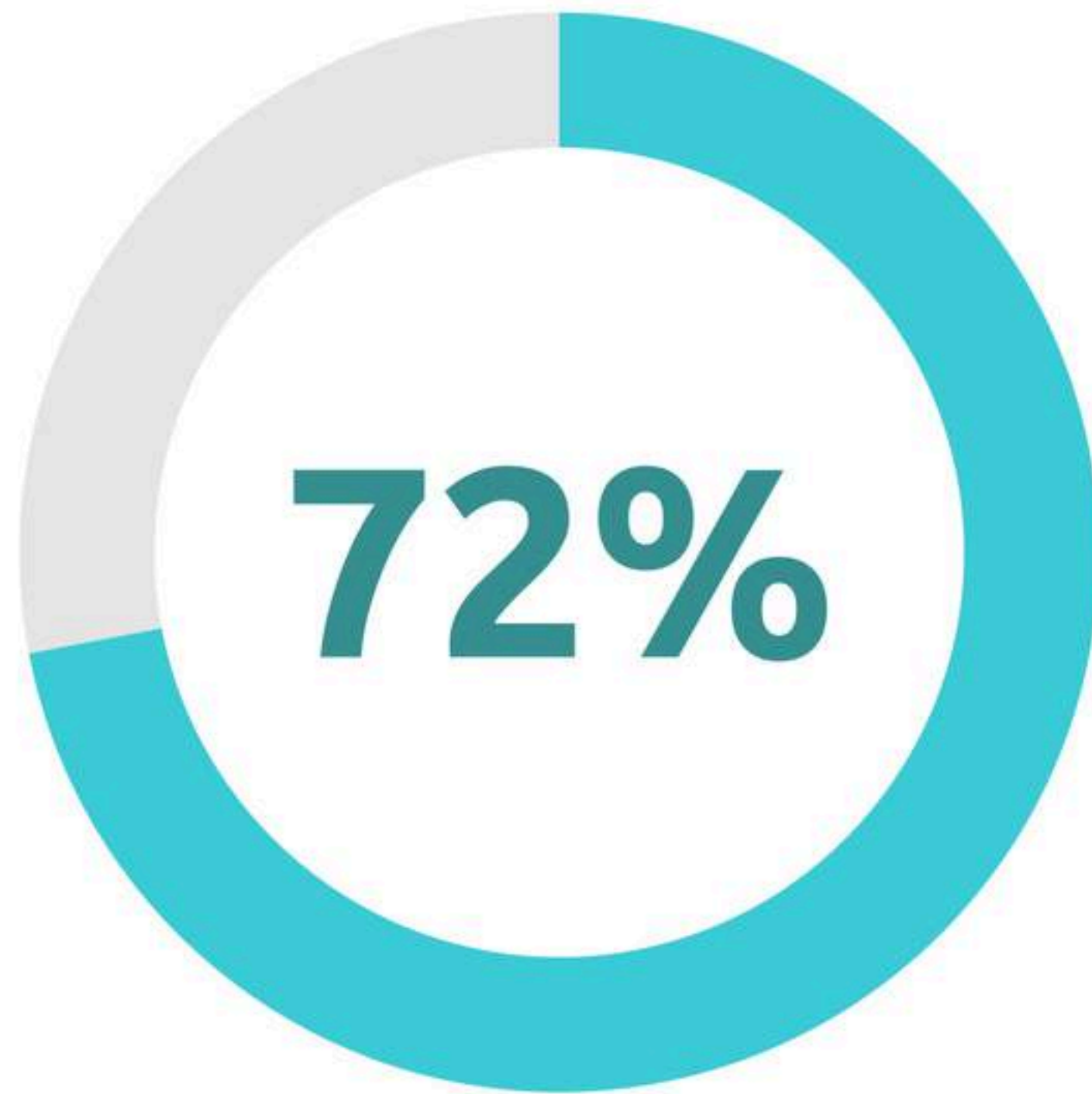


Workers will leverage voice for work related activities. The use of voice technology with Alexa, Siri and Google will morph into work use. Cloud technology enables voice activated interface and speeds up access to information and administrative tasks.

Trend Opportunity:

- Research how your current technology can leverage voice enabled technology.
- Share best practices among workers who currently use voice activation in their daily work.
- Add/enable/set up voice activated opportunities to your websites for easier customer interface with your products and services.

72% of workers polled by Citrix believe AI to lead revenue generation by 2030



AI will generate leads, follow up sales, customized ads and enable sales professionals to deal with the human and complex elements of selling.

Trend Opportunity:

- Leverage AI in your business to automate administrative elements of the sales process.
- Educate sales professionals to learn more about how to leverage AI to increase individual productivity and overall sales.
- Outsource AI strategy to experts who can help streamline how AI is used within your systems.

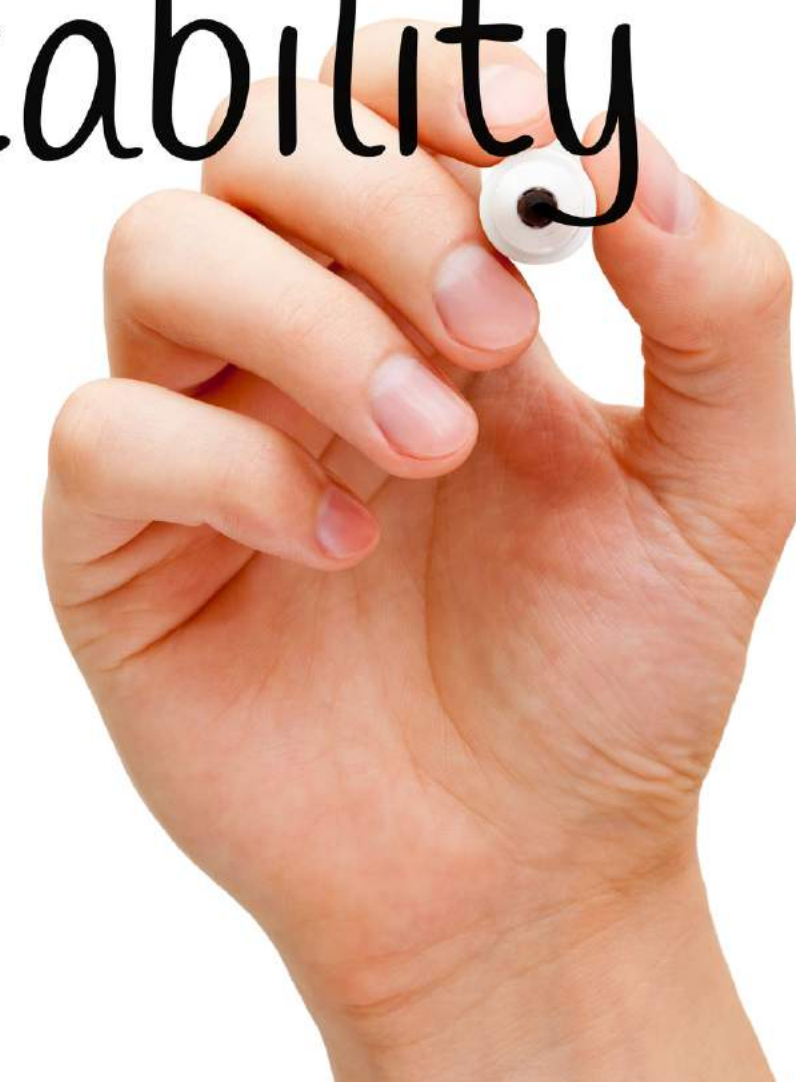
60% of leaders surveyed believe that permanent employee roles will be a rarity by 2035

The trend towards workers seeking freelance opportunities as well as contract work lines up with the predicted decline of the structure of having permanent employees.

Trend Opportunity:

- Review your 'people strategy' and look for opportunities to convert some jobs into freelance or contract work jobs.
- Seek freelance workers and contract workers to help solve the challenge of finding and hiring people.
- Survey your existing workforce to find out how each of the workers want to work, where they want to work and ask for their perspective of freelance or contract work opportunities.

Accountability

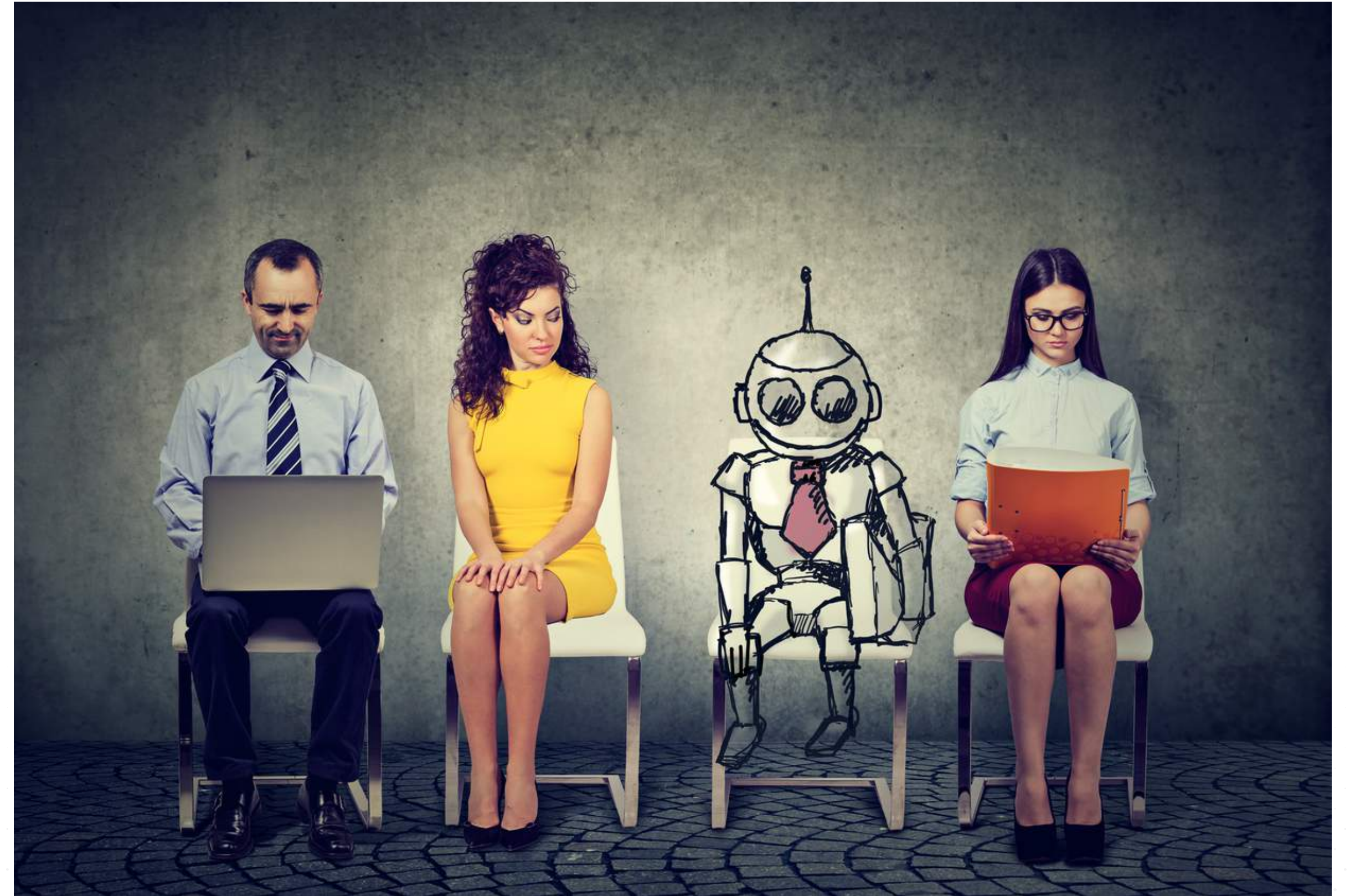


70% of Business Leaders Say They Need MORE Humans

Leaders surveyed by Citrix say that the pandemic made them realize that they need more people to leverage technology. The human element is needed to deal with the complex. They see technology as a co-worker to the human workforce.

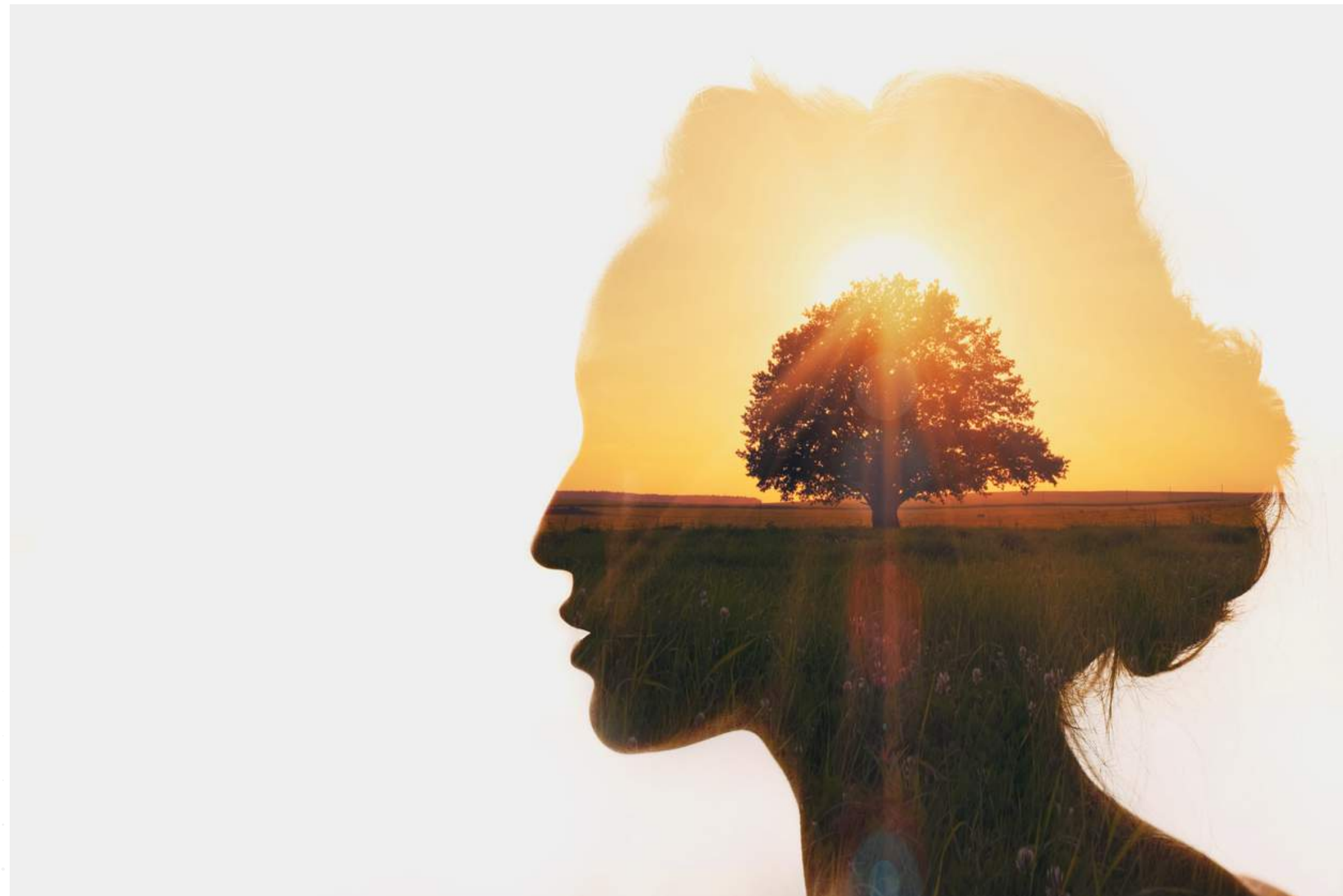
Trend Opportunity:

- Ensure that all of your workers have increased his/her 'technology intelligence' skills to leverage the capabilities of the technology in the company.
- Identify the skills gaps of workers as it relates to technology.
- Look at bringing in outside experts to help workers leverage their technology skills.



80% of Leaders Will Shift to Facilitator Role by 2030

With AI and automation freeing up time the role of leaders will change. Leaders will spend more time on creating action plans based on data. Real time data will enable faster decision making and responses to market changes



Trend Opportunity:

- Assess your current leaders ability to 'facilitate' their teams.
- In a future where more workers are independent workers through freelance or contract, leaders will need to be able to facilitate a broad range of personalities and work styles.
- Review the current strategy and structure of your business, evaluate the function of the leaders and how their job titles and descriptions could be shifted to reflect 'facilitator'.

67% of Workers Want To Work In Diverse Workplaces

Diversity is expected by all generations. Companies that have diverse cultures have greater growth. 50% of current workers want their company to increase diversity. Diversity is a central strategy to recruiting and retaining workers.



Trend Opportunity:

- Take an honest look at the current diversity within your workplace.
- Actively plan to increase diversity through hiring.
- Actively build a pipeline of diverse workers for succession opportunities.
- Train and guide leaders to look at diversity solutions when looking to hire.

Brand Marketing & Customer Experience To Converge



In 2022, more CMO's will own or influence online commerce. The convergence of brand experience with customer experience is driving this trend. CMO's will work closely with IT and Customer Delivery to meet client demands.

Trend Opportunity:

- Assess the innovation opportunity of having marketing/IT and customer service working together to elevate customer experience.
- Invite your customers to help you innovate your products and services.
- Create interactive opportunities with customers via social media.



The Pandemic Created Interstate And Rural Migration

A Pew Research Poll found that the pandemic has created a migration trend. 37% of those aged 18 to 29 moved in 2021. 20% of those who moved said they wanted to be closer to family. 28% said they moved because of the pandemic.

Trend Opportunity:

- When marketing job opportunities speak the language of interstate migrators of quality of life and location.
- Market your virtual work opportunities.
- Partner with realtors to discover who is moving into your community and network to find potential workers.
- Partner with your chamber of commerce to build attraction campaigns to live/work in your community.



Workers Want The Flexibility of Work From Anywhere

74% of leaders are focusing on creating an ideal hybrid structure for their workers in 2022. There is no one size fits all when it comes to hybrid.

67% of workers want to be able to WFA at least two days a week and are willing to be in office up to three days a week.

Trend Opportunity:

- Survey your workers frequently to stay abreast of how they are feeling about the hybrid structure of your workplace.
- Ensure you have technology that supports workers abilities to work from anywhere effectively.
- Train leaders to increase skills to shift from leading in office and with virtual teams easily and effectively.



Environmental Focus To Increase “Buy Local” Message

28% of C-Suite leaders bring global thinking to strategy. 78% of customers surveyed want local solutions. The pandemic revealed the challenges in global supply which led to innovative local solutions.



For example PPE and hand sanitizer - two products that had to be produced locally to meet demand.

Trend Opportunity:

- Focus on helping all workers to increase global knowledge of social trends within various countries.
- Evaluate supply chain to see what can be purchased from a local vendor in addition to importing goods.
- Create awareness programs of how your company ‘acts local’ to support business in your community.

In 2022 Degree Prices Will Continue To Drop



Forward thinking institutions such as the University of Illinois are leveraging technology to scale education. They have deeply discounted their MBA program by moving to online. The trend of ‘unbundling’ degrees to create more micro learning certificates related to ‘real time’ learning application on the job is expected to increase in 2022.

Trend Opportunity:

- Companies such as Amazon have in house University programs that provides workers with skills to be able to apply to their job immediately.
- Look at your hiring practices - does the work really require degrees? Can you train this skills needed?

Trend # 16 - Enrollment K to 12 Will Decline

1.5 million decline in enrollment in US schools to continue

The number of families choosing to homeschool doubled in 2021. The pandemic created greater parent involvement in their children's education. Many parents reevaluated how they wanted their child educated.

Trend Opportunity:

- Educators have the opportunity to revamp the education system to match the needs of business.
- Teachers have the opportunity to shift view from a 'student' mentality to a facilitating the intelligence of a 'future' innovator.
- Private school enrollments have increased by 35.3% since the beginning of the pandemic. This means that parents are seeking alternative education options for their children.



Gen C has had virtual schooling and seen their parents work virtually.

Gen C is defined as those under the age of 20 who are the youngest generation to have lived through the pandemic. Human behaviorists theorize that this generation will view life very differently than all older generations.

Trend Opportunity:

- Generations information is not meant to put people in boxes or stereotypes. Rather its useful to understand the era that we are born into and the impact of activities within an era on specific demographics.
- Crowdsource Gen C to discover attitudes about life, work and virtual expectations of school and work.
- Hire Gen C's to bring innovative insights and ideas.



Leaders Are Focused On Systemic Change in 2022

39% of leaders who participated in a NextMapping™ survey stated that they are focused on making big change in the company to improve both employee experience and customer experience. Changes include a 'people first' focus and improved digital journey.

Trend Opportunity:

- Help leaders to unlearn the habits formed in pre-pandemic workplaces.
- Upskill and reskill leaders to be 'change leaders' who inspire and motivate workers to change.
- Involve workers and teams in change strategies to help mobilize cohesive culture change within the company.



Companies Will Reduce Work Space by 20%



More workers are working remote and virtual 2 to 3 days a week. Business leaders state this equates to needing 20% less space in their workplace. For companies that are heavily invested in real estate space there will be increase in 'renting' or using extra space for other uses.

Trend Opportunity:

- Reassess real estate strategy and workspace needed given the trends toward hybrid workplace.
- Invest the savings in real estate reallocation in higher pay for workers or increased incentives.
- Investigate alternative uses for workspaces such as community events, or a natural disaster respite.

Gartner Predicts Mergers To Be As High Volume As In 2018

Industries that will see high M & A in 2022 include tech firms, health, insurance firms and financial firms. As companies seek to integrate expensive AI enabled cloud solutions, they are looking at merger to achieve strategic goals.



Trend Opportunity:

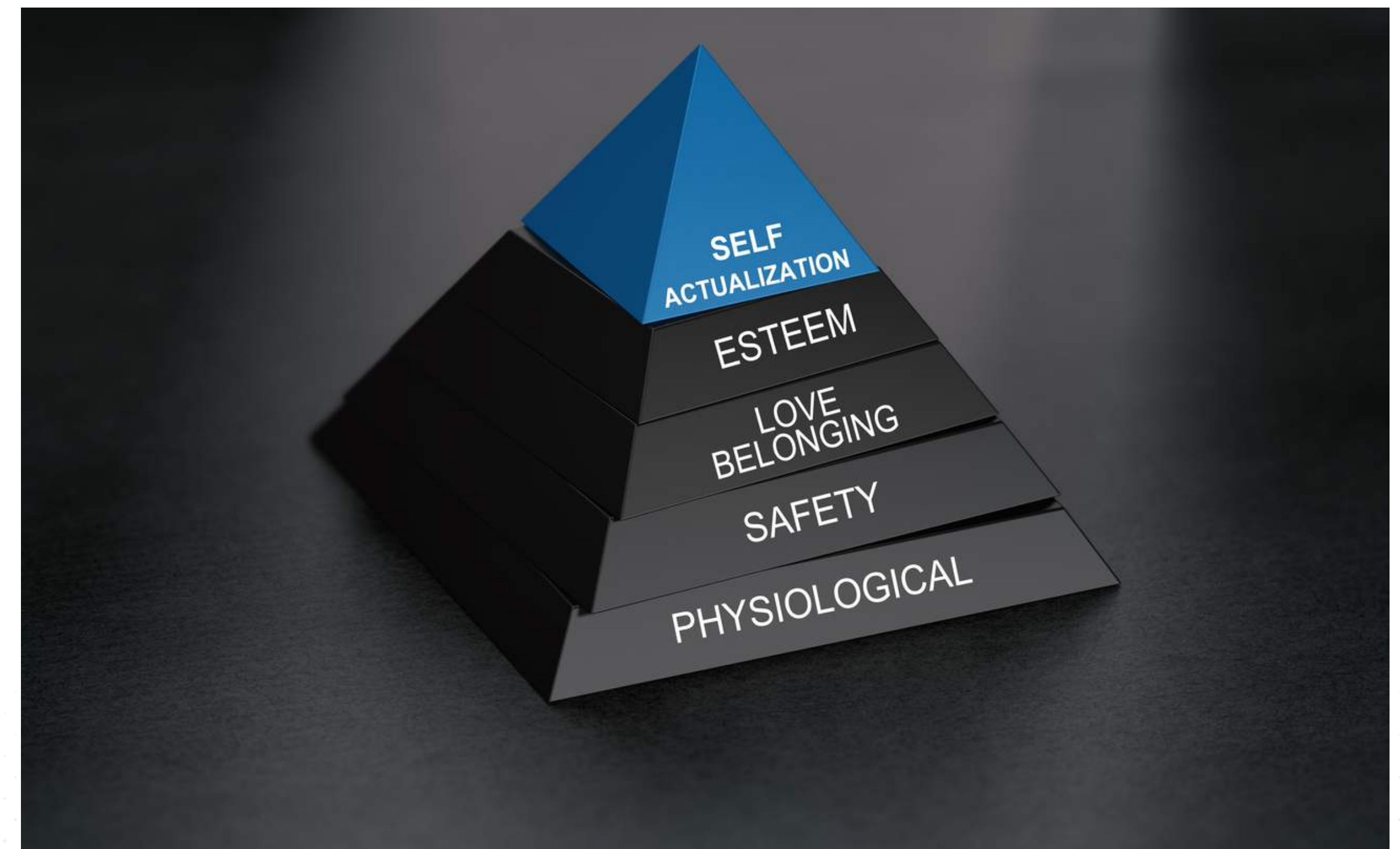
- Assess the brands in your industry that if you acquired them it would increase your access to market and technology.
- Look to innovate by acquiring brands that are aligned with your industry. IE/finance acquiring insurance company.
- Look to organizations that are aligned in culture and customer to discuss merger/partner potentials.

The pandemic created an 'existential crisis' for everyone

3 out of 4 workers including leaders and senior leaders we surveyed confirmed that they are asking deeper life questions. The deeper questions have led to everyone having an existential crisis around life and work.

Trend Opportunity:

- In previous decades many of us operated from a place of survival. What does it mean to you to 'thrive' in 2022?
- With large numbers of people asking deep questions it is leading to an age of 'self realization'. Reflect on your life and what you can change to reach your goals.
- In Maslow's hierarchy 'self realization' is described as living life with full knowledge and accountability to creating a life of meaning, purpose and contribution.
- Reflect on all of these trends to make choices aligned with deeper meaning and purpose for yourself.

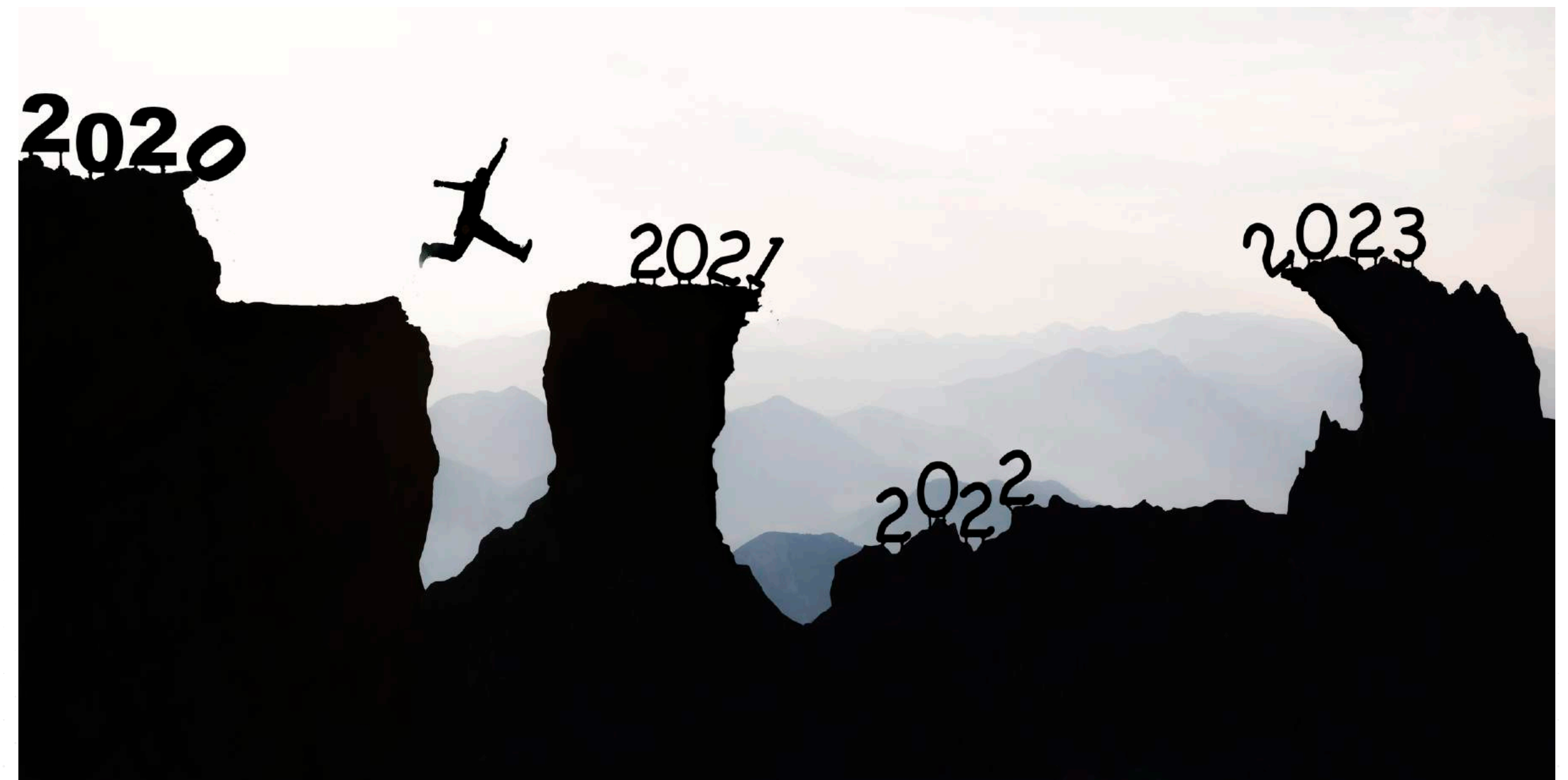


2022 Is NOT the future of work - it's the future of all things

The pandemic has created massive social change and that social change has created blurred lines between life and work. When looking at the future we have to now look at it through the lens of 'everything'.

Trend Opportunity:

- Look to ALL trends including changes in human mindset, changes in human behaviour and changes in human values.
- Shift mental framework from 'work first' to 'life first' and work enables us to have a personalized quality of life.
- We have yet to see the innovations that will come out of the last few years. We are entering a renaissance where we as a society will benefit from increased awareness about our common humanity. For those of us that seek to make the world a better place by being better humans will benefit.



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