

# Reimagine Work



# WORK IS CHANGING...

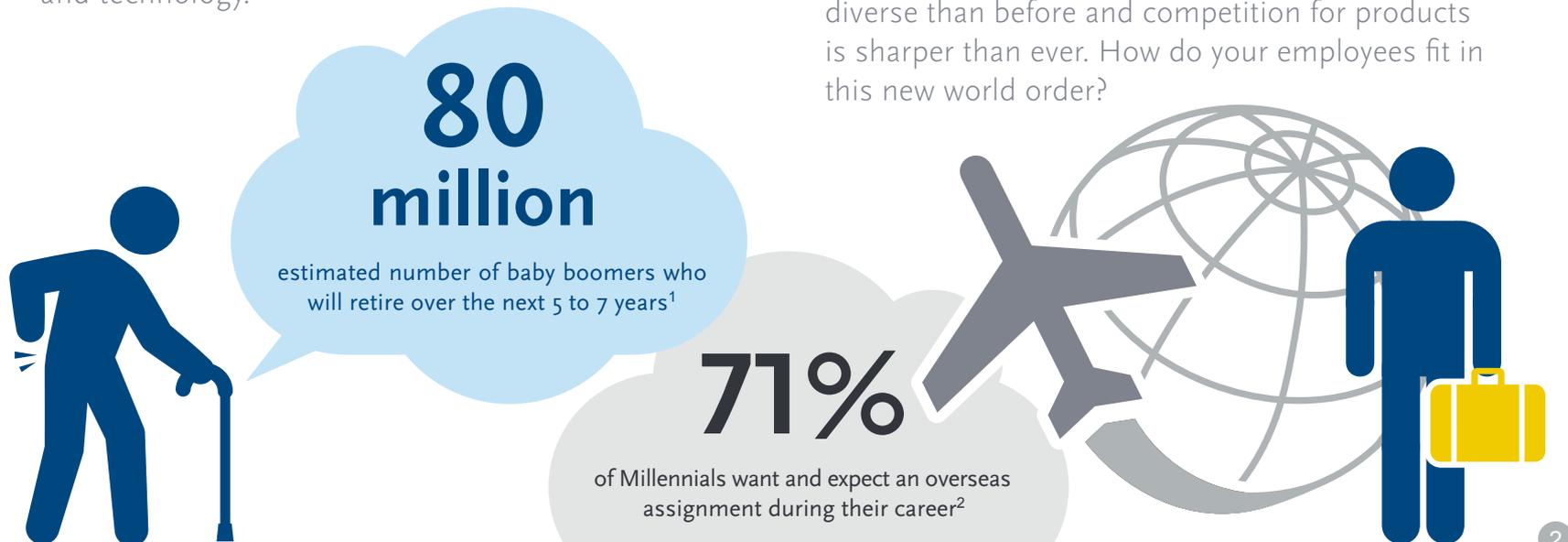
Whether you're ready for it or not, the future of work is now. The new way of work is multi-generational, multi-geographical, multi-cultural, and location-agnostic and device-independent. Work-team and organizational structures have morphed into more matrixed (vs. hierarchical) arrangements. And people have different expectations of how, where and what they use to get their jobs done.

## The Millennials Are Coming!

The Baby Boomers are starting to retire, Gen X is getting ready to take the reins of leadership, and the much-ballyhooed Millennials are redefining expectations around careers, communication and technology.

## Our Global, Multi-Cultural Workplace

The reach of modern business is ever-widening, the speed of information exchange is break-neck on a slow day, workplaces are more culturally diverse than before and competition for products is sharper than ever. How do your employees fit in this new world order?

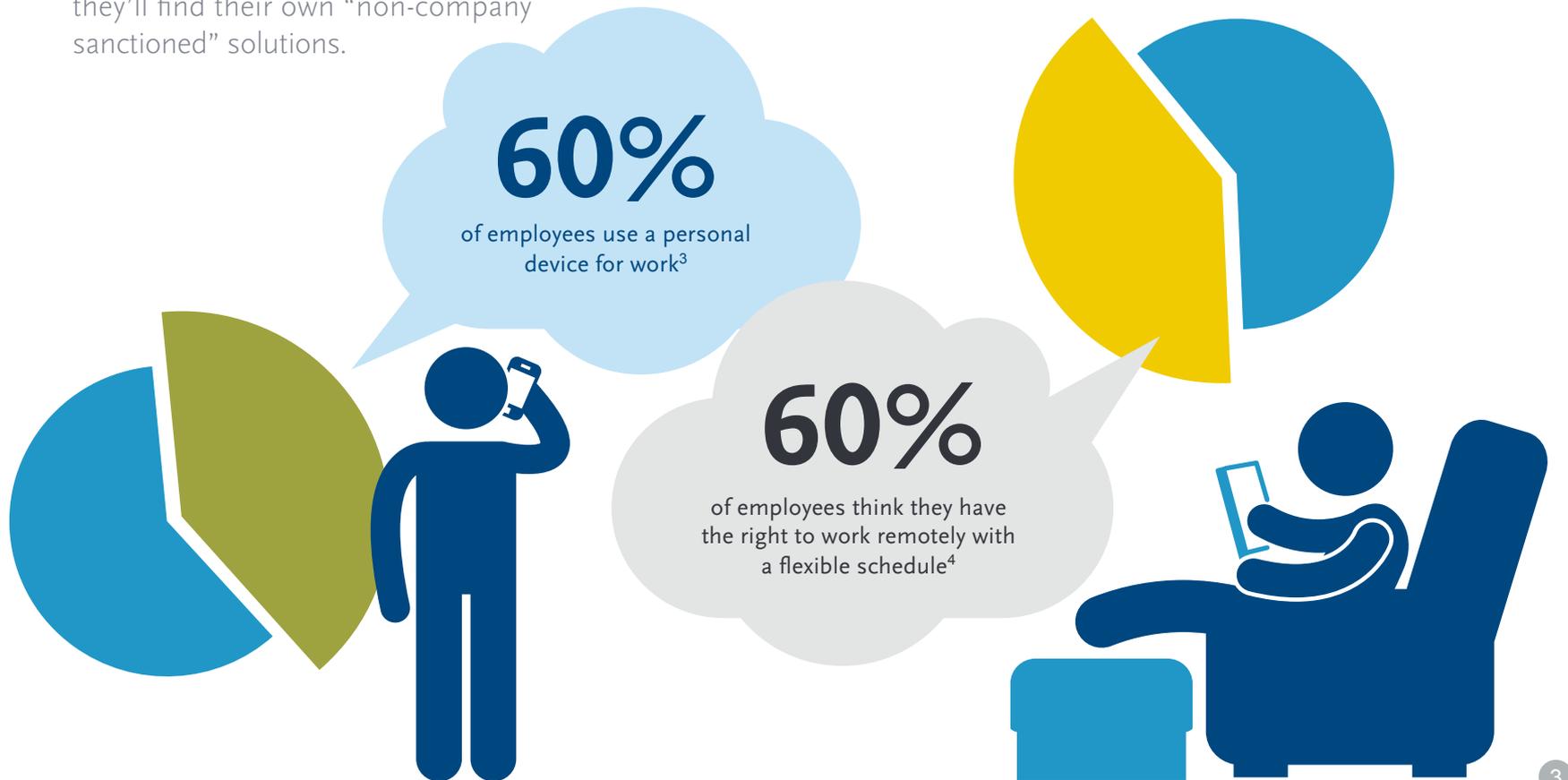


## The Consumerization of the Enterprise

Your employees' personal use of cloud, social and mobile technologies is setting new standards for the devices and applications they want and expect to use on a daily basis to get their jobs done. And if you aren't providing these things for them, they'll find their own "non-company sanctioned" solutions.

## Any Time, Any Place, Any Device

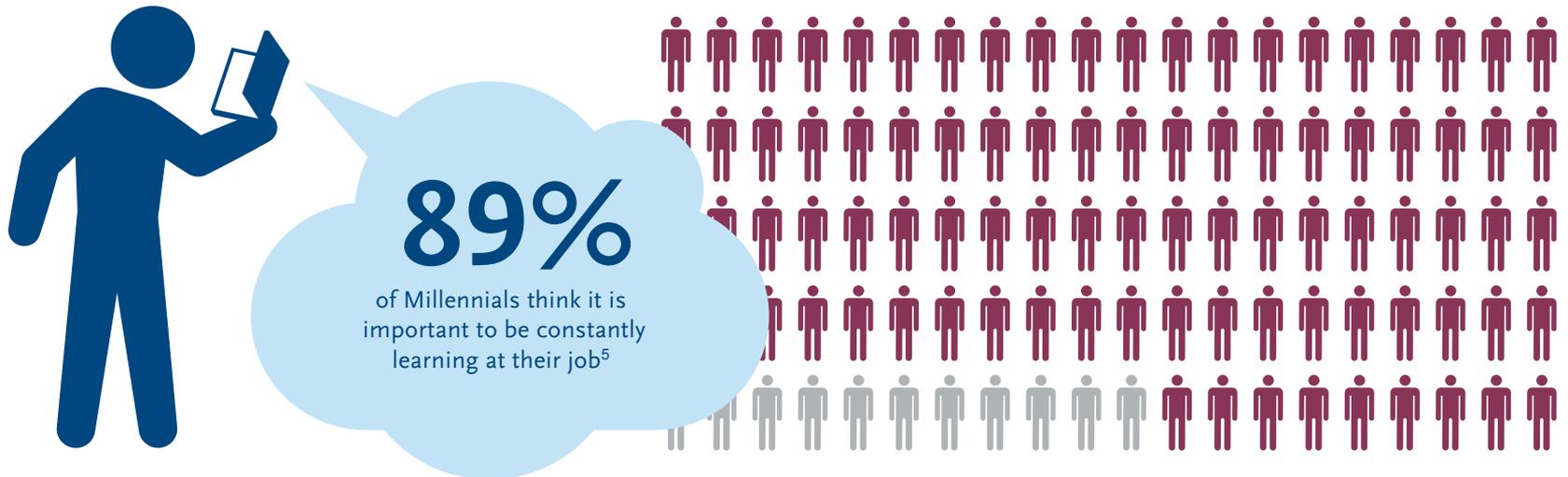
The attitude about how to get work done has become pretty simple: employees expect to be able to work any time, any place and on any device. A side-effect of this is the blurring, rather than balancing, of work and personal life.



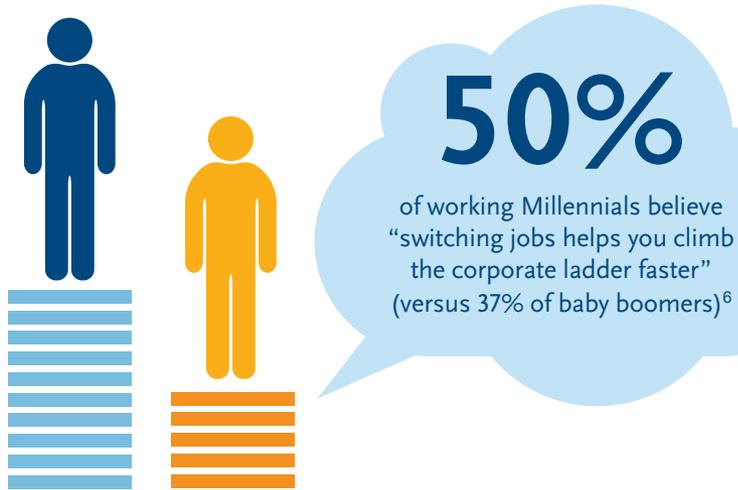
# ... AND SO ARE THE NEEDS & ATTITUDES OF EMPLOYEES

With this new way of work, organizations also have to come to terms with the fact that, to be able to attract and retain the best talent at all levels, the closed-door, hierarchical thinking of the past must now give way to openness, transparency and focus on employee engagement. It requires being more in tune with your employees' wants and needs. Their demands are simple, really. Are you listening? Here's what they want.

## Continuous Training & Development



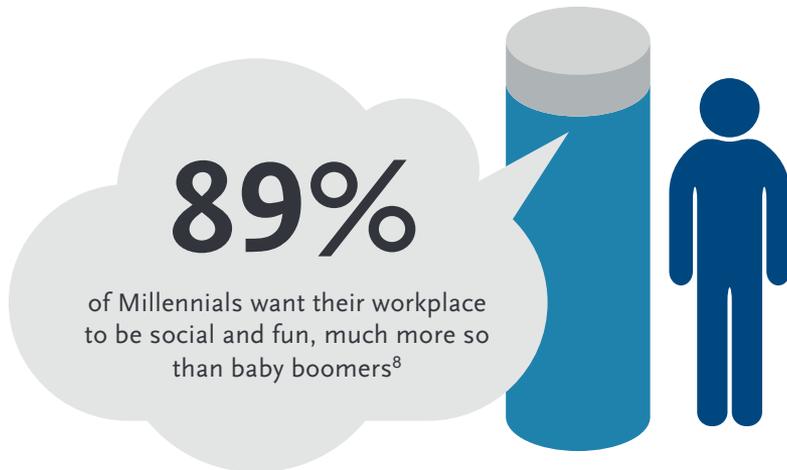
## Faster Career Progression



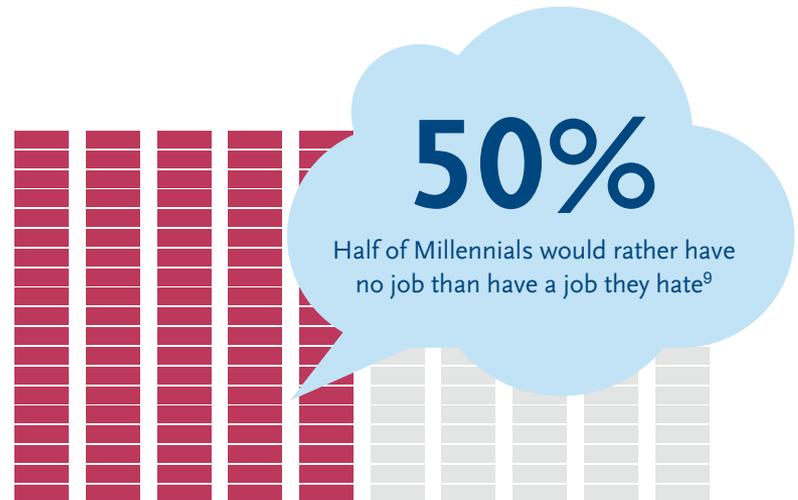
## Constant Feedback & Recognition



## Blend of Work & Life



## Meaning & Connection to Work



# IT'S TIME TO REIMAGINE WORK

Business is global, there are as many as four generations in the workplace, consumer technologies are flooding the enterprise, and your employees have new demands and expectations about the very nature of work itself. The future of work may be here, but the enterprise has some catching up to do. What are you going to do to meet these challenges headlong and make sure your business stays competitive? **It's time to reimagine work.**

## Empowering the Connected Workforce

The rise of social, mobile and the cloud now means that, for many employees, their physical/mobile/virtual/Web workspaces have become inexorably intertwined. Many of us now work with colleagues around the globe, some of whom we only rarely see face-to-face.

The tools of the modern knowledge worker provide:

- Real-time communication
- Telepresence
- File sharing
- Project and task management
- Team building
- Digital workspaces

And so much more – all from anywhere in the world, at any time of the day or night.



## Enabling a Dynamic Workplace

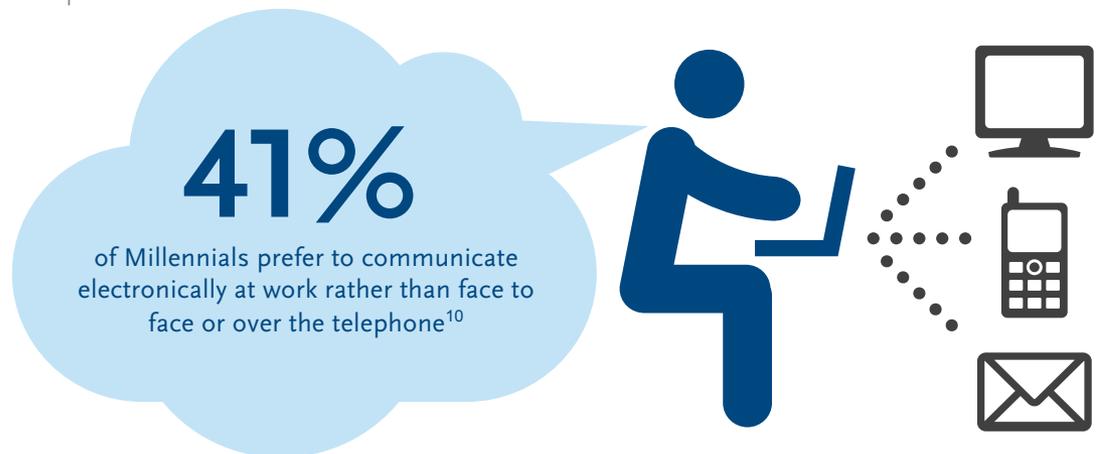
As long as people have gathered together in groups, it's been challenging to make sure everyone has the right information at the right time. Today, organizations are employing social collaboration tools to capture and repurpose the collective knowledge of hundreds or thousands of employees, often scattered around the planet.

It's been reported that knowledge workers waste a third of their time looking for information and identifying the right people with whom to talk. The ability to locate expertise when it's needed most drives employee productivity and ensures that pockets of critical information don't lie hidden around the organization. The benefits of this kind of information-sharing extend beyond the four walls of the business and out to customers and partners.

## Creating a Skills Marketplace

A key benefit of having better technology and data about employees is the ability to develop a skills marketplace that can be used to pull together people with very specific skills for task- and project-based teams. Organizations that can quickly pull together effective teams to tackle specific business problems are inherently more nimble and competitive.

Being able to develop such an internal skills marketplace requires good data about your people. And the social and recruiting tools of the 21st century allow for just that – enabling an employee to paint a more accurate picture of his or her potential contribution and value to the organization than has ever been possible through the traditional resume.



# REIMAGINE TALENT MANAGEMENT

The right approach to talent management is as critical as ever to making sure that your organization is ready to support the new world of work. This means being ready to drive bottom-line business results by creating a work environment where employees are given the resources to grow, develop, collaborate and be engaged in their jobs in order to perform at their very best.

Today's integrated talent management solutions are moving well beyond HR automation and simple transactions such as tracking training, checking off performance reviews and managing succession grids.



## Reimagine Learning

Learning in the modern workplace is less about the theoretical learning of universities and degrees and instead is increasingly centered on “learning by doing” and learning from mentors and colleagues (social learning).

Reimagine learning as being part of the very fabric of work. It happens all the time, it's context-sensitive and, importantly, it helps employees be better at their jobs.



## Reimagine Performance

Current sentiment seems to support the notion that the old-fashioned, end-of-year performance review (much dreaded, seldom effective) is not the best way to evaluate and reward real employee contribution to your business.

Reimagine performance as an ongoing, collaborative process that provides real-time feedback, context for what work means, connections to meaningful development activities and more transparency.



## Reimagine Recruiting

Today's market for talent is a fluid one, with workers being asked to update their skills more often than ever. And recruiting is no longer a static or periodic event – 74% of workers are either actively searching for a new job or open to new opportunities.<sup>11</sup>

Reimagine the way your organization sources and recruits new talent. This starts with understanding the value of social networks, referrals and internal sourcing. The goal should be using modern tools to forge deeper relationships with the right candidates and building lasting value for employee and employer alike.



## Reimagine Collaboration

It's time to break down the silos and connect employees to the right knowledge, ideas and resources they need to work smarter. Research shows that companies that already derive value from social business have cultures that tend to be more open to new ideas and are more collaborative than other companies.<sup>12</sup>

Reimagine what productivity really is by giving employees a single, unified user profile that becomes the hub of all of their activity in the talent system. Enable collaboration, networking, and sharing of materials and information across job functions, teams and time zones. And fuse communication and collaboration into one streamlined flow of work in a way that more intrinsically aligns content and context better than stand-alone tools.

# Cornerstone OnDemand: Talent Management Software Reimagined

Cornerstone OnDemand is elevating the concept of what talent management software can do for your business. We put employees at the center of the strategy, providing them with a one-stop, collaborative destination where meaningful work gets done and where they have easy, convenient access to the resources and information they need, across multiple devices. And our cloud is the catalyst that brings it all to life.

Find out how we can help your organization empower the connected workplace, enable any time/anywhere work, create a skills marketplace and facilitate the ways that work really gets done today.

Visit us at [www.csod.com/reimagine-work](http://www.csod.com/reimagine-work)

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