

ASSOCIATION FOR FINNISH WORK

Findings from Research: **Work in Finland under change**



METHODOLOGY SUMMARY

- Internet panel 1011 respondents
- 60% women 40% men
- Respondents over 15 years old
- Collected by Innolink Research during April 2014

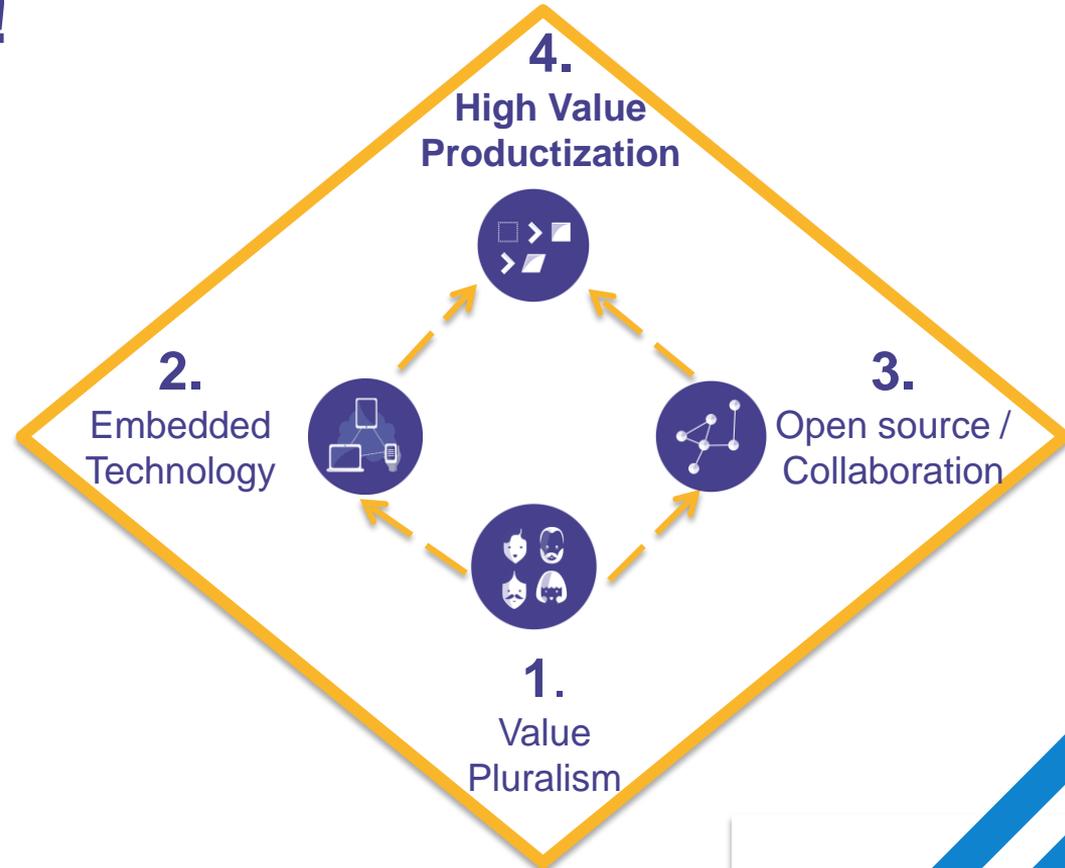
RESEARCH OBJECTIVES

- Understand Finnish employee value system – now & future!
- How do citizens see future of work?
- What will be the opportunities or threats for the future of work in Finland?

From our point of view the critical issue for work in Finland is how to create high value work and sustain it!

Value Pluralism, embedded technology, and Open Source / Collaboration are critical building blocks for the future of work.

High Value Productization is the most central, when we are thinking of the future of work.



Expert opinions on value pluralism

“Risk taking and experimentation culture will grow.”

“Supportive work culture based on creativity, meaning, and networking will be key to success.”

“Entrepreneurial working culture will dominate.”



over 30 %

*of Finns describe themselves
as*

hard-working

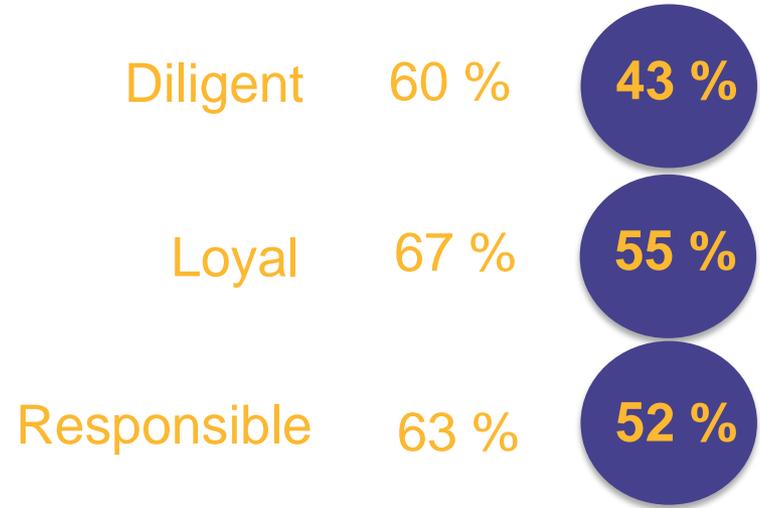
and ***diligent***



Values on the rise:



Values in decline:



*One in Four Finns see themselves as **creative workers** in the future*

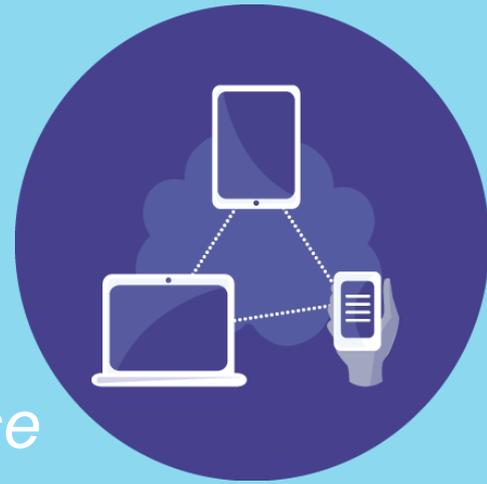
Future creative workers still value themselves as **hard-working** and **diligent**



Expert opinions on embedded technology

“New work culture based on freedom, meaning, and responsibility is boosted by use of embedded technology.”

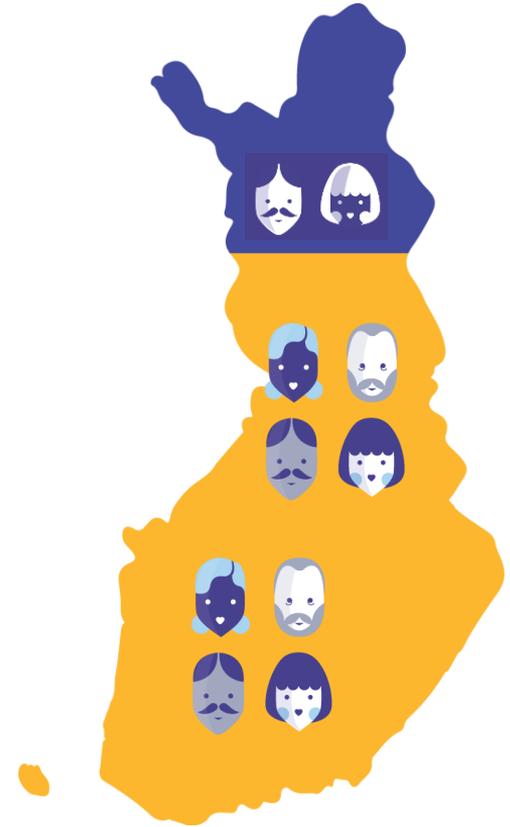
“Embedded technology is changing our way of working. We need to redefine what work means and what is important and valuable.”



Over **80%** of Finns say that
Technology will **replace**
human workforce

Over **55%** of Finns believe that technology
creates new work.

27% worried that work will suffer from technology.

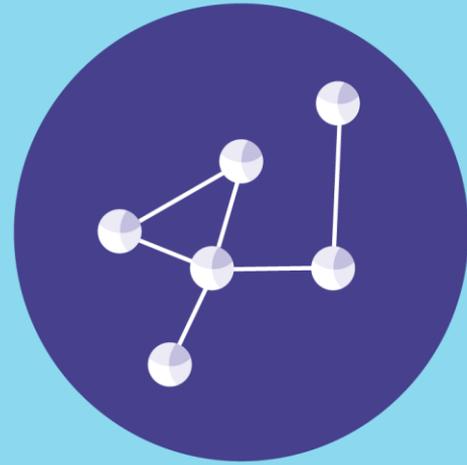


Expert opinions on open source / collaboration

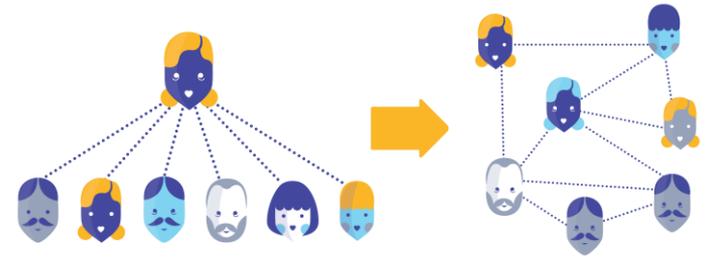
“Future work based on collaboration, sharing and co-working and it happens in ecosystems”

“In the future, management needs to motivate, inspire, and encourage employees to work in ecosystems”

“From organization focus to people focus”



Nature of work will change but organizations are not agile enough to follow



Most likely to happen:

Multiculturalism will increase

Work pressure will grow

Networking, expertise and
cross-sectorial activity will
increase

Least likely to happen:

Companies are more transparent

People are satisfied with their work

Social networking will increasing in
work.

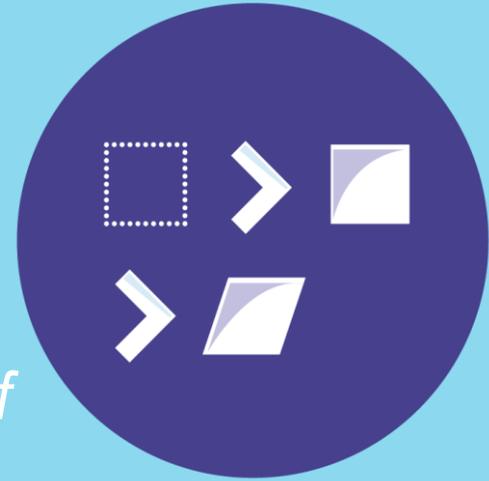
Employees own role in companies
R&D will grow

Expert opinions on high value productization

“Social life and creative work are the best things in life, happiness is the driving force of human actions”

“Future’s leader has to help others to be creative and playful in their work.”

“Global markets, global functions, but local production.”



Finns strongly believe that changing work environment creates innovation.

Gender Equality **will increase.**

Innovation through **specialization.**

Workforce **gains specific knowledge and expertise**

Focus on **product development** and technology = **innovations.**



Thank You

KIITOS

ASSOCIATION FOR
FINNISH WORK

