

# 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

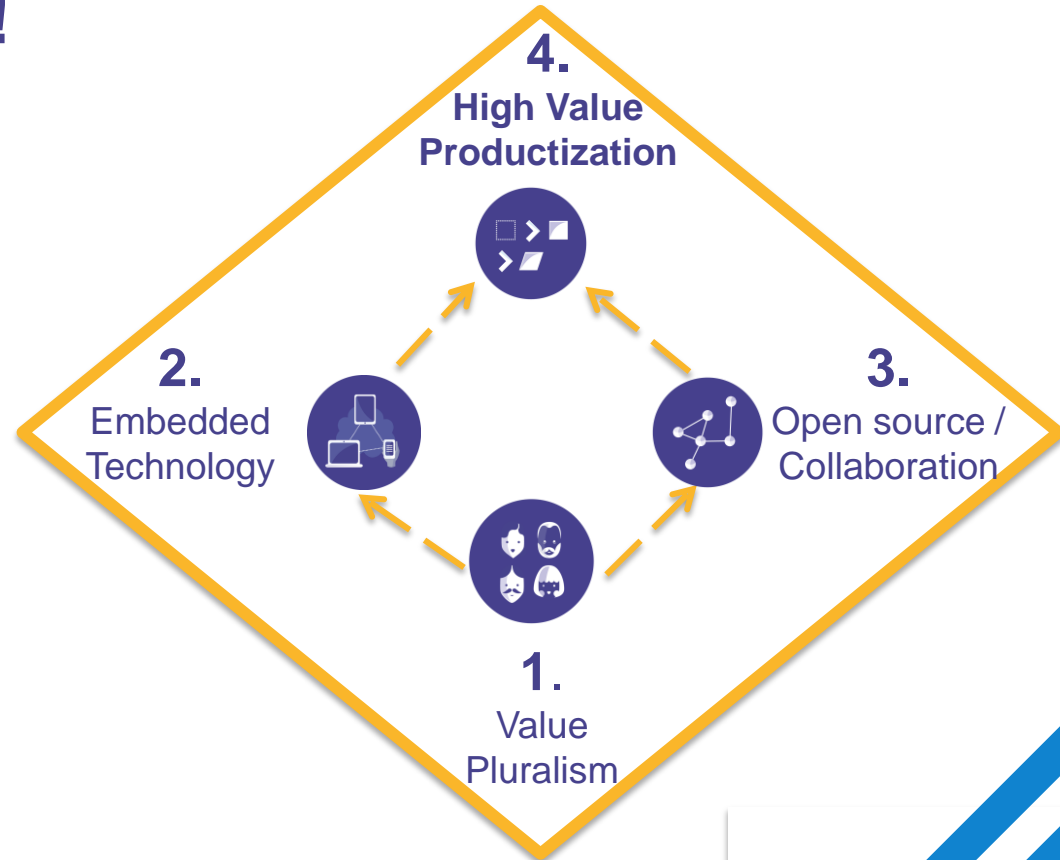
# RESEARCH OBJECTIVES

- 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.”*

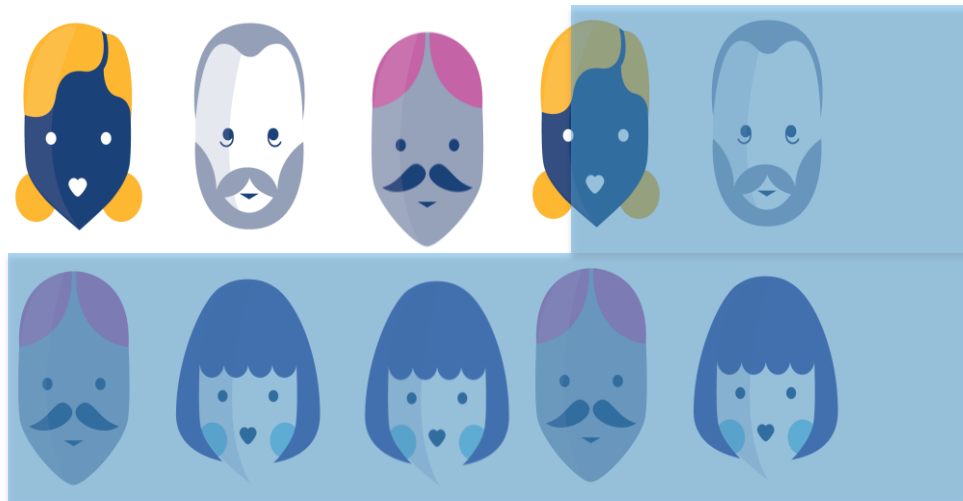


**over 30 %**

*of Finns describe themselves  
as*

***hard-working***

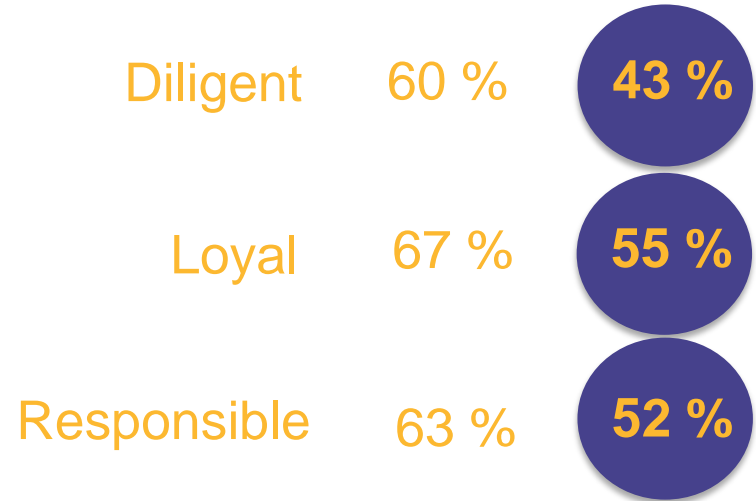
*and* ***diligent***



## Values on the rise:



## Values in decline:



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

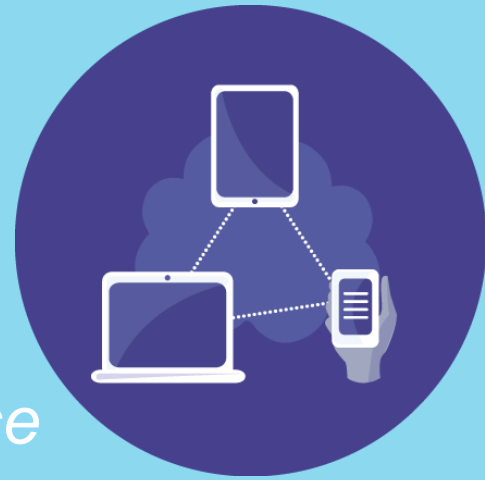
Future creative workers still value themselves as **hard-working** and **diligent**



# 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.

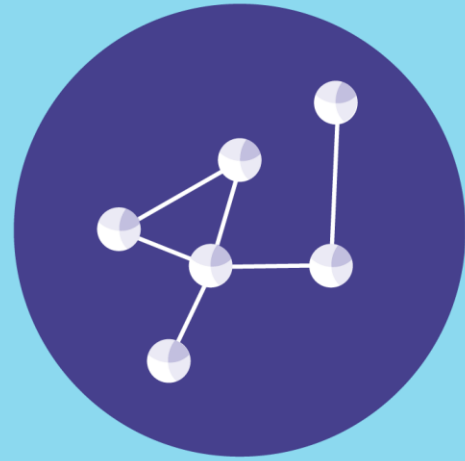


# Expert opinions on open source / collaboration

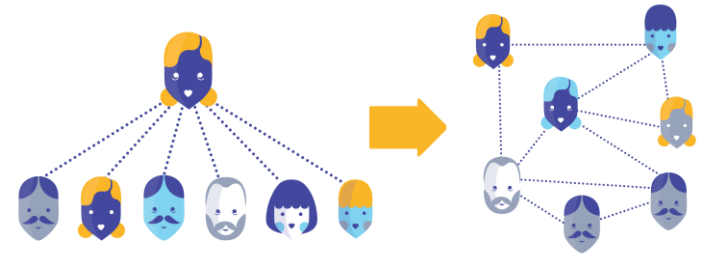
*“Future work based on collaboration, sharing and co-working and it happens in ecosystems”*

*“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.

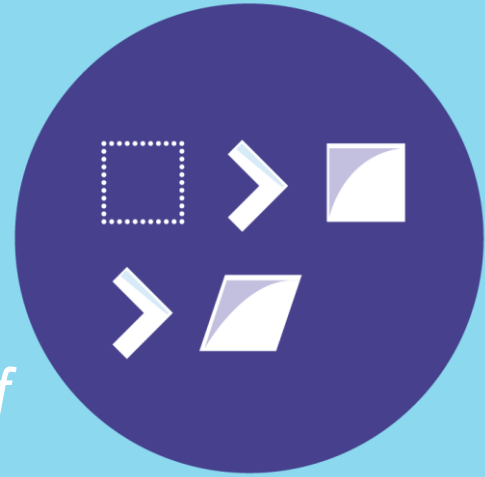
Employees own role in companies  
R&D will grow

# 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

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