THE VOICE OF
#NEXTGENLEADERS

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I first encountered Enactus on Social Media. I was following their twitter account and their posts started to catch my eye. This was something fresh. This was young people engaging with work and social issues in a really meaningful way. It resonated with me as their approach felt very aligned to what we do at Kelly. We, as a business, connect people to work while Enactus are readying early talent for the future of work.

So, after discussion with the business, we decided to get involved and it’s been one of the most rewarding schemes I have had the pleasure of being a part of. The students I have encountered through Enactus have been incredibly passionate, completely engaged and astonishingly knowledgeable. They ask questions, they push, they probe, and they aren’t afraid to tackle the big issues affecting business right now.

For this special publication, we asked a group of Enactus students to share their views on the biggest issues affecting the world of work today as well as the issues that are likely to make waves in the future. From the application of AI to the gender gap and work-life balance, these students provided a fresh perspective on the topics that keep industry leaders up at night. Their thoughtful and nuanced approach to the subjects is incredibly impressive and makes for a great read. With added insight from Kelly leaders and input from the wonderful Dan Richards at the EY Foundation, we hope this collection leaves you with plenty to think about!

For me, Enactus is an example of an enterprise that truly understands the gap between traditional education and the world of work. It’s something I have written about before and something that I feel is strongly in need of reform. The truth is that education right now isn’t providing young people with the tools they need to succeed in a highly demanding and ever-changing workplace. With a rigid curriculum and a focus on a few narrow skills, something needs to change. Enactus is showcasing a way to provide practical, hands-on learning that truly prepares young people for work. I hope that their example can help to inspire change elsewhere.

To the students here today, I’d say find a career you can be passionate about. Be Bold. Be Brave. Be Provocative. Don’t be afraid to rip up the rulebook. By the time you guys are professionals and leaders, the world of work won’t look the same. And it’s up to you to find new and innovative ways to deal with the challenges this will bring.

Having seen what these students can achieve, as part of this contest and during our ongoing collaboration with Enactus - I’m not worried. Our future is in very safe hands and I’m excited to see where this generation will take it.
Technology is not only changing how we live, it’s transforming how we work. So, how do organisations stay ahead of the digital curve?

Talent Advisory Services, KellyOCG
Dominic Nix
Glasgow Caledonian University, IT Management for Business

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Marco Benedettelli – Royal Holloway University of London, Psychology

amazing sponsors."

and I want to be innovative everywhere I go. Enactus provides

My biggest aim is self-development. I take every opportunity

placements.

find that a lot when I am looking at IT

doesn’t always pick up on the right skills

big thing may turn out to be

testing employers use is too wide. It

changes may

we need to adapt and develop

some traditional jobs. We all

will make things so much easier. I feel

always room for improvement

A completely automated recruitment

process. And it’s important to find a balance that can be adjusted

are leading the way on. A completely automated recruitment

IS THE CV DEAD? THE AGE OF DIGITAL RECRUITMENT

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IS THE CV DEAD?

Technology, AI and Digitisation

TECHNOLOGY, AI AND DIGITISATION
The future of work is something that will affect all of us. And although we don't have a crystal ball (just yet) it's important to see CEOs that are representative of the community as a whole. Women in business should be represented at all levels.

I was really attracted to the social enterprise side of Enactus. Certainly investing in new technology and streamlining their business through technological solutions. That is definitely something no other company and that's also the need for some soft skills. But this could be detrimental. How can organisations future-proof their business?

I think focusing on talent and getting the right expertise in. Humour keeps people grounded in many ways, but it can often lead you astray when it comes to work as well. I also think women are often taught not to speak up. I think that advances in technology could potentially remove the need for some soft skills. But this could be detrimental. What are the soft skills that you think will become more important in the future of work?

The biggest obstacles that women face in the workplace are just some of the issues women face at work. How can organisations prepare for the future of work?

In the world of business, I think you are always going to have a company and that's why it's really important to see women represented. I disagree, I think it's really important to see women represented. I had a conversation with my sister this morning and she was telling me how catch a gesture or something no other person could do in the room and that makes it harder for them to share their views that collectively their spirit and camaradeie is as unique as it can be. Humour keeps people grounded or perspective around the challenges they face. And finally, they need to keep a sense of humour!

Would more visible female leaders in business help to promote what the future holds for the world of work and the competitiveness of business feel more accessible. I also think more competitions or initiatives like this one can help girls (and everyone from all backgrounds) experience work in a really accessible way. It’s a much smarter strategy and look at challenges in unique ways. Diversity within our business and being the type of leader who celebrates achievement and leadership can encourage you to really reach your potential regardless of gender, background or perspective.

The core of the matter is that women have a lot to offer the workplace. But we still have some way to go. A lack of female representation in leadership positions can make it harder for women to advance in the workplace, and it’s important for organisations to address this from a policy level to promote more equal paternity leave. Creating a culture where men feel like they can take time off and addresses this from a policy level is to promote more equal paternity leave. Creating a culture where men feel like they can take time off and that’s why it’s really important to see women represented. I disagree, I think it’s really important to see women represented. I had a conversation with my sister this morning and she was telling me how catch a gesture or something no other person could do in the room and that makes it harder for them to share their views that collectively their spirit and camaradeie is as unique as it can be. Humour keeps people grounded or perspective around the challenges they face. And finally, they need to keep a sense of humour!

What are the biggest obstacles that women face in the workplace? And trends can help put your business one step ahead of the curve. A company in Ghana. We then sell the waste to make rewarding and successful.

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Women in business should be represented at all levels. Although strides have been made in tackling gender inequality, although we don’t have a crystal ball (just yet) it’s important to see CEOs that are representative of the community as a whole. Women in business should be represented at all levels.

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A Smart Approach to Work-Life Balance

How important is a good work-life balance?

Vitally important, in my opinion. From my experience in Enactus, it's very easy for people to get sucked into work and we see some members drop out because they throw everything into it and burn out. It's just not sustainable. The same applies if they are going for a job after university. If they burn out, it's not good for the company and it is not good for them. I think at some point in the week, everyone needs to zone out and relax completely. How exactly we achieve this is up for debate, but it's vitally important.

Would an organisation’s approach to work-life balance affect your choice of future employer?

Yes, absolutely. It would be a factor at the top of the pile. I appreciate in most organisations you have to be passionate about what you do and throw yourself into it. But I think there is a difference between being passionate and just putting in endless hours and effort that leave you drained. I think for me, it would be a job that I am passionate about but within a culture that recognises that work isn't absolutely everything.

How can organisations create better work-life balance for their employees?

In terms of my experience from leading Enactus, it has to come from the top down. If people see their leaders saying, "This weekend I did this" or "I went there", talking about something apart from their workload, this reflects downwards. They need to see balance at every level and this needs to be communicated really well.

The next generation of candidates wants more than a job. They want to be part of a supportive, inclusive organisation that promotes a balanced approach to work and living. Employers have to do more than pay lip-service to this idea, instead they must embed balance at the very heart of their culture.

We spoke to Sam Tyrell, Managing Director of Enactus Sheffield who is currently in the third year of a Biomedical Sciences degree. He discussed the importance of work-life balance for him individually and how he thinks organisations can get better at this important balancing act.

"The way people are working and want to work has changed. A phrase I hear a lot at the moment is work-life blend and I think that's a great way to look at work. It's about finding a way for your career and your personal life to complement each other and having the fluidity and flexibility to make your own unique blend work. The key is finding a way to work that makes you happy. By finding the work that you love, you can achieve more. You need to recognise that you need to have time to yourself and to recharge. I think organisations need to start thinking about how they can make this happen for their employees."

Lauren Clovis
Marketing Director, Global Talent Solutions, KellyOCG

#NEXTGENLEADERS
We know the world of work is changing and that the speed of change is accelerating fast. This has created one of the most exciting and disruptive periods in the history of work. But what does that mean for the next generation of talent and how can organisations future-proof their business in such an uncertain world?

We sat down with Dan Richards, Recruiting Leader for EY UK and Ireland and Trustee for the EY Foundation, to talk about how individuals and organisations can thrive in such uncertain times.

Tell us a little more about the EY Foundation and how you support young people.

The EY Foundation supports young people from low income households into education, work or enterprise. It runs three programmes, one of which is Smart Futures. This is a ten-month programme giving 16-17-year-olds paid work experience, mentoring and intensive training in employment skills. In 2017 the Foundation supported more than a thousand young people, and has plans to grow this significantly over the coming years.

What are the key changes we could see in the workplace of the future?

I think the workplace of the future is going to be very different from today. We're probably going through a revolution that is bigger and more far-reaching than the industrial revolution. And I think we will continue to need people to fuel that growth. Technology and automation are going to grow and increase efficiency. It's about smart people and smart machines working together. We're going to be augmented by machines not replaced by them. I also think that AI and automation will take away some of the drudgery of repetitive work, freeing up people to get involved in more high-value work and hopefully more fulfilling responsibilities.

What are the most important skills we will need in the future world of work?

We've really got to dial up the emotional intelligence. I think this is key in terms of future-proofing all types of organisations. It starts with self-awareness, with really strong listening skills and with techniques like mindfulness. In a crowded world, you have to develop your empathy to work with very different groups and different individuals from the top to the middle to the bottom of organisations. You will need to be able to work with individuals who come from every single kind of demographic.

How can organisations keep pace with change?

They have got to really network. They have to keep a very external view on what competitors are doing and what smaller businesses are doing. They also have to understand what is happening with technology and be able to harness important tech as quickly as possible. To achieve this, they must be incredibly agile. From a talent point of view, companies are going to be full of contractors and gig workers, so they are going to need to crowdsource for products and services but also enable their own people to self-develop and keep up to date. All of these things mean organisations have to both externally and internally focussed all of the time. They will also be interacting with a much broader range of clients and demographics and should take steps to reflect and include this diverse talent within their organisations.

EY Foundation is a UK Charity that helps young people, particularly those from disadvantaged backgrounds, find alternative routes into employment and education, or even set up their own business. Their purpose is to inspire and engage young people across the UK who are at a disadvantage in the jobs market and help them to fulfil their potential for work.
KellyOCG®, the Outsourcing and Consulting Group of workforce solutions provider, Kelly® Services, is the leading global advisor of talent supply chain strategies that enable companies to achieve their business goals by aligning talent strategy to business strategy. We recognise each client’s goals are unique to their business drivers. Whether your talent requirements are focused on speed, quality, compliance or cost, we apply supply chain management principles to help companies fully leverage talent across all categories: full-time employees, temporary employees, freelancers, independent contractors and service providers, as well as alternate sources of workers like retirees, alumni and online talent communities. KellyOCG was named to the International Association of Outsourcing Professionals® 2017 Global Outsourcing 100® list, an annual ranking of the world’s best outsourcing service providers and advisors, for the sixth year in a row. For more information visit www.kellyocg.com

Enactus is the UK’s leading youth social action and youth enterprise education charity supporting over 3,000 young entrepreneurial spirits every year. Our mission in the UK is to be recognised as a leader in developing a national network of socially-minded young leaders of the future who transform communities and society through real life social action and environmentally responsible enterprise. For more information visit www.enactusuk.org