

6 Workforce Trends TO EXPECT IN 2019



Micro Careers will continue to be on the rise

Rather than working for one company for an entire career, the new model sees **workers being employed by as many as 10-15 employers in 3-5 unique and different professions.** While that may signal the end of true “masters of craft,” the new model is to act as a “master-in-progress.”

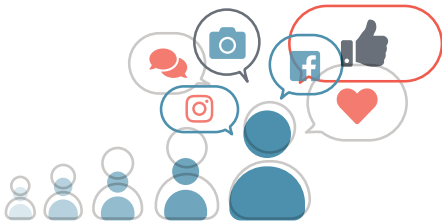
<https://www.careercast.com/career-news/rise-micro-careers>



Work/Life Balance will become a Work/Life Blend

For many job-functions there is no longer any good reason to require people to come into the office every day, or for work to be done between the hours of 9am and 5pm. **Giving workers the freedom to work when they feel most productive results in better quality and higher engagement.** Technological advances make this process much easier for organizations.

<https://www.15five.com/blog/7-employee-engagement-trends-2018/>



Millennials will continue to become the most populous generation in the workforce

In 2015, millennials became the largest generation in the US workforce. This generation has different wants and needs from their predecessors.

Employers need to embrace new workforce strategies to keep this group engaged. **Millennials are often driven by open communication, a great work culture, involvement with causes and achieving purpose and fulfillment.**

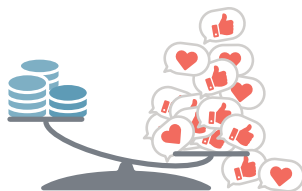
<https://www.15five.com/blog/7-employee-engagement-trends-2018/>



Micromanaging will continue to decrease

The modern workforce does not respond to micromanaging. **One business found that micromanaging resulted in 68% of employees saying their morale was dampened and 55% saying it led to a decrease in productivity.** Lost morale and productivity leads to actively disengaged workers.

<https://www.forbes.com/sites/mikekappel/2018/01/04/how-to-establish-a-culture-of-employee-engagement/#4f4575238dc4>



Marketing will continue to grow more personalized

Marketing techniques used in the past simply do not work on the social media savvy younger generations. **Marketing needs to be increasingly personal and meaningful.** Any reliable marketing message backed up by positive user reviews will help validate the value of the product.

<https://www.businessnewsdaily.com/7605-business-trend-predictions.html>



Businesses will prioritize employee happiness

Since unemployment rates are at historic lows, keeping employees engaged and happy is critical to retaining good people. Workers have choices today and they are choosing to work for companies that make them happy. A happy, engaged employee is a productive employee.

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