Press Release

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**Workers trade personal data for a better work deal: PwC Future of Work report**

The type of data profiling used by retailers and advertisers could soon become commonplace in the workplace, according to the second in PwC’s Future of Work series. The report: ‘The future of work: A journey to 2022’ reveals that nearly a third of people would be happy for their employer to have access to their personal data, such as social media profiles. This data could be used by employers to understand what motivates their workforce, reasons why people might move jobs and to improve employee well-being.

PwC predicts that this kind of data monitoring of employees is set to rise over the next decade as Generation Y enters the workforce – by 2020 this generation will form half of the global workforce and bring with them their different attitudes to technology and personal data. The research reveals that the younger generation are more open to sharing their personal data with their employees, with 36% of Generation Y workers saying they would be happy to do so.

PwC’s report reveals a number of projections for what the future of work might look like, based on a survey of 10,000 workers and 500 HR professionals globally. Technology is seen by both workers and HR professionals as the biggest factor that will transform the workplace over the next five to 10 years, ahead of shifts in demographics, the economy and availability of resources. 58% of HR professionals said they are already preparing for this shift, while a further quarter said they were already prepared.

Michael Rendell, Global HR Consulting leader at PwC, said:

“Just as advertisers and retailers are using data from customers’ online and social media activity to tailor their shopping experience, organisations could soon start using workers’ personal data (with their permission) to measure and anticipate performance and retention issues. This sort of data profiling could also extend to real-time monitoring of employees’ health, with proactive health guidance to help reduce sick leave.

“Key to the success of organisations being able to use employee data will be developing measurable benefits for those who hand over their data and building trust through clear rules about how data is acquired, used and shared.

“Our research reveals that employees are more open to sharing their personal data than previously thought. The millennial generation of workers are particularly happy to share their data meaning this kind of data monitoring by organisations could become routine in the years to come.

“HR teams are already gearing up for these changes and are increasingly using data analytics to spot retention and performance issues. The main challenge for HR professionals will be convincing employees that the price of handing over their data and monitoring is one worth paying.”

While the research reveals that the majority of workers (64%) view technology advances as improving their job prospects, 12% are worried about the impact it will have on their jobs. For example, a quarter of workers are concerned that automation is putting their job at risk.

Digital transformation is also disrupting the traditional nine to five office environment as people are now contactable 24/7. While for some people, this shift brings them the flexibility they desire, for others, they feel their work-life balance is being invaded. PwC’s research reveals that over half (59%) of people are prepared to be available at any time and contactable via technology in return for secure employment. This rises to nearly two thirds (64%) of Generation Y workers.

Michael Rendell, Global HR Consulting leader at PwC, said:

“Technology will continue to transform how we will work over the next decade. While many workers will embrace these changes, organisations need to be mindful of the potential disruption to people’s lives.

“Managers need to develop a clear culture where technology works for everyone. This isn’t about having a blanket ban on when systems should be turned off, it is about creating the right culture so people can use technology to enhance their lives but also have control about when they choose to do so.”

**Ends**

**Notes**

1. PwC’s report ‘The future of work: A journey to 2022’ is based on a survey of 10,000 people in China, India, Germany, the UK and the US who told us how they think the workplace will evolve and how this will affect their employment practices and future working lives. Further input comes from 500 HR professionals across the world. Rohit Talwar, global futurist and the CEO of Fast Future Research has also contributed to the report along with the James Martin Institute for Science and Civilisation at the Said Business School in Oxford.
2. The research identifies three ‘worlds of work’, which set out scenarios on how organisations might operate in the future. The three worlds are set out below.

**Blue World** - where corporate is king, there's a relentless pressure to perform, these elite organisations push back the borders of innovation and possibility, employ only the best, and offer long-term job security and reward. Only 10% saw this as their ideal employer.

**Green World** - the caring companies, that rethink their values and goals, have a powerful social and environmental conscience, and whose values closely match those of their employees. 53% of those surveyed chose this as their ideal employer.

**Orange World** - where small is beautiful, these organisations fragment into looser networks, brought together by technology, with social media heightening the connectivity. 33% opted for this as their ideal employer.

1. More information and a copy of the report is available at www.pwc.com/futureofwork

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