

The Race to the Top: Employability, Digital Natives and the New World of Work

Dr Paul Redmond
University of South Wales, 2016

The 21st Century:

‘Smart people in smart clothes doing smart things with smart phones.’

'BC': Before the Crunch

- Employers competing for graduates.
- Final-year is crunch year.
- Qualifications.
- All experience counts.
- Students targeting employers with CVs.

'AD': After the Downturn

- Graduates competing for employers.
- First year is crunch year.
- Experience.
- Strategic placements count.
- Employers targeting students via LinkedIn.

‘About 35% of current jobs in the UK are at high risk of computerisation over the following 20 years, according to a study by researchers at Oxford University and Deloitte.’

'The Future of Employment: How susceptible are jobs to automation' Michael Osborne & Carl Frey, Martin School, Oxford University (2015).

The New Logic: Scale w/o Employment

Kodak: 1988/145,000
employees; 2012/bankrupt

**Instagram: 30,000,000 customers/
13 employees**

**(WhatsApp: 450,000,000 customers/
55 employees/
Valued @ \$19,000,000,000)**

‘UBER, the world’s largest taxi company owns no vehicles. FACEBOOK, the world’s most popular media owner, creates no content. ALIBABA the most valuable retailer, has no inventory. And AIRBNB, the world’s largest accommodation provider, owns no real estate. Something interesting is happening.’

Tom Goodwin, ‘The Battle for the Customer Interface,’ Crunch Network, 03.03.15

Percentages of employers using various selection techniques when recruiting graduates (AGR, 2015).

	<u>1998</u>	<u>2015</u>
Only accept on-line app's	2%	99%
Only accept paper app's	98%	2.9%
Telephone screening	10%	53.2%
On-line exercises	2%	32.2%
Psychometric tests	35%	71.3%
Numeracy tests	25%	80%
Verbal reasoning	23%	71%
Video interviews	N/A	29.8%
Assessment centres	21%	91.8%

Types of tests and assessments used by graduate recruiters (AGR, 2015)

2015

Numerical reasoning	77.9%
Verbal reasoning	68.9%
Situational judgement	37.7%
Personality and interest	31.1%
Abstract / spatial reasoning	22.1%
Other	10%

“Every generation is a new people.”

Alexis de Tocqueville

'Idealist'

'Boomers'

Gen. X

1945 - 61

1962 - 77

'Reactive'

'Civic'

Gen. Y

'Millennials'

1978 - 1999

2000 - ?

'Adaptive'

Boomers

- Loyal to brands
- Idealistic
- Visionaries
- Optimistic
- Social (and financial) capital.
- Socially liberal, politically conservative
- Family-orientated
- Property owners
- Traditional.

Generation X

- Reactive
- Complex
- Cynical
- Reduced social capital – less influenced by groups
- Work-life balance is key
- Time poor: emphasis on convenience
- Experimental
- Digital Immigrants
- Drivers of new markets ...

Generation Y

- Connected – 24/7
- Self-confident and opinionated
- Collaborative
- Eco-friendly
- Brand-aware
- Thrill-seekers; “Travelling” not “Holidays”
- Evangelists, seeking authenticity
- Lifestyle-orientated
- Civic minded
- Meaning-seekers
- Digital natives

'Helicopter Parents'

- **White Knight**
- **Agent**
- **Bodyguard**
- **Banker**
- **Black Hawk**

Redmond, P. (2008)

“We used to run courses each year to bring students up to speed with our IT systems. Now we run courses every summer for staff, to bring them up to speed with the technology students carry with them in their pockets.”

University IT manager.

Today's students can expect a future of:

- **Ubiquitous globalisation.**
- **Ubiquitous technology.**
- **Ubiquitous information...**

This information will be

- **About everything**
- **From anywhere**
- **Anytime**
- **At unlimited speed**
- **On all kinds of devices...**

... making it incredibly easy to:

- **Create**
- **Collaborate**
- **Connect**
- **Copy**
- **Share**
- **Codify**
- **Export.**

They will work in jobs

- **That don't yet exist;**
- **In organisations not yet trading;**
- **In markets currently not invented;**
- **Producing products and services we don't yet know we need;**
- **Using skills and knowledge we don't know exists;**
- **With people who they've never met ...**

1. Formula for employability:

$$E = Q + WE + S \times C$$

“To be employed is to be at risk. To be employable is to be secure.”

2. Employability involves all aspects of university life.

University is worth it if you have the following six experiences (Gallup-Purdue Index, 2015):

1. A member of staff who makes you excited about learning.
2. A member of staff who cares about you as a person.
3. A mentor who encouraged you to pursue your goals and dreams.
4. The chance to work on a long-term project.
5. A job or internship where you can apply what you're learning at university.
6. The opportunity to become extremely involved in extra-curricular activities.

**3. First Year is the new
Final Year.**

High Fliers, 2015

- ***37% of 2015-16 vacancies are filled by students who have worked previously for the firm via placements and internships (up from 26% in 2010).***
- ***80% of the UK's largest recruiters now offer paid work experience.***
- ***Recruiters are increasingly targeting work experience at first-years.***
- ***50% of employers reject applications from students with no work experience – regardless of degree classification.***

4. Social media: opportunity and threat.

5. One thousand days.

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6



The Race to the Top: Employability, Digital Natives and the New World of Work

#drpaulredmond