

## 3 future prospects that businesses need to know

When the global economy continues to have unpredictable movements, it is important for businesses to anticipate future prospects to quickly adjust their strategies accordingly.

A lot of things related to the future business environment have been anticipated but no one knows for sure how things really will happen. Meanwhile, leading companies are constantly improving their development strategies to closely integrate human and organizational management processes.

When discussing the future of businesses, Toni Cusumano - who currently runs the "giant" on PwC audit consulting (one of the four major auditors - Big 4) created three different perspectives. and corresponding to each of these scenarios is a world. Although no comment will be made about how a future will be considered better, this will also motivate organizations to consider their development plans when the labor market is change in a different direction and how businesses can adjust their strategies to ensure they are on the right track and achieve the desired success.

### First scenario



The first scenario is characterized by an **"orange" world** - where smallness is considered a good thing. The world now stands out with organizations divided into many collaborative networks working under smaller scales and instead of giant corporations, they are specialized to operate in technology models. High or low impact with the goal of maximum flexibility and minimum cost.

In the "orange" world, the number of large businesses and corporations began to decline. At the same time, they are replaced by small companies and have greater flexibility, providing human resources with self-management and diverse working methods. Workers are no longer interested in traditional career development paths or

working at the same organization for many years, now they "favor" to sign labor contracts with time. long stretch. According to PwC, 2 out of 5 office workers believe that traditional recruitment will no longer be suitable for future development. At the same time, this "orange" scenario also reflects a massive growth in the number of Millennials in the work environment.

## Second scenario



The second scenario is a **"blue" world** - where large corporations are considered princes. In this world, organizations continue to grow stronger and dominate the economy with external manifestations of the nuances of capitalism.

The motives of corporations are expectations of huge profits and market control, forcing them to compete to seize talent and resources with other large companies around the world. To meet the demands of customers, these organizations are constantly innovating and testing new things. Instead of making suggestions on working opportunities in the form of contracts for workers, the "blue" world rewards employees who work together for a long time with a commitment to careers. and stable income. After a long time of dedication, they will also receive a correspondingly adjusted salary.

## The third scenario



The final scenario is known as a **"green" world** dominated by social responsibility. In this future, the most successful companies are those who care about and have sustainable development programs. The loyalty between managers and workers is increasingly strong through moral values and a strong balance between work and life.

Many studies also show that 65% of workers in the "green" world want to work for organizations with clear social awareness and this scenario also has the appearance of such a large amount. Millennials live with purpose and social responsibility - things they also want to see at the companies they apply for.

This study by PwC does not predict what the future economy will be but clearly, the conclusions have prompted businesses to look more seriously at everything that will happen in the near future. through many different prisms instead of conservative with the current perspective. Thus, new businesses easily adapt and adjust their development strategy in a more appropriate way in response to changes in the global economy.

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