

workplace trends

innovation takes center stage.

While every industry has unique challenges and opportunities in today's economic environment, there's one priority that companies in all sectors agree on — the importance of innovation. This trend emerged in Randstad's recent research study that surveyed employers and employees from all of the industries and professions that Randstad serves.¹

As a manager, you understand the need to embrace digital technologies and innovation all too well, but how do your employees feel about it? You may be surprised to learn that employees have elevated the importance of digital innovation when it comes to the companies for which they work — irrespective of their chosen industry or profession.

The majority of employees we surveyed across 10 industries believe it's extremely/very important that their employers are innovative in their use of digital tools. Employees also believe that digital transformation and innovation are crucial to the sustainability of their employers. Respondents within nearly every industry we surveyed indicated that the most important reason employers need to be innovative in their use of digital tools is because the future success of their companies will be largely dependent on digital transformation.

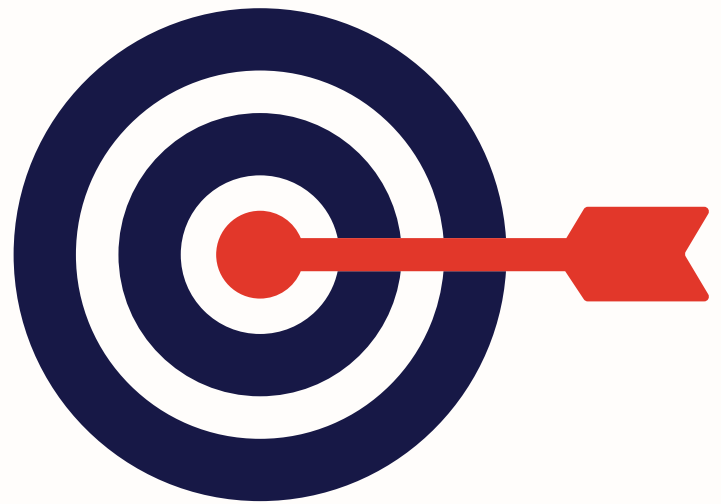
¹ Randstad's 2018 Workplace 2025 Study: The Post-Digital Frontier



innovation by industry

Employers share the view that digital innovation must take place in order for them to remain competitive. Consider that the majority of companies surveyed across all industries completely/strongly agree that if they don't embrace digital technologies, they'll be left behind — and they're right, especially given the emerging trends requiring digital prowess within key industries:

- **Engineering:** The industry is adjusting to trends in technology-enabled efficiency (e.g., modularization, automation of design activities) and new technology-enabled services (e.g., digital/big data, digital infrastructure).
- **Finance & Accounting:** Cloud computing, big data, emerging financial technologies and more collaborative relationships have dramatically shifted the focus of the profession.
- **Healthcare/Non-Clinical Healthcare:** Digital transformation of healthcare will be crucial to meet changing consumer preferences, new models of care and advances in information management.
- **Human Resources:** At the center of digital transformation, HR is tasked with operating digitally and using new tools and apps to deliver solutions and continually innovate the function.
- **Information Technology:** Technology companies must stay on the leading edge of innovation, leveraging opportunities brought on by robotics, virtual and augmented reality, 3-D printing and artificial intelligence.
- **Life Sciences:** The industry continues to embark on a transformative digital journey to leverage ever-changing business models and deliver a more patient-centric culture.
- **Manufacturing & Logistics:** Innovation is fueling growth in the industry, allowing manufacturers to move from mass production to customized production to meet new customer expectations.
- **Office & Administrative:** Emerging technologies require businesses to rely more heavily on their office and administrative support to master innovative and digital capabilities.



does your team have the digital skills required to innovate?

The success of digital innovation depends on securing the skilled talent necessary to leverage emerging technologies, so it's important that companies consider various staffing options and models as they ramp up for implementations. Some of these new opportunities may be temporary or project-based, while others will be permanent roles. Still others may require specialized teams for a specific time frame. It's important for hiring managers to accurately assess departmental needs and ensure their workforce solution is agile, flexible and cost-effective. That's where Randstad comes in.

why randstad

Randstad is at the forefront of digital HR innovations, applying the best of technologies and human insight to recruit and supply any skill, anywhere. We provide outsourcing, staffing, consulting and workforce solutions within the areas of engineering, finance and accounting, healthcare, human resources, IT, legal, life sciences, manufacturing and logistics, office and administration and sales and marketing.

We are a trusted human partner in today's digital world, the one company able to provide all your comprehensive talent services and solutions across virtually any industry. [Contact](#) your local Randstad consultant today for more details.

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