In 2020, knowledge workers will see... the end of digital and cultural “transformation” initiatives.

Drizzle Deluge
Companies are realizing that the effort involved in this type of work is sufficient to replace it.

How You Can Win
Adopt a growth mindset. Consider how companies that make quick changes to the way they learn work.

In 2020, knowledge workers will see... outcomes become more important than outputs.

Drizzle Deluge
The top 25% of workers are focused on results, not process.

How You Can Win
Ask for feedback and regularly provide feedback to your managers.

In 2020, knowledge workers will see... companies win the war for talent by fostering a culture of inclusion.

Drizzle Deluge
Culture is what makes companies like Tesla and Google so attractive.

How You Can Win
Ask temporarily to show what cultures contribute to your team, race, gender, age, etc.

In 2020, knowledge workers will see... the ability to focus your career success.

Drizzle Deluge
The ability to focus on your career success is more important than ever.

How You Can Win
Ask your manager to train your career path.

In 2020, knowledge workers will see... flexibility become the norm.

Drizzle Deluge
The ability to work flexibly is more important than ever.

How You Can Win
Arrange your schedule to include time outside of your desk hours.

In 2020, knowledge workers will see... more team-level accomplishments celebrated.

Drizzle Deluge
Companies are realizing the need to celebrate team-level accomplishments.

How You Can Win
Ask your team to celebrate their work.

In 2020, knowledge workers will see... the rise of AR and VR for building empathy.

Drizzle Deluge
These technologies make it possible to see what you would feel like in different situations.

How You Can Win
Find out if your company can afford to use AR and VR.

In 2020, knowledge workers will see... meaningful maternity leave and returnship programs for former stay-at-home parents.

Drizzle Deluge
This policy is more important than ever.

How You Can Win
Consider how your company can help employees.

In 2020, knowledge workers will see... customer empathy take center stage.

Drizzle Deluge
This is becoming more important than ever.

How You Can Win
Focus on helping your customers.

In 2020, knowledge workers will see... a moment of reckoning with “always on” culture.

Drizzle Deluge
This culture is eroding the ability to focus on your career.

How You Can Win
Look for opportunities on when you should be offline.