The primary impact of consumerization is that it is forcing organizations, especially large enterprises, to rethink the way they procure and manage technology applications, IT equipment and services. Historically, central IT organizations controlled all governance of IT usage within their firms, choosing or at least approving of the systems and services that employees used. But with the rise of mobile devices, having an ‘app’ for that, and freemium products—employees will find a way to use the resources they want to get their job done.

5 Trends Shaping the Workforce of the Future

1. The rise of social media as a business app
   Employees come to work everyday and expect instant communication and access to the types of applications that help them be effective in their personal life. For knowledge workers, personal devices and consumer social networks are ideal tools for building work relationships and conducting business.

2. The blurring of work and home
   Remote workers and international colleagues are defining flexible work arrangements that encourage more employees to work from home, co-work spaces, in-transit--or really any location with a connection. This decentralization rethinks the delivery of services and security.
The emergence of new mobile devices

The mobile revolution is ushering in new smartphones and tablets at an accelerated pace—along with major updates and changes to their operating systems (Apple, Android, Windows, etc). With these changes, employees are showing up to work expecting to use their various personal devices.

Shifting business models require tech savvy employees

It’s in this context that consumerization will become as much of a business decision as a technology decision. To attract and retain the right employees—and to make sure they thrive—many organizations will need to increase the types of devices and applications that they support and pay for.

Employee expectations of corporate IT are changing

Providing the preferred end-user technology is increasingly becoming a factor of employee success. Companies that invest in the best end-user technology and implement innovative technology policies will see advantages as they look to recruit and retain the next generation of employees.

As these trends collide, consumerization becomes a business decision.

While all 5 of these trends are yet to peak—social media as a business application, the blurring of work and home, new mobile devices, shifting business models, and changing employee expectations of IT—they are already creating significant pressure for change in most IT organizations. With Cornerstone, we are committed to building and delivering technology that employees love and use daily.

Cornerstone OnDemand is a leader in cloud-based applications for talent management. Cornerstone’s solutions help organizations recruit, connect, train, and manage their employees, empowering their people and increasing workforce productivity. For more information, visit csod.com.