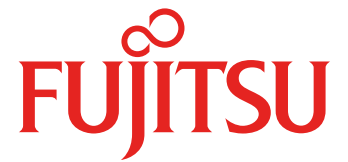


shaping tomorrow with you



Reimagining the workforce: how Australia and New Zealand measure up

See how your peers in Australia and New Zealand are transforming their workforces – and how these efforts compare around the world.



Reimagining the workforce: the key points in Australia and New Zealand

- ◆ Organizations are roughly in line with global averages when it comes to workforce transformation
- ◆ The CEO is likely to lead, with the CDO in close second
- ◆ There's an equal focus on adopting new technology and training people
- ◆ The biggest barrier is resistance to change among employees
- ◆ Organizations want an efficient, creative and experienced workforce



1

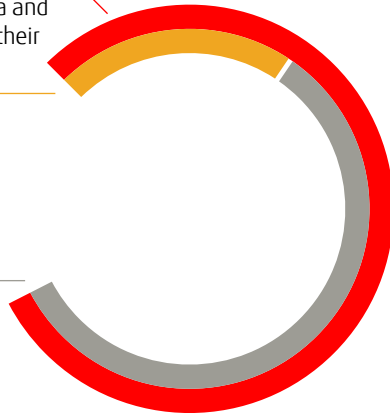
What's the state of workforce transformation?

Australia and New Zealand

80% of organizations in Australia and New Zealand have transformed their workforce in the last three years.

22% Extensively

58% Somewhat

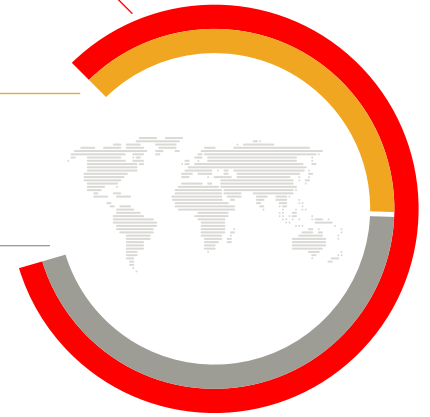


Global

Globally 83% have transformed their workforce.

38% Extensively

45% Somewhat



How many organizations in Australia and New Zealand have delivered on their strategic objectives?



66% achieved what they aimed to – across defense, innovation and growth goals.



28% significantly exceeded their goals

compared to **34%** globally



Why does the workforce need to change?

From improving profitability to innovating to developing new business models, organizations across Australia and New Zealand have a wide range of strategic objectives.

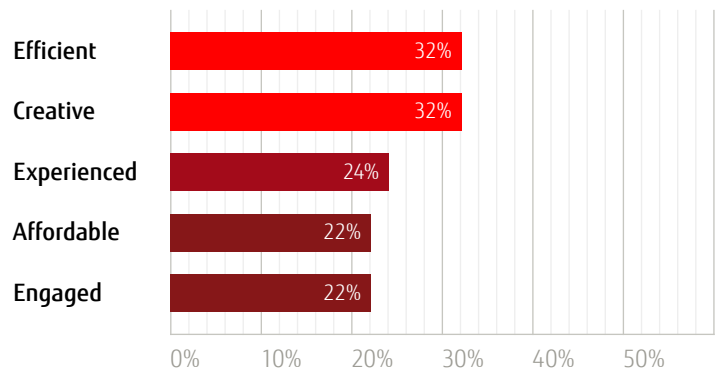
And to achieve them, their workforces need to change.

To meet these goals, organizations in Australia and New Zealand want a workforce with increased:

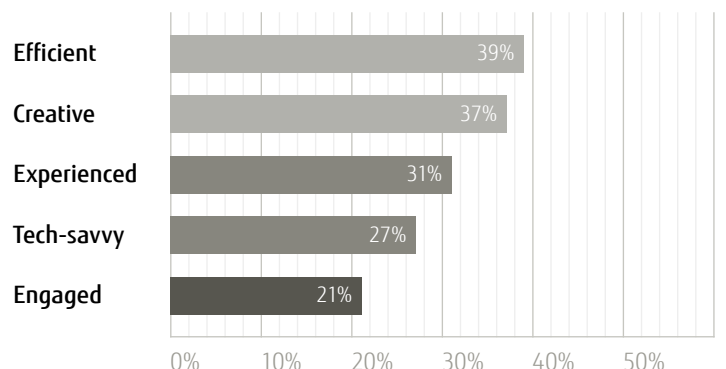
- Digital skills
- Tasks and jobs that are automated
- Number of employees
- Increased collaboration
- High-value skills

So, what does the ideal workforce look like?

The top five qualities respondents in Australia and New Zealand want in their people:



Compared to organizations around the world:



2

What are the barriers to workforce transformation?

Resistance to change and a lack of a clear business case are causing issues.

The biggest barriers and challenges in Australia and New Zealand:



Globally, the biggest barriers are:



Before setting out, you need to prepare for the price of workforce transformation.

With the right planning, you can prepare for – and overcome – these issues. Respondents have faced:

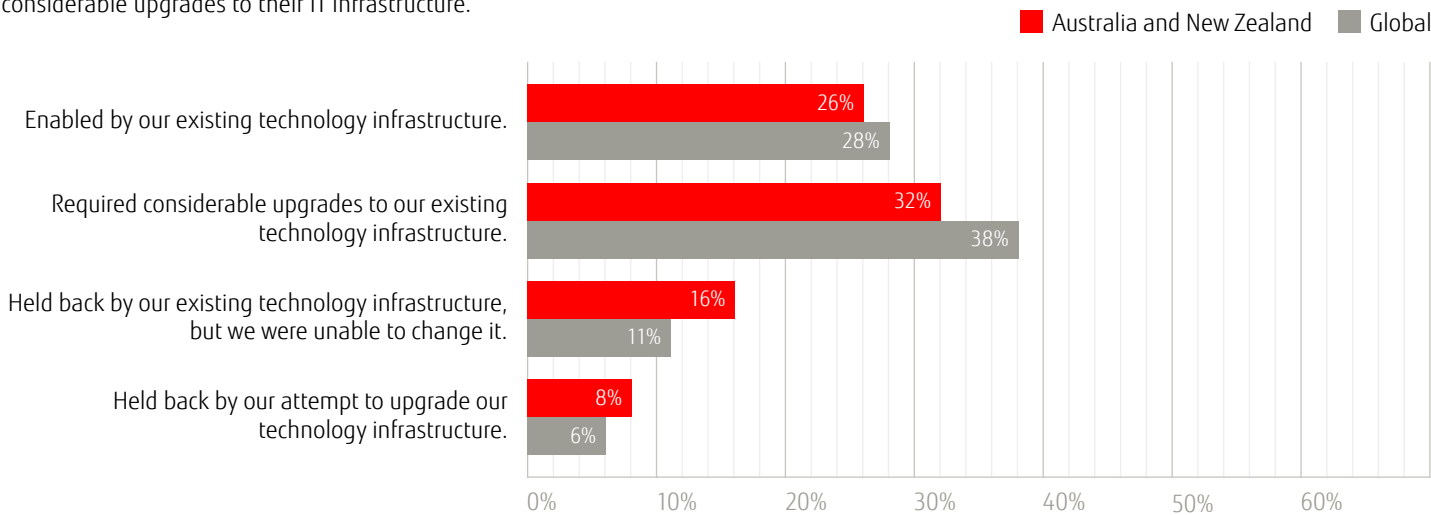


How happy are workforces in Australia and New Zealand?



Does existing IT help or hinder?

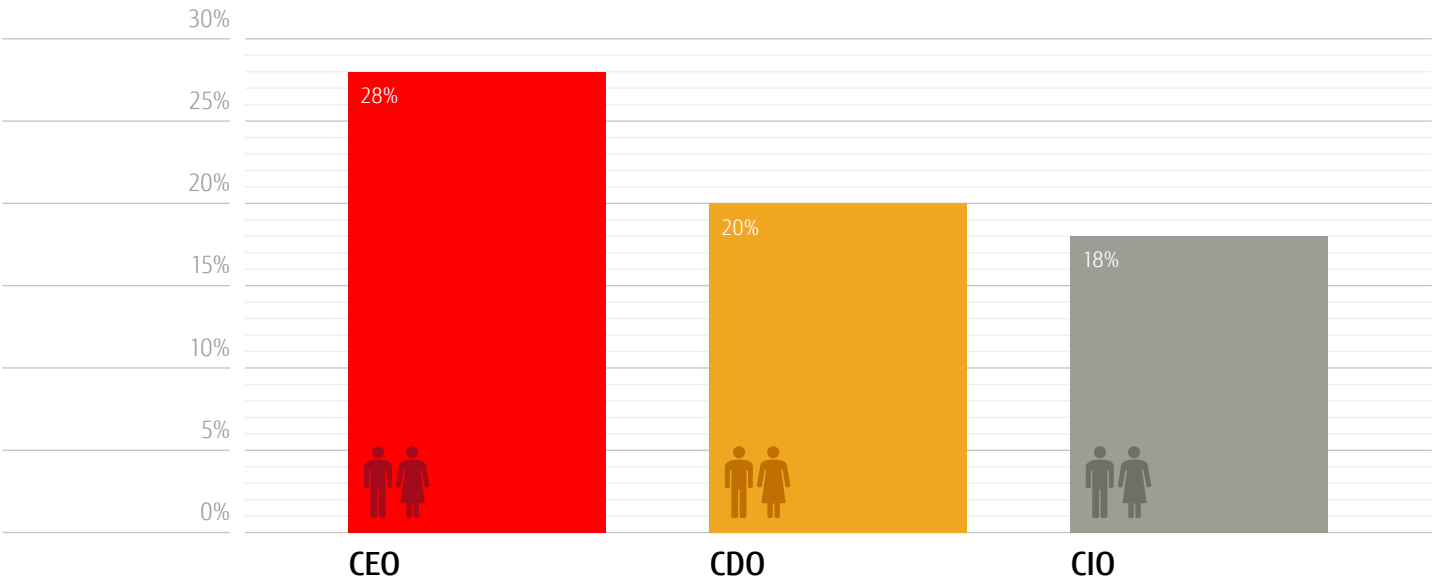
Compared to global figures, organizations in Australia and New Zealand had to make considerable upgrades to their IT infrastructure.



3 Who leads workforce transformation?

To avoid the barriers and challenges, you need the right leaders.

According to our respondents in Australia and New Zealand, it's led by the:



Organizations in Australia and New Zealand are in line with global trends around CEOs leading the workforce transformation. However, just 8% of global organizations say their CDO is likely to lead – showing a large regional difference.



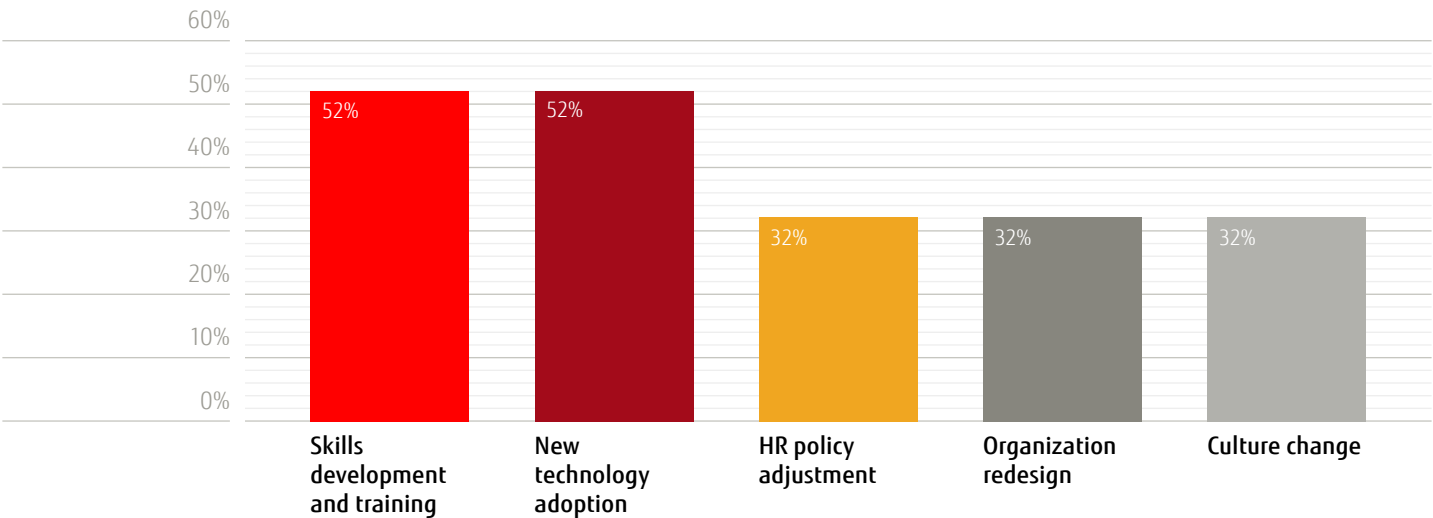
78%
of organizations in
Australia and New
Zealand think **workforce
transformation** should
be represented in the
board of directors.

4

Split the focus between people and technology

Many workforce transformation initiatives are related to technology and skills development.

Organizations in Australia and New Zealand support their workforce transformation initiatives with:



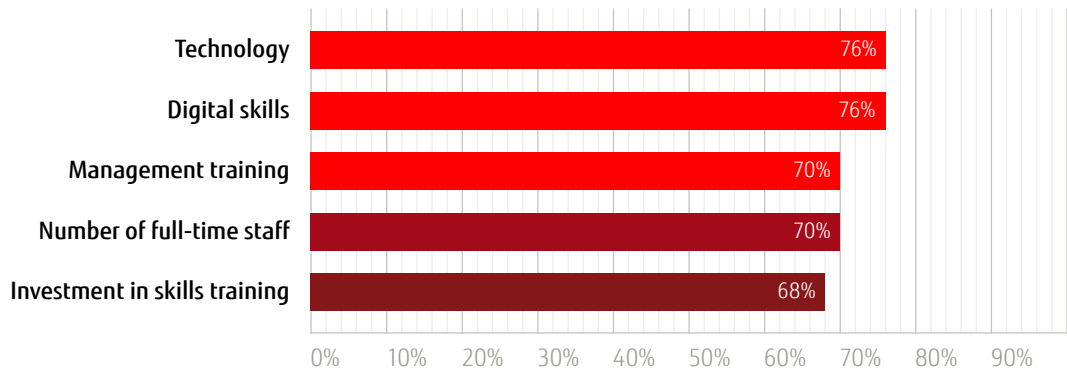
The frontrunners are clear. But it's good to see businesses also turning to their people to inspire transformation.

Culture change and HR policies contribute to a fair spread of considerations among organizations in Australia and New Zealand.

An illustration of four diverse people (two men and two women) standing in a line, each holding a tablet or smartphone, representing a workforce.

Where's the money going?

Organizations in Australia and New Zealand have increased their investments in:



This equal focus on technology and people is key to success. Organizations need to invest in both, if they want to create their ideal workforce.

Plus, 68% of organizations in Australia and New Zealand say their workforce transformation and digital transformation share common objectives.

5 What can you do to help with your workforce transformation?

1 **Let strategy inform the make-up of the workforce.**

Make decisions about your workforce based on your strategic goals. From skills and training to using contractors, build a workforce that can deliver on your aims.

2 **Develop and articulate a clear vision.**

Leadership teams must think deeply about the ideal workforce that's needed for the whole business. Each department will have their own specific objectives in mind.

3 **Understand where digital and workforce transformation do not overlap.**

These two initiatives need to work in parallel. But digital should enable workforce transformation – not hinder it. There are plenty of non-digital factors to think about with workforce change.

4 **Accept there will be costs but make plans to minimize their impact.**

Any major change initiative will entail costs. With workforce transformation, you need to invest in skills development and upgrading technology. But you need to be vigilant to make sure it doesn't unduly increase complexity.



6 It's time to transform

For your business to thrive in a post-pandemic world, you need to transform your workforce. Flexibility, empathy and empowerment are crucial to meeting increased employee expectations in these unprecedented times.

You've seen what organizations across Australia and New Zealand have done. Now, what will you do?

Whether it's finding the right tech, managing change or training your people, we can help you reimagine your employee experiences.



Email us on
askfujitsu@ts.fujitsu.com



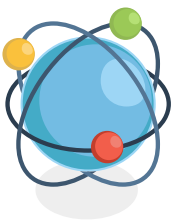
or call us on
+44 (0) 1235 79 7711



You can read more about
the **digital workplace**
[here](#)



or in our **blog**
[here](#)



What do we mean by workforce transformation?

It's the agility to move with evolving workforce requirements in the post-Covid 19 era. It might include flexible working arrangements and training your staff to develop new skills.

All statistics come from research by The Economist Intelligence Unit, sponsored by Fujitsu and Citrix. Taken from 200 respondents from across Europe (50), the US (50), Japan (50), and Australia and New Zealand (50). Company annual revenue: 50% \$100m-\$1bn, 50% \$1bn+.

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