

The 7 Biggest Business Trends In 2022



BUSINESS TRENDS

Inspired by 'The 8 Biggest Business Trends in 2022' by Forbes we summarise and look at how we expect 7 of the biggest business trends to develop during 2022.

SOURCE:
FORBES, THE 8 BIGGEST BUSINESS TRENDS IN 2022

FAST CHANGE

"Across all sectors, organisations are grappling with rapid transformation. On top of that, there are enormous global shifts and challenges to contend with, such as climate change, and shifting political and economic power. To put it bluntly, our world is changing fast. And organizations must learn to adapt accordingly..." Bernard Marr: Forbes.



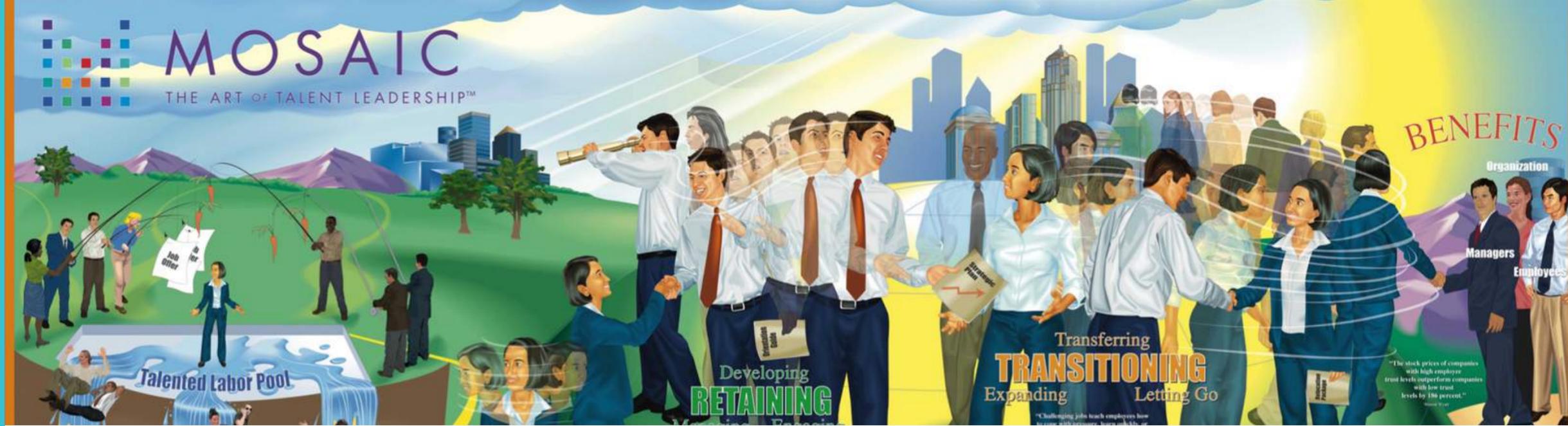
TREND 1: SUSTAINABLE, RESILIENT OPERATIONS

Every organization must seek to eliminate or reduce the environmental costs of doing business. Decarbonising the supply chain is a sensible place to start, but forward-thinking businesses are looking beyond the supply chain to improve sustainability across all business operations.



TREND 2: THE BALANCE BETWEEN HUMAN WORKERS AND INTELLIGENT ROBOTS

We now have increasingly capable robots and artificial intelligence (AI) systems that can take on tasks that were previously done by humans. This leaves employers with some key questions: how do we find the balance between intelligent machines and human intelligence? What roles should be given over to machines? Which roles are best suited to humans?



TREND 3: THE SHIFTING TALENT POOL AND CHANGING EMPLOYEE EXPERIENCE

The way we work is evolving, with younger people entering the workforce, more gig work, and the rise of remote workers. In their book 'The Human Cloud', Matthew Mottola and Matthew Coatney argue that traditional full-time employment will be a thing of the past, as organisations shift to hiring people on a contractual basis – with those contractors working remotely.



TREND 4: FLATTER, MORE AGILE ORGANISATIONS

Traditionally, organisations have been very hierarchical and rigid in their structures. That is changing- leaders recognise the need for flatter, more agile structures that allow the business to quickly reorganise teams and respond to change. It is also, in part, a response to the changing nature of work, particularly the proliferation of freelance and remote workers. This is the age of flatter organisational structures, which are more like flexible communities rather than a top-down pyramid structure.



TREND 5: AUTHENTICITY

Today's consumers are seeking a more meaningful connection with brands. This need for connection has given rise to authenticity as a business trend in its own right. Authenticity helps to foster human connections – as humans, we like to see brands (and business leaders) display important human qualities like honesty, reliability, empathy, compassion, humility, and maybe even a bit of vulnerability and fear. We want brands (and leaders) to care about issues and stand for more than just turning a profit.



TREND 6: PURPOSEFUL BUSINESS

Linked to authenticity, this trend is all about ensuring your organisation exists to serve a meaningful purpose and not just to serve up profits to shareholders. Purpose defines why the organisation exists, not what the organisation is or what it does or for whom- purpose is different to mission and vision. Importantly, a strong purpose has the promise of transformation or striving for something better – be it a better world, a better way to do something, or whatever is important to your organisation.



TREND 7: CO-OPERATION AND INTEGRATION

We live in a time where almost anything can be achieved through outsourcing. The global business world has never been so integrated. This is a big opportunity- the the need to work together to solve key business challenges (not to mention humanity's biggest challenges) is great. Indeed, in the future, it will become increasingly difficult to succeed without really close partnerships with other organisations. In practice, this means greater supply chain integration, more data integration and the sharing of data between organisations, and even cooperation between competitors.

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