



## ABOUT US

At Zeal IT Consultancy we advise clients to adopt agility to succeed in a changing world. Our aim is to support organisations bridge the digital gap, understand growth opportunities, resolve business challenges and deliver customer centric solutions.

We do this by leveraging our expertise across industry including Healthcare, Telecommunications, Finance, Education, Aerospace and Government.

We're involved in exciting projects and partnerships with the Ministry of Defence, NHS England, Response Ambulance Services, University of Salford and Knighthill Finance & Insurance.

### **We would like to hear from you!**

As we grow our base if you're thinking of a career in Consultancy Services please get in touch at [info@zealconsultancy.co.uk](mailto:info@zealconsultancy.co.uk)



## WHAT MAKES A BUSINESS FUTURE-PROOF?

In the age of digital transformation the world is rapidly changing, and the workforce needs to keep up with it. As technology continues to advance, the skills that employers are looking for are also changing.

Many of our clients are looking for workers who can adapt quickly to new technologies, work collaboratively with people from diverse backgrounds, and continuously up-skill themselves.

One of the key skills that workers need to develop is digital literacy. This includes the ability to use digital tools and platforms effectively, as well as the ability to analyse data and draw insights from it. With the rise of big data, companies are looking for workers who can analyse data and use it to inform business decisions.

The top 2023 technology trends include mature automation capabilities such as Blockchain, Cloud computing, Data science, Generative AI and Cybersecurity skills. However, the adoption of mature technical capabilities is correlated with organisational data maturity and strategic priorities.

## TOP FIVE STRATEGIC PRIORITIES



**GREATER SPEED  
TO MARKET**



**BECOMING MORE  
DATA DRIVEN**



**DIGITISATION OF  
THE BUSINESS**



**BUILDING  
PUBLIC TRUST**

## CONSIDER THE PIVOT TO WORKFORCE SHAPING

Consider replacing the relative certainties of supply and demand forecasting in **traditional workforce planning**, and shift towards what is called **workforce shaping**.

Workforce shaping is critical to propelling a future workforce strategy. As is a unified approach to understanding strategic objectives, and the level of organisational data maturity.

This approach will allow companies at all sizes to plan people capabilities aligned to company products and services with the aim to remain relevant.

Traditional workforce planning	➤➤➤	To workforce shaping
Point in time supply & demand analysis looking at only internal data		Continuous analysis of workforce & skills impact, leveraging internal and external data sources
Focusses on existing job families analysis		Focuses on task level analysis, including new required capabilities, to-be tasks & critical skills
Owned and conducted by HR		Owned and conducted by business, facilitated by HR
Traditionally full-time, employees		Human (full-time, alternate) and bot & contingent workers
Pyramidal structures driven by processes and hierarchies		Team /project based organisational structure, driven by the end-to-end customer and employee journey view of work driven by skill scarcity and value-add to business
Current workforce model provides the dominant mental model for the workforce planning analysis		Ongoing re-examination of the workforce model, identifying impact to cost, capability, capacity, connectivity and compliance





## THREE BIG QUESTIONS TO ASK YOURSELF AS A BUSINESS OWNER

1. **Operating model** – how does your future workforce plan / strategy need to adapt to dynamic market forces and customer demands?
- 2.. **Workforce composition** – what is the size, shape, make-up and capability of your future workforce that will best deliver your future strategy development?
3. **Workforce practices** – how do you transform internally to create the right environment and working practices to enable and empower your future workforce?

For more information or a consultation with one of our team members please email at [info@zealconsultancy.co.uk](mailto:info@zealconsultancy.co.uk)