

THE 2017 FUTURE SKILLS SURVEY

SAID BUSINESS SCHOOL UNIVERSITY OF OXFORD

A survey that asks young people about their career aspirations,
the role of business in today's society, and the skills they
think will be most important to succeed as a leader.



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This survey assessed the views of 19 to 26-year-old students and recent graduates in the UK, USA, South Africa and China.

Key findings —

2 in 3 of the next professional generation (67%) feel optimistic about their career prospects.

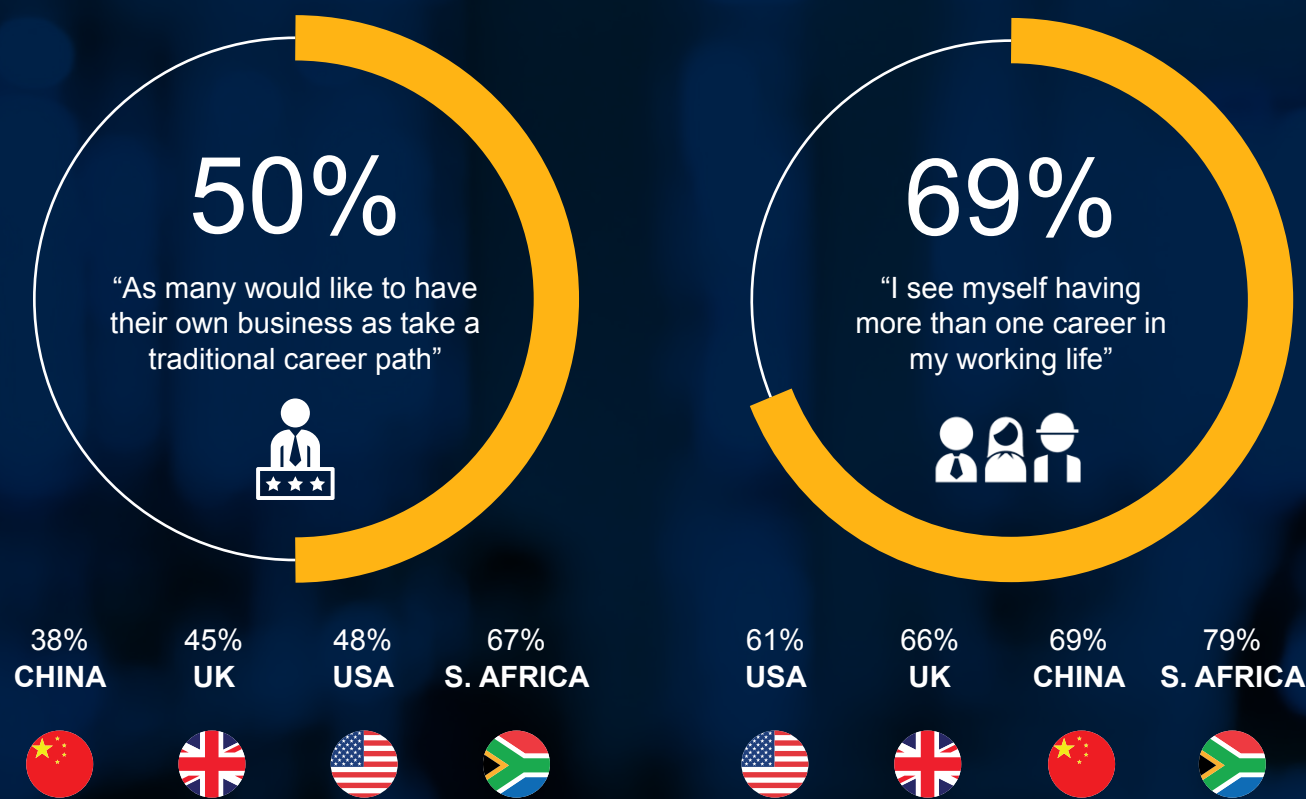
Purpose is key for the next professional generation, with the majority striving to have a positive impact on others and society through their career. They expect the same from businesses.

Soft skills and emotional intelligence are increasingly important to succeed in the world of business.

- However, they recognise that the business sector today needs a completely different skillset compared to when their parents were starting their careers.
- Only 12% of recent graduates feel very prepared to become a business leader. They view financial crises, unemployment and a lack of digital skills as the biggest global challenges getting in the way of their success.
- That being said, 3 in 4 believe at least one current global challenge can create opportunities: the fast pace of technological advances and access to affordable internet are seen as the biggest opportunities for their future careers.
- They value good work-life balance, being passionate about what they do, and learning opportunities over personal wealth. Having a large pay check is not a top priority for the new generation.
- Problem-solving, communication and decision making skills were the top three skills the next professional generation consider necessary to pursue a career in business.
- Tomorrow's model business leader is seen as wanting to contribute to society over the bottom line, and being creative when solving problems.
- 63% agree many businesses avoid taking a stand on important social issues.
- While a good business leader in the past was seen as someone who was authoritative and took risks when making business decisions, tomorrow's business leaders are seen as wanting to contribute to society over the bottom line and being creative when solving problems.

The next professional generation has an entrepreneurial mindset. Young people also believe they will have many careers throughout their working lives

As the skill set needed to succeed evolves, so do demands and expectations



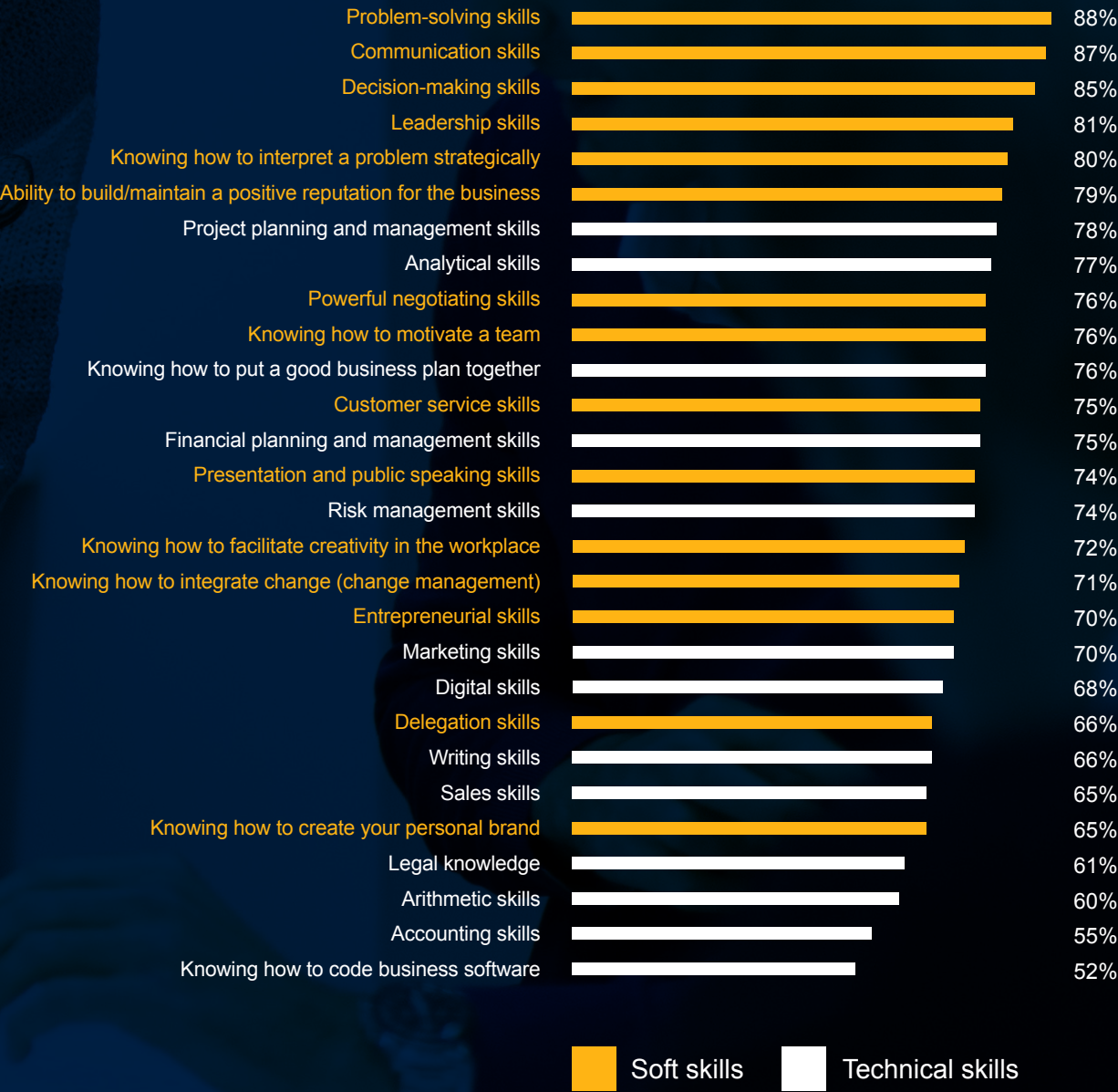
- 1 Having a good work-life balance (61%)
- 2 Working with passionate people (57%)
- 3 Having the chance to constantly learn (57%)
- 4 Having a sense of achievement (55%)
- 5 Working somewhere I can make a difference in society (49%)
- 6 Working for a company that contributes to society (48%)
- 7 Having flexibility in working hours and location (48%)
- 8 Getting support in my professional development (45%)
- ...
- 11 Having a large pay check (38%)

Personal growth and societal contribution are now top descriptors of an ideal career.

The next professional generation values good work-life balance, being passionate about what they do, and learning opportunities over personal wealth. Having a large pay check is not a top priority for the next generation.



In light of the changing landscape of business, soft skills are seen as pivotal to success

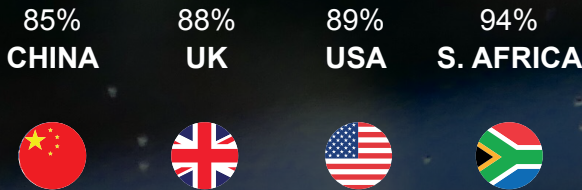


For the next professional generation, incorporating purpose within their career is key

The next professional generation wants more from businesses in addressing global challenges



of the next professional generation define success as having a positive impact on others and society

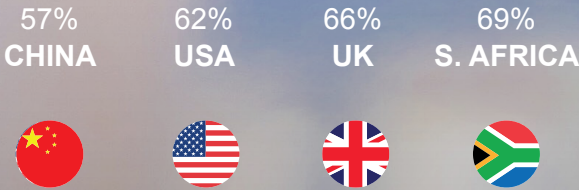


52%

of the next professional generation would leave a company that does not make an effort to address future global challenges



“Too many businesses avoid taking a stand on important social issues”



“Businesses should have more CSR commitments in place to tackle today's global challenges”



“Businesses have a duty to ensure global challenges are addressed regardless of how this impacts their profits”



Businesses have an opportunity to distinguish themselves by taking a stand

How the next professional generation feels the business sector should react to global challenges

There is little which businesses should not or cannot address, according to the next professional generation		The following global challenges provide an opportunity for businesses to distinguish themselves	The next professional generation expects businesses to act on the following global challenges
The business sector cannot credibly take a stand on global challenges	The business sector should avoid taking a stand on global challenges	The business sector is permitted to take a stand on global challenges	The business sector is obligated to take a stand on global challenges
Did not rank as top for any of the global challenges		Lack of digital skills (43%)	Unemployment and worker's issues (47%)
		Access to affordable internet (43%)	Privacy/data protection (46%)
		Fast pace of technological advances (40%)	Income inequality (45%)
		Demographic change (39%)	Financial crises (44%)
		Shortage of healthcare resources (38%)	Social equality and human rights (40%)
		Geopolitical instability (35%)	Online security (39%)
		Scarcity of natural resources (34%)	
		National security challenges (33%)	
		Climate change (32%)	

Methodology





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