

FUTURE IN FLUX

TOP TRENDS FOR 2022:

TRANSPORTATION

The executive's guide to taking the reins on transformation amid a future in flux

EMPOWERING AND OPTIMIZING THE WORKFORCE IN 2022

This year, transportation leaders know that their organizations must transform and respond to change faster than ever before. To do this, they are focused on two key areas: Building data and technology capabilities and optimizing talent for transformation.

LEVELS

40%	C-Level Executive	16%	VP/AVP
21%	EVP/SVP	3%	President
17%	Director	2%	Partner/Principal

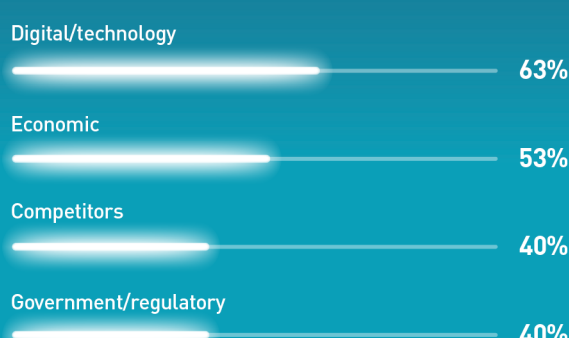
FUNCTIONS

21%	IT	12%	Strategy
19%	Operations/Production	8%	Accounting/Finance
17%	Business Development	8%	Marketing/Advertising
12%	HR	2%	Purchasing/Procurement
		2%	Other

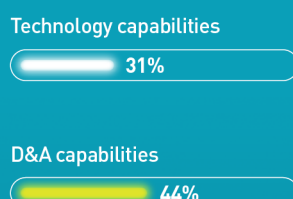
WHAT TOPS THE INDUSTRY'S TRANSFORMATION AGENDA?



WHAT ARE THE INDUSTRY'S TRANSFORMATION TRIGGERS?



Barriers to adaptability:



63 percent of transportation leaders say digital/tech is a signal of change for their transformation.

51 percent of leaders expect digital capabilities to play the biggest role in customer experience, relative to other areas of the business.

TREND

BUILDING OUT DATA AND TECH CAPABILITY

Inadequate internal capabilities in the transportation industry remain an obstacle to executing transformation successfully. To overcome this, leaders are focused on equipping the workforce with digital capabilities (29 percent) and data and analytics skills (D&A, 25 percent). Strengthening these capabilities will allow transportation players to respond more quickly and efficiently to customer behavior so they can improve experiences and operations.

HOW TO TACKLE THIS TREND



Establish a robust **digital core** to prime your organization for growth.



Boost skills adoption with effective **change management**.



Prioritize regular **reskilling and upskilling**.

TREND

OPTIMIZING TALENT FOR TRANSFORMATION

As the global economy makes a comeback, the demand for most modes of transportation is once again on the rise. At the same time, available labor has plunged to historic lows. That's why optimizing talent is the top transformation objective for industry leaders this year. They'll work on attracting new employees to fill gaps and finding ways to retain the talent they do have. They'll also prioritize leadership alignment to break down cross-functional silos to successfully execute their transformation strategies.

HOW TO TACKLE THIS TREND



Improve the success of transformation delivery by aligning the workforce and its collective responsibilities to your operating model.



Plan for multiple plausible scenarios with **scenario thinking** to determine potential future workforce needs.



Consider an adaptive workforce solution with **Managed Services** to obtain the capabilities and capacity you need, exactly when you need them.

35 percent of leaders say competition for top talent is an obstacle to executing transformation successfully.

40%

of leaders say they'll measure the success of transformation by employee referral rate.

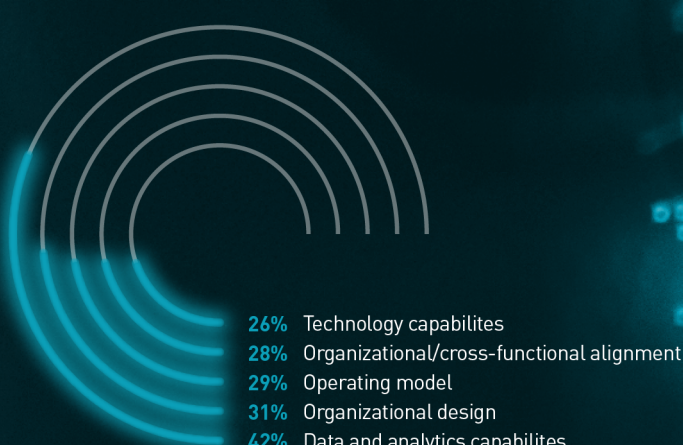
Leadership alignment is cited as a barrier to adaptability by **29 percent** of leaders and an element improving speed to market by **30 percent** of leaders.

TRANSFORMATION BARRIERS VS. ENABLERS

WHAT ARE THE INDUSTRY'S BARRIERS TO ADAPTABILITY?



WHAT'S ENABLING FLEXIBILITY FOR THE INDUSTRY?



FOR MORE, READ THE BLOG [HERE](#)