



The Impact of the Digital Era on Employee Relations:

The impact of the Fourth Industrial Revolution in the Workplace

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What is 4IR?



What is 4IR?

Exponential
changes to the
way

we live, work
and relate to
one another

due to the
adoption of

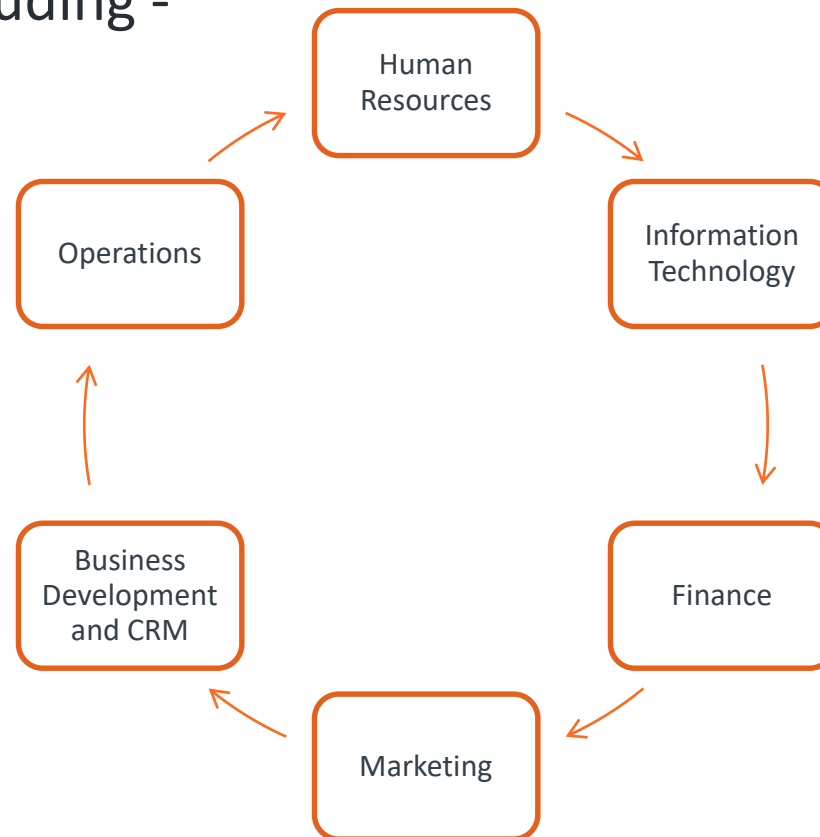
cyber physical
systems



What is the impact of 4IR in the workplace?

Impact on the workplace

We have already started seeing the impact of 4IR in the workplace in various areas, including -



Current example in South Africa

- Automation in the banking sector
- Led to massive retrenchments across the board
- Automation decreased need for banks to use the "branch-based" approach

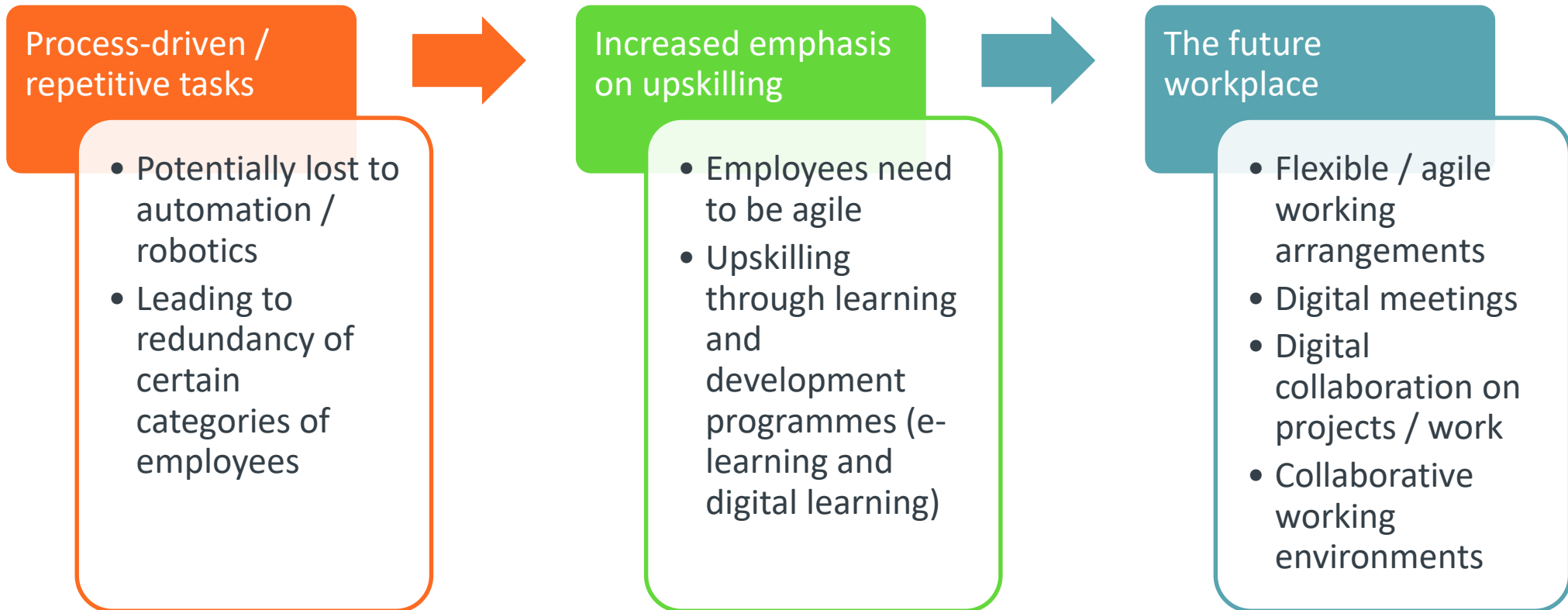
Traditional model of work

The traditional model of work will be challenged by 4IR specifically in respect of:



SA millennials believe that 4IR will make it harder to find a job or change jobs in the near future (2019 Deloitte Millennial Survey)

Impact on the workplace



Employees of the future

- IQ and EQ will still be relevant
- However, **AQ is becoming more and more crucial**

Adaptability Quotient (AQ): “ability to adjust course, product, service, and strategy in response to unanticipated changes in the market”

- **Reskilling and upskilling** employees is crucial
- Automation and innovation will reduce jobs of full-time workers by 2022
- Increase in **productivity-enhancing roles**
- Increase in use of **contractors** for task-specialised work

Examples of new jobs and redundant jobs

New jobs

- AI and machine learning specialists
- Human integration coaches
- Experience-focussed travel agents

Redundant jobs

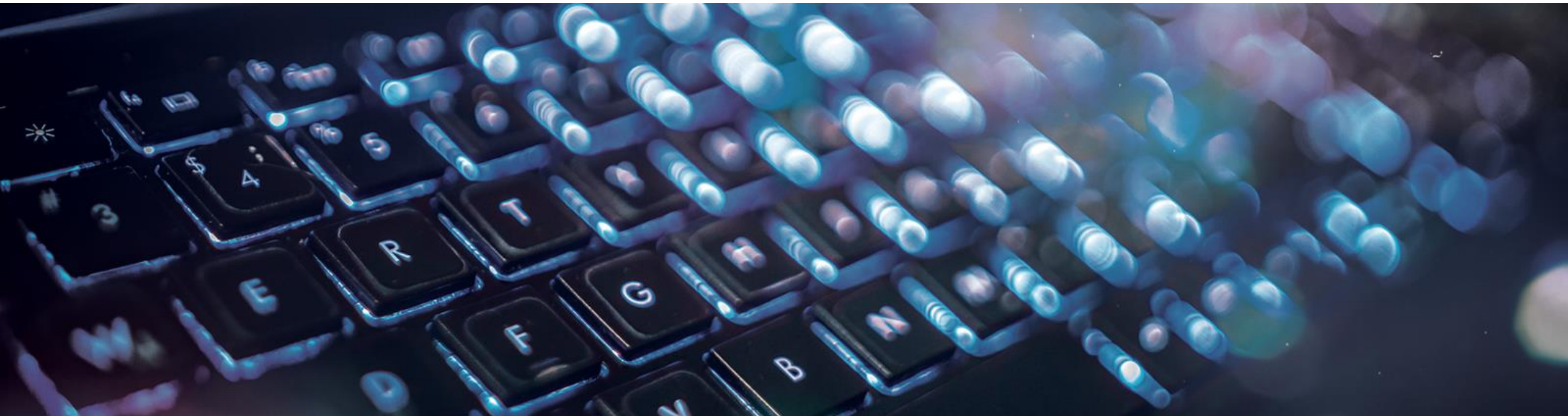
- Telemarketers
- Rental clerks
- Cashiers
- Tellers

Job Security?

- **Displacement vs. loss**
- **Creation of new jobs**
- **Focus on human capital**
 - South Korea's economic turnaround.
- **Further inequality**

Regulation

- **State intervention**
- **Preservation of the middle class**
- **Education**



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