

# Nouvelle économie, Nouveaux métiers ?

« Nos Jobs »

hubert kratiroff  
14 nov 2019



futurelab @ MyLittle



« Nos Jobs »  
digitaljobs = DJ



lesnouveauxmarketing.com/DJ/

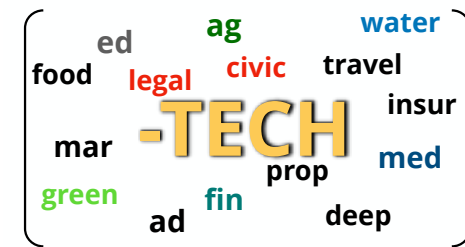


**métier**  
créer de la valeur  
pour l'entreprise,  
le client,  
et l'écosystème

“ ON VIT TOUS  
DE LA VENTE  
DE QUELQUE  
CHOSE  
À QUELQU'UN ”

« il n'y a  
pas de  
planète B »

Ban Ki-moon Climate Week NYC 2014



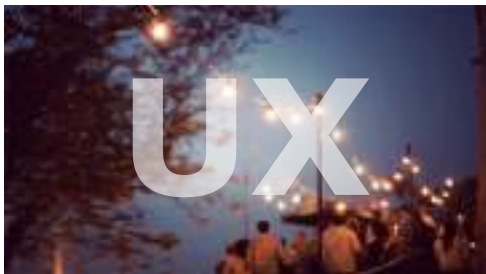
collaboratiff



Logo	Company	Market Cap	Revenue	Profit	Employees
Apple	Apple	1,000,000	200,000	100,000	1,000,000
Microsoft	Microsoft	800,000	150,000	70,000	800,000
Amazon	Amazon	700,000	130,000	60,000	700,000
Facebook	Facebook	600,000	110,000	50,000	600,000
Google	Google	500,000	100,000	40,000	500,000
IBM	IBM	400,000	80,000	30,000	400,000
Oracle	Oracle	300,000	60,000	20,000	300,000
LinkedIn	LinkedIn	200,000	40,000	10,000	200,000
Twitter	Twitter	100,000	20,000	5,000	100,000
Slack	Slack	50,000	10,000	2,000	50,000
Dropbox	Dropbox	40,000	8,000	1,500	40,000
Zoom	Zoom	30,000	6,000	1,000	30,000
Zoom	Zoom	20,000	4,000	700	20,000
Zoom	Zoom	10,000	2,000	300	10,000

( GAFA  
NATU  
BAT )

( GAFA M S  
NATU BE Y  
BAT X BDH )



**Numérique**  
invention, technologie, recherche, technique, sciences, code, brevet...

**Digital**  
utilisation, usage, assistance, commande, clic, relation homme-machine...

**Cyber**  
sécurité, protection, hacker, virus, espionnage, militaire, défense, bureau des légendes



**EMPLOI À VIE**  
 $\neq$   
**EMPLOYABILITÉ DURABLE**

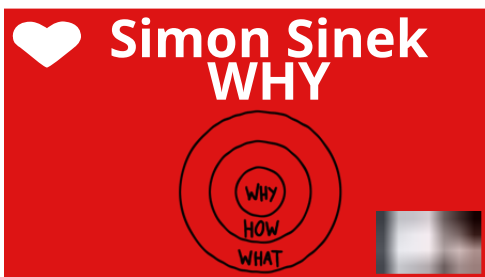
**85% des métiers de 2030 n'existent pas**  
**une compétence dure 18 mois**

Difficulté de recrutement des talents

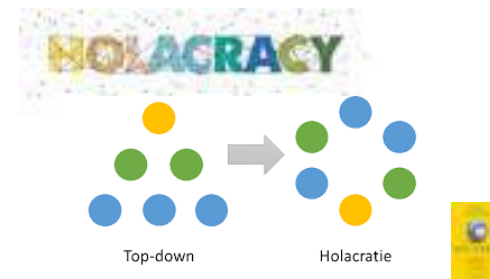
Offre d'emploi = **Job Board**

RH = **Talents Search**

Parcours d'Accueil = **OnBoarding**

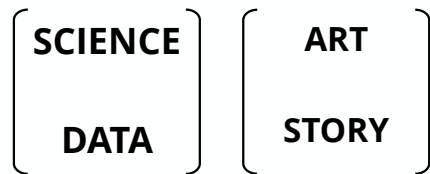


**Amartya SEN**  
 Nobel 1998 pour IDH

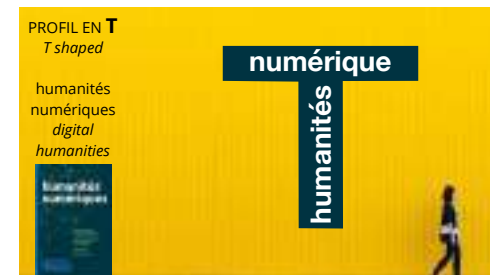


**SCIENCES - ARTS**

**SCIENCES - ARTS**



Data Storytelling





ALL YOU  
NEED IS  
LOVE



Lost ... Greatest ... Silent ...  
**BabyBoomer** (1940 - 1965 +/- 6 ans)  
**GenX** (1955 1985 +/- 8 ans)  
**GenY = Millennials** (1979 1999 +/- 5 ans)  
**GenZ = Digital Natives = GEN C** (1994 2007 +/- 4 ans)  
alphaGEN ? = 2008 - 2020 ?  
SingularityGeneration ?? 2018 - 2030



X : 1990 : web et internet  
Y : 2008 : mobile  
Z : 2015 : Living Services

If you're not on Google,  
You don't exist



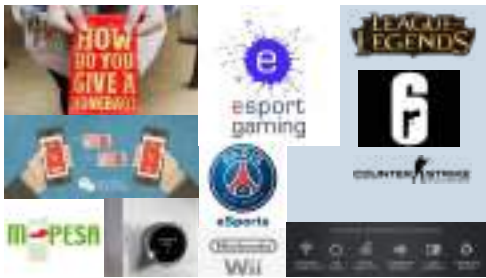
#GEN

sources : Google, Accenture



LS  
Living Services

THE DIGITISATION  
OF EVERYTHING  
+  
LIQUID EXPECTATIONS



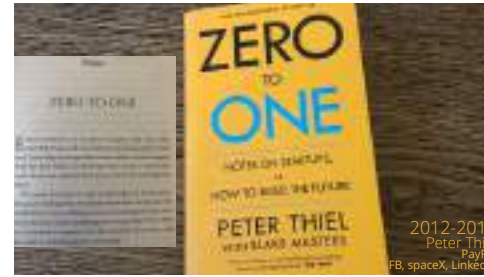
Un client  
ça ose  
tout

Les lois de  
Michel Audiard





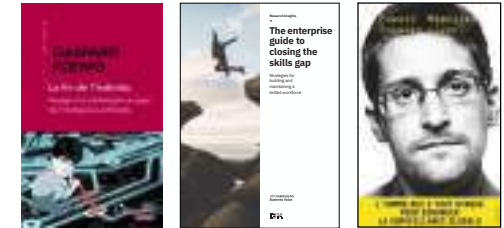
ALL YOU  
NEED IS  
LOVE



Les **3** étapes de toute  
Innovation / rupture / revolution  
**1** Utopiste / étrange / ridicule  
**2** Impossible / dangereux  
**3** Évident / simple  
Thiel / Aberkane

**Ridicule**  
**Dangereux**  
**Évident**

(délai)  
(délai)



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