

## 2019 Workplace Predictions: Organizations Eager to Tackle Challenges Brought on by Changing Workforce Dynamics

*Fierce Conversations outlines the 5 trends they believe organizations will focus on in the New Year*

**December 21, 2018 (Seattle, WA)** – [Fierce Conversations](#), a training company that teaches you how to have effective conversations, today released its 2019 workforce predictions. There is no doubt that the makeup of organizations is rapidly shifting as baby boomers retire while millennials and Gen Z take over the majority of new jobs. With this fountain of youth comes a fearless, public and often tactless communication style, which is impacting the workplace in real ways.

“At Fierce, we help companies and individuals talk about what they truly need to talk about -- tackling their toughest challenges and building relationships in the process,” said Stacey Engle, President of Fierce Conversations. “This year’s predictions highlight a growing awareness of the need to address problems head on – which a new generation of workers has thrust into the spotlight.”

Fierce predicts the following trends will take top priority in the New Year:

1. **Increased accountability for corporate bad behavior.** Over the past few years companies seem to be plagued with worsening scandals, dubious leadership practices and unethical decisions. As organizations navigate these issues in 2019, many will realize that sweeping problems under the rug or ignoring them altogether are not real solutions. Leaders will work to gain a deeper understanding and connection to the people who make up their organization. This means the popularity of employee training and engagement programs will rise and cover a wide range of topics such as diversity, unconscious bias, ethics and inclusion.
2. **Fewer organizations will suffer from a “culture of nice.”** This is a problem the Fierce team hears time and time again from their clients around the world. In these environments, no truly productive feedback is given. People are afraid to disagree or speak up, refuse to address problems and rarely challenge the status quo. A culture of “nice” lends itself to a host of challenges including lack of trust, higher turnover, and lower productivity—none of which are actually “nice.” As organizations continue to improve their conversations skills as it pertains to feedback, and as younger workers vocalize their desire for more frequent feedback, the number of organizations who suffer from this type of culture will decrease in the coming year.
3. **Generation Z will no longer be ignored.** An estimated 61 million Gen Zs will apply for jobs in the U.S. next year, many entering the workforce for the first time. Organizations will be forced to adjust to this new reality in 2019, and in order to be successful, will need to find innovative ways to invest more heavily in their training from the get-go. Fierce believes the New Year will be an area of growth in this regard, as organizations figure out the best way to engage with this new generation. A part of this will no doubt be providing the right resources to this tech-savvy generation to help them succeed both in the short and long term.
4. **Companies will move away from hierarchy and towards more agile teams.** Organizations are starting in earnest to understand that strategic alignment is key to their success, and the best way to achieve it is to ensure the company is flexible and responsive at every level. There will be a shift away from teams interacting only at the highest echelons within an organization, and towards a more integrated and collaborative approach. With this shift will come an increased

need for communication skills, as it will be imperative that managers are well-versed in both delegation and decision making. By empowering teams with greater opportunities for collaboration, 2019 will result in higher productivity and employee engagement.

5. **Progress will be made on digital transformations.** While most organizations have been slowly integrating digital components across many areas of their business, 2019 will be the year where real progress is made. Organizations will spend more time focused on truly understanding the needs of the end user—be it employees, clients or customers—and in turn, work with their IT departments to ensure these needs are being met. Innovation is no longer a luxury; without adopting and staying on top of digital trends, organizations will become obsolete.

“While company leaders may feel they aren’t ready for some of these shifts, the good news is that in the long run, everyone will benefit by proactively embracing these particular changes,” continued Engle. “The key to their successful implementation will in part lie in how they are communicated, which will be determined one conversation at a time.”

For more information, please visit [www.fierceinc.com](http://www.fierceinc.com).

####

#### **About Fierce**

Fierce Conversations is a training company that teaches you how to have effective conversations. Fierce has trained thousands to become expert conversationalists who save their organizations time and money by knowing what to talk about, how to talk about it and why it matters for the bottom line. Fierce programs have been successfully implemented at blue chip companies, nonprofits and educational organizations worldwide, including Capital One, Wal-Mart, CHRISTUS Health, Coca-Cola, CARE and Verizon. The company has been honored as an Inc. 500|5000 company eight times, named to TrainingIndustry.com’s "Companies to Watch" list twice, and has won numerous awards for top companies to work for in the state of Washington. Learn how to have conversations that matter at [www.fierceinc.com](http://www.fierceinc.com).