

THE NEW FACE OF BUSINESS

BUSINESS INDUSTRY INSIGHTS



**PROJECT
OPPORTUNITIES**



**INDUSTRY
INTEGRATED**



**EXPERIENCED
TEACHERS**

**MAKE
GREAT
HAPPEN**

tafe
Queensland

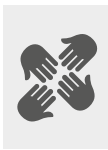
INTRODUCTION TO THE INDUSTRY.

Meet the new faces of business - Facebook, Airbnb, and Uber. From the services they deliver to marketing, to their approach to staffing and recruitment, they are reshaping the corporate sphere to match a new ageⁱ. They are connected, data driven and project-focused in everything they do, and they do it well.

Finance, marketing and even human resources are shifting thanks to a strong blend of digitisation and globalisation. Start-ups and Fortune 500 companies alike are now on an even playing field, vying for their share of this new business landscape.

Whether you want to rule the corporate sphere, sell the products of tomorrow or disrupt industries, new skills, new roles, even new industries are being created every other day.

TOP 5 INDUSTRY TRENDS



SMART LEADERSHIP IN DEMAND

There is growing demand for strategic, ethical leadership that guides both society and corporate cultureⁱⁱ. This requires new thinking around legislation, planning, and strategy that will be borne out of creativity and technology.



START-UPS REDEFINING BUSINESS

Start-ups are redefining the business landscape, from Silicon Valley to Sydney^{iv}. Whether their innovation is technology-based or simply a rethink of an old standard, employers, investors, governments are seeking out game changers.



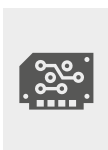
AUTOMATION OF PROCESSES

Automation of processes is one of the biggest forces of change in business and governanceⁱⁱⁱ. Mastering automation for marketing, management or justice can help you take on the new streamlined corporate mindset.



INCREASE IN DATA

Data now fuels finance, human resources, marketing, governance and much more. Just a 10% increase in data access and analysis can net a large corporation \$84 million AUD extra profit per year^{iv}.



EMBRACING A CONNECTIVITY MINDSET

Between beacons, cloud computing or social media – businesses and governing bodies are embracing a connectivity mindset^v. Whether you want to dive into marketing, human resources, or management, mastering connectivity will take you far.

ⁱ Altman, I. (2015, December 1). *Top 10 Business Trends That Will Drive Success In 2016*. Retrieved November 1, 2016, from Forbes: <http://www.forbes.com/sites/ianaltman/2015/12/01/top-10-business-trends-that-will-drive-success-in-2016/#5403044d5571>

ⁱⁱ Richman, R. (2015). *The Culture Blueprint*. Culture Hackers.

ⁱⁱⁱ Haywood, M. (2015, July 14). *Why Automation is Good for Jobs*. Retrieved November 7, 2016, from The Australian: <http://www.theaustralian.com.au/business/business-spectator/why-automation-is-good-for-jobs/news-story/7e1ca9e383bf17288f14667f262dde3e>

^{iv} Bort, J. (2016, January 16). *50 enterprise startups you've probably never heard of who really are changing the world*. Retrieved November 7, 2016, from Business Insider Australia: <http://www.businessinsider.com.au/50-game-changing-enterprise-startups-2015-12/#a3cube-super-fast-networks-1>

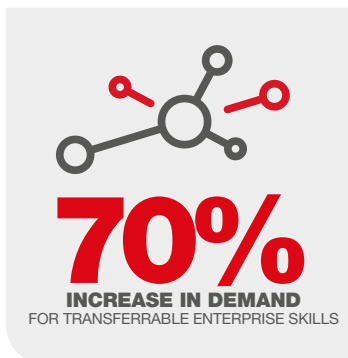
^v Newman, D. (2016, August 30). *Top 10 Trends For Digital Transformation In 2017*. Retrieved November 7, 2016, from Forbes: <http://www.forbes.com/sites/danielnewman/2016/08/30/top-10-trends-for-digital-transformation-in-2017/#bb2d5bb65672>

JOB SATISFACTION, SALARY & KEY BENEFITS

Employers are already on the hunt for innovative thinkers, with the demand for applicants with critical thinking skills rising by 158% and a desire for staff with creativity rising by 65%^{vi}. And the good news doesn't end there, it is reported that business, finance and professional services are among the strongest performers for employment^{vii}.

Best of all, in the age of the start-up, you can create your own opportunity. Investors and innovators can now access a number of new funding and partnership options^{viii}.

TRANSFERRABLE ENTERPRISE SKILLS



NEW SKILL BENEFITS



AVERAGE SALARY



MAKE GREAT HAPPEN

TAFE Queensland has been in the business of change for more than 130 years. In this time we have experienced change in all forms, and we've adapted at every turn – matching every new industry skill and social shift.

With the coming of the digital revolution, we've taken it upon ourselves to infuse our courses with the flexibility, creativity and critical thinking expected by employers today and the industries of tomorrow. Marketers, managers, law makers and investigators can now evolve to match our changing world.

Whether it is automation, connectivity, leadership or ethics, we can equip you to create your own opportunities and to shape the world as you see fit.

Tap into a future that is still unfolding and Make Great Happen with TAFE Queensland.

vi AlphaBeta. (2015). *The New Work Order*. The Foundation for Young Australians.

vii Scutt, D. (2016, February 25). *Here's where jobs in Australia are being created*. Retrieved November 8, 2016, from Business Insider Australia: <http://www.businessinsider.com.au/these-are-where-the-jobs-in-australia-are-being-created-2016-2>

viii Swan, D. (2016, February 5). *Start-up predictions for 2016*. Retrieved November 7, 2016, from The Australian Business Review: <http://www.theaustralian.com.au/business/technology/opinion/startup-predictions-for-2016/news-story/13b240cec76bf0c4799e762427be9048>



“If I had asked people what they wanted, they would have said faster horses.”

Henry Ford,
Founder of the Ford Motor Company



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