

Press release

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PwC outlines the Workforce of the Future



On 14 June 2018, PwC Azerbaijan held “Workforce of the future” business breakfast for HR specialists at JW Marriott Hotel Baku. The event was attended by over 40 professionals from leading state and private companies. We are living through a fundamental transformation in the way we work. Automation and ‘thinking machines’ are replacing human tasks and jobs, and changing the skills that organisations are looking for in their people. These momentous changes raise huge organisational, talent and HR challenges – at a time when business leaders are already wrestling with unprecedented risks, disruption and political and societal upheaval.

Rena Rzayeva, People & Organization Leader at PwC Azerbaijan, shared insights into how people think the workplace will evolve and how this will affect their employment prospects and future working lives according to “Workforce of the future” report. She talked about the megatrends, such as technological breakthroughs, demographic shifts, shifts in global economic power the world is moving forward, how digital and artificial intelligence are changing work. Rena has also outlined four different models with huge implications for the world of work. Some sectors and individuals are already displaying elements of the Blue and Green Worlds; the Yellow and Red Worlds are more radical, but no less plausible. Those organisations and individuals that understand potential futures, and what each might mean for them, and plan ahead, will be the best prepared to succeed.



At PwC we work with our clients to identify and plan the implementation of the behaviours and culture that will deliver the change benefits.

Notes for editor:

At PwC our purpose is building trust in society and solving important problems of our clients. We achieve this by offering client centric solutions in tax, legal, assurance and advisory from strategy through execution. Over 140 professionals from 6 countries working in PwC Azerbaijan share their thinking, values, experience and solutions to develop fresh perspectives and practical advice for our clients.

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