

## **Day-to-Day Disruption: How Disruptive Technologies are affecting the Way We Work**

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Disruptive technology has the power to create and destroy value chains and markets. Disruption is fundamentally changing the way the world works. Today's businesses, government and individuals are responding to shifts that would have seemed unimaginable even a few years ago. Artificial intelligence and robotics are reinventing the workforce. Drones and driverless cars are transforming supply chains and logistics. And changing preferences and expectations most notably in the millennial generation are altering consumption patterns and demand for everything from cars to real estate. A disruptive innovation is an innovation that helps create a new market and value network, and eventually disrupts an existing market and value network (over a few years or decades), displacing an earlier technology.

### **What are the root causes of disruption?**

**Technology** - The Industrial Revolution, for instance, eliminated guilds and created massive labor displacement. In our lifetime, successive waves of the IT revolution (PC, online, mobile, social) and the next waves the Internet of Things (IoT), virtual reality, AI.

**Globalization** -Globalization has accelerated in recent decades, thanks to trade liberalization and emerging market growth. These trends disrupt existing business models by creating new competitors, reordering supply chains and lowering price points.

**Demographics** - Demographic shifts will require new strategies and business models. The continued evolution of these primary forces — and interaction between them — leads to the disruptive megatrends outlined in section.

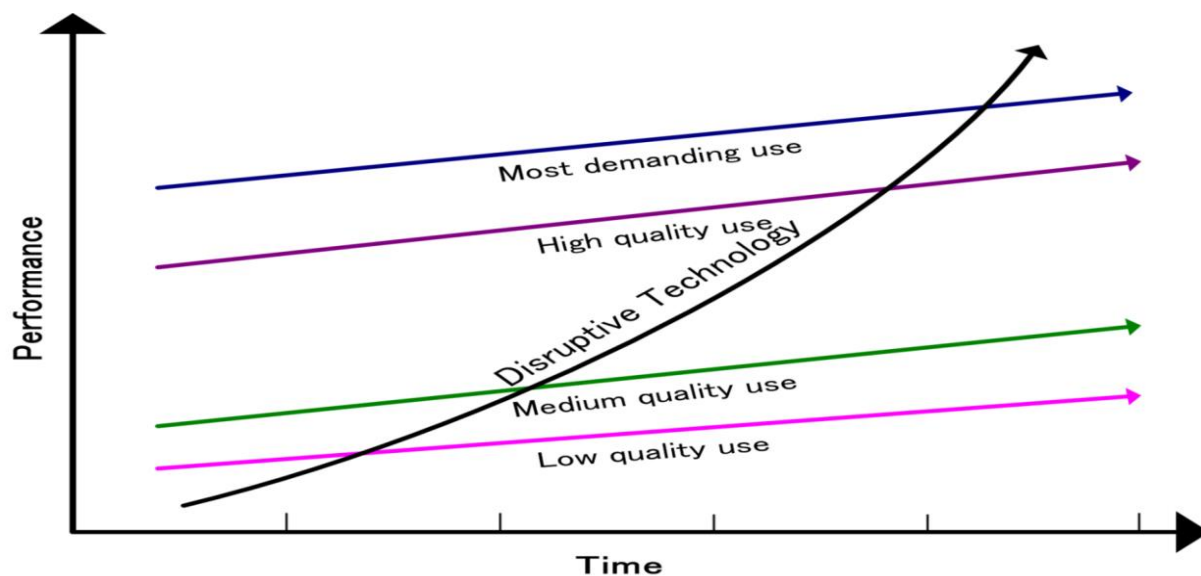
While businesses have to consider how changes in technology will affect their employees, they also have to consider the impact it will have on their customers. The aim of new technology is to give customers more flexibility and control while reducing their effort. Ultimately, businesses, employers, employees and consumers have more choices than ever before, but they need to make effective use of emerging technologies to benefit from its positive impact. We need to watch out for day-to-day disruptive technologies, of any size, that have the potential to change the way we work.

### **How will it affect businesses?**

Workplace culture can inspire disruption. This is a direct result of forward-thinking leaders who are not afraid of challenging the status quo; of having their own beliefs or ideas questioned to changing acceptable means of production. Disruption to the culture can happen in these eight areas of any business:

- \* Leadership
- \* Strategic planning
- \* Customer and Market Focus
- \* Measurement, analysis and knowledge management
- \* Human resource (human capital)
- \* Process management
- \* Business results
- \* Sustainability
  - Human resources disruption due to shortage of qualified workers has changed the culture of many businesses. Businesses with highly engaged workers do not want to lose them because they have moved or have experienced changes in their personal lives that may force them to seek employment closer to home.
  - IT companies like Microsoft adopted flexible hours.
  - Technology will continue to disrupt the culture from adopting new hardware (touch screens) and software (voice activated speech).
  - Disruption's impact on workplace culture is more prevalent today than ever before. No longer can leaders sit back and say "this is how we have always done it" if they wish to stay ahead of their competition while waiting for that next disruptive event.

The Economist Intelligence Unit produced a report “Agent of Change, the future of technology disruption in business” (Economist Intelligence Unit, 2011 [EIU, 2011]). Conducting a survey of 567 Executives -Efficiency innovations have the power to create new jobs and businesses as well as destroy them. Job and economic growth can only be sustainable if disruptive innovations outnumber efficiency innovations. Businesses will need to allocate resources to disruptive innovations or risk being disrupted.



[https://en.wikipedia.org/wiki/Disruptive\\_innovation#/media/File:Disruptivetechology.png](https://en.wikipedia.org/wiki/Disruptive_innovation#/media/File:Disruptivetechology.png)

## **Impact of industry Disruption:**

- 1) Technology disruption will flatten the typical hierarchical structure of an organisation by increasing the visibility of senior management it will make them more accessible.
- 2) Outsourcing previously in-housed competencies such as the IT systems to cloud networking organisations will place people's jobs at risk.
- 3) Traditional diversification or consolidation sees competitors enter new industry categories. New competitors enter the space, the boundaries of the industry — key activities, value chain fundamentals, the customer value proposition, and dominant economic characteristics remain virtually the same.
- 4) Technology underpins are disrupting industry spaces and uprooting incumbents.
- 5) The rise of digital technologies has democratized consumer access to knowledge, given customers a more powerful voice, allowed more informed decision-making, and enabled greater choice between providers.
- 6) The Internet of Things (IoT) is in place through smart technology embedded in heating, lighting and electrical systems that will operate a 'green' approach by switching off technologies when staff leaves or automatically detecting and adjusting temperate.

## **Effect of disruption on employees:**

- Employees will proactively new digital tool and skills.
- A window of opportunity for the workforce of the future.

“For every action there is an equal and opposite reaction”, as defined by Newton .Here are some negative effect. - Job Elimination, Electronic Leash, less trust, stress and burden and many more. Self-driving cars and automated drone delivery become a reality, what happens to every delivery driver, truck driver and cab driver? India a country with huge population can't bear the burden of it. Inequality will rise.

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