

ASTD Mix-it-Up: “Trendy” Talks

Take a minute to review this list of four Learning and Performance trends and be ready to discuss...

- **Pros and Cons**
- **How you and/or your company is dealing with these trends**

Startup Surge

Many are predicting more businesses will be started in 2013. Part of it led by Millennials who have wholeheartedly embraced entrepreneurship, and part of it from the explosive growth of the freelance economy.

In the latest [Eance Global Business Survey](#), 40 percent of respondents were doing online freelancing work on the side while working full-time jobs. Eance predicts with the advent of Obamacare, many of these part-time freelancers will ditch their jobs for [full-time freelance entrepreneurship](#). In fact, Eance CEO, Fabio Rosati, says: “The number of full-time employees that quit corporate jobs to work online will triple in 2013.”

Adding to this trend, says Rosati, is the increased adoption of online employees by businesses of all sizes. While 85 percent of small business respondents in Eance’s Global Business Survey say hiring online provides them with a competitive advantage, bigger businesses are expected to: “Hire virtual teams as an extension of their onsite employees

Insourcing vs Outsourcing

Some say insourcing will grow, as organizations are no longer willing to trade the lower costs of overseas call centers, for example, for the increasing customer dissatisfaction and abandonment due to the largely terrible service provided offshore. The “return on customer service” will be a priority.

On the other hand, India is home to an enormous, highly educated, very motivated, low-cost pool of knowledge workers. They're often referred to as "Do-lts". You just tell them what you need, and they do it." -- No muss, fuss or anything. They just get it done. Indians have a reputation for that. If your company is tired of babysitting employees, and dealing with their personnel issues, that has got to sound really attractive.

Mobile Matters

The increasing dependence on mobile devices tops nearly every trend watcher's 2013 hot list.

[JWT](#), a global marketing communications agency, named "The Mobile Fingerprint" as one of its 2013 trends in their [10 Trends for 2013 report](#). And Trendwatching.com, in their report, "[10 Crucial Consumer Trends for 2013](#)" notes a survey from Harris reveals 63 percent of women and 73 percent of men check their cell phones at least hourly.

This means you need to make sure your website is mobile-ready. According to a report from [comScore](#), 86 million Americans get retail information from their mobile devices.

Gamification

Businesses large and small are adding some type of game to their websites. According to Brian Burke, vice president of research at [Gartner](#):

"Gamification could become as important as Facebook, eBay or Amazon. The opportunities for businesses are great — from having more engaged customers, to crowdsourcing innovation or improving employee performance."

This trend is reflected in the marketplace with Elance reporting an increase in demand for freelance entrepreneurs with skills in cover design (+303 percent), game development (+88 percent) and game programming (+76 percent).

ANY Comments/Connections/Contacts? _____

Sources: <http://smallbiztrends.com/2013/01/small-business-trends-for-2013.html>
http://peterdarling.typepad.com/business_development/trends/