



Background

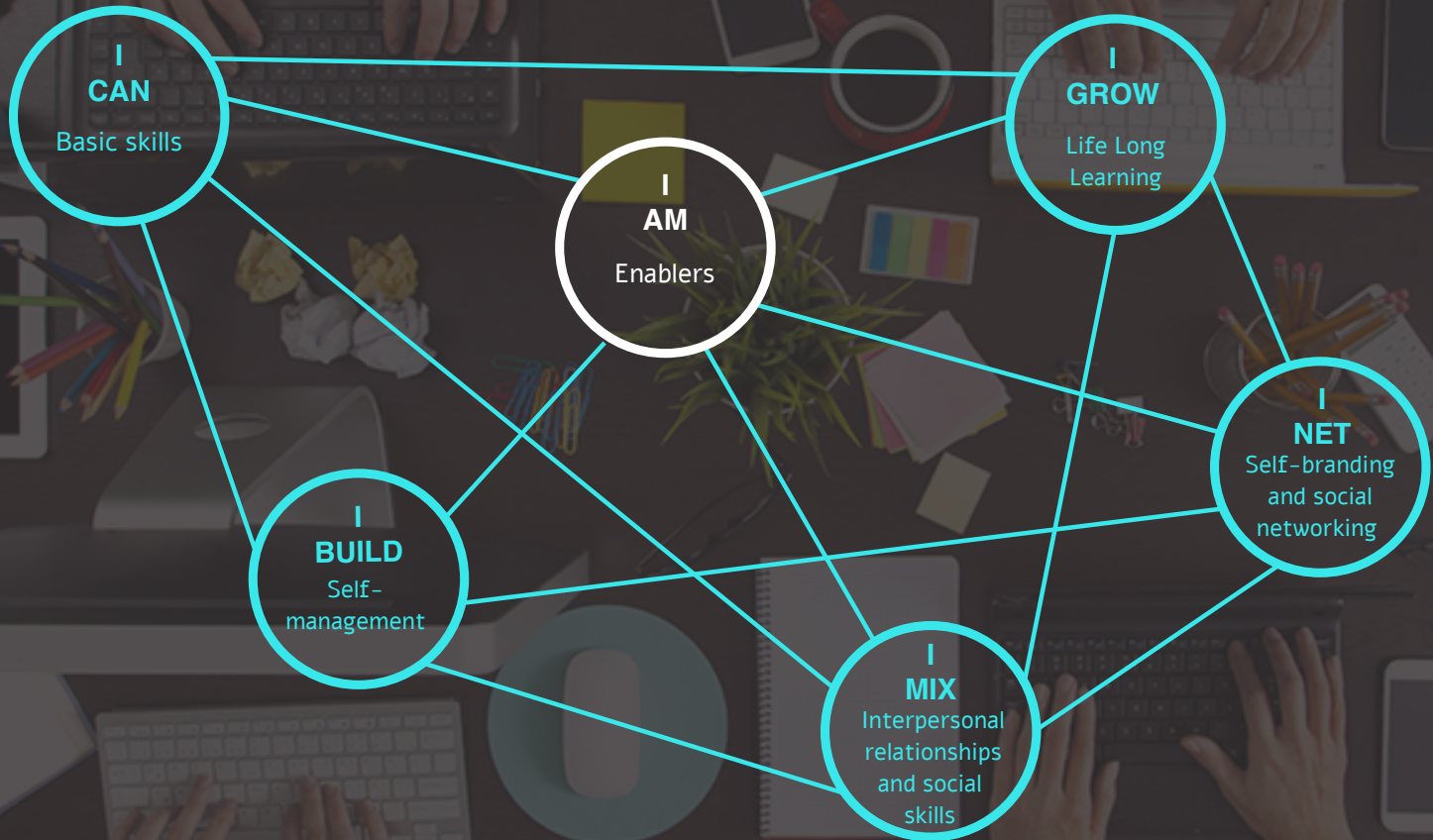
Given the transformative trends in the world of work – such as globalization, the rise of smart machines and systems, digitalization and demographic shifts such as longer life spans – we need to examine the way we think about employment, careers, and the skills necessary for managing a career in the dynamic work environment of the future.

The I PRO model of future work skills is an applicable model for the development of employment skills.

In developing the model, we reviewed the latest publications by leading institutes such as the World Economic Forum (WEF), OECD, Nesta innovation foundation, Institute for the Future (IFF) and PIAAC, as well as interviews with employers, professionals and participants in employment programs.

I PRO is an applicable model used to develop workshops and individual mentoring for participants, as well as training programs for employment professionals.





Structure

The **I PRO Model** consists of **six clusters of essential skills for the changing world of work**: five relate to skills and an additional core-cluster identifies the motivational enablers required to improve employability.

The model is best viewed starting from the central **I AM** cluster that consists of “enablers” – the personal motivations that drive individuals to seek work, advance and develop in the labor market. The **I CAN** cluster relates to essential basic work skills – the three “languages” people use to communicate in the workplace. Given that these ‘languages’ are the foundation for all professional interactions, the development of these skills to a level of proficiency is essential.

The four additional clusters consist of future work skills and abilities that have been identified as essential for the future world of work.

Each cluster and its elements can stand alone, but we recommend a modular and inter-connected approach to these skill sets: The model’s network structure reflects the dynamic links between the elements in the various clusters. For example: branding and self-marketing skills in the **I NET** cluster are closely linked to digital proficiency and the ability to read, write and present in Hebrew and English, in the **I CAN** cluster.







**I
AM**

In a job market where the only static thing is change, we must constantly examine our professional skills and capabilities, and consider approaches we should adopt to advance ourselves.

This cluster is the core of the model, containing the “enablers” essential to develop and implement the skills of the other clusters. “Enablers” refer to motivational forces and elements of change required to function and develop in the future world of work.



**I
AM**



**I
CAN**



**I
BUILD**



**I
GROW**



**I
MIX**



**I
NET**





**I
CAN**

This cluster refers to three basic skills that are key to success in the changing world of work that involves multiple channels of communication. These basic skills are not just important in the work environment, but are key to all areas of life.



**I
AM**



**I
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**I
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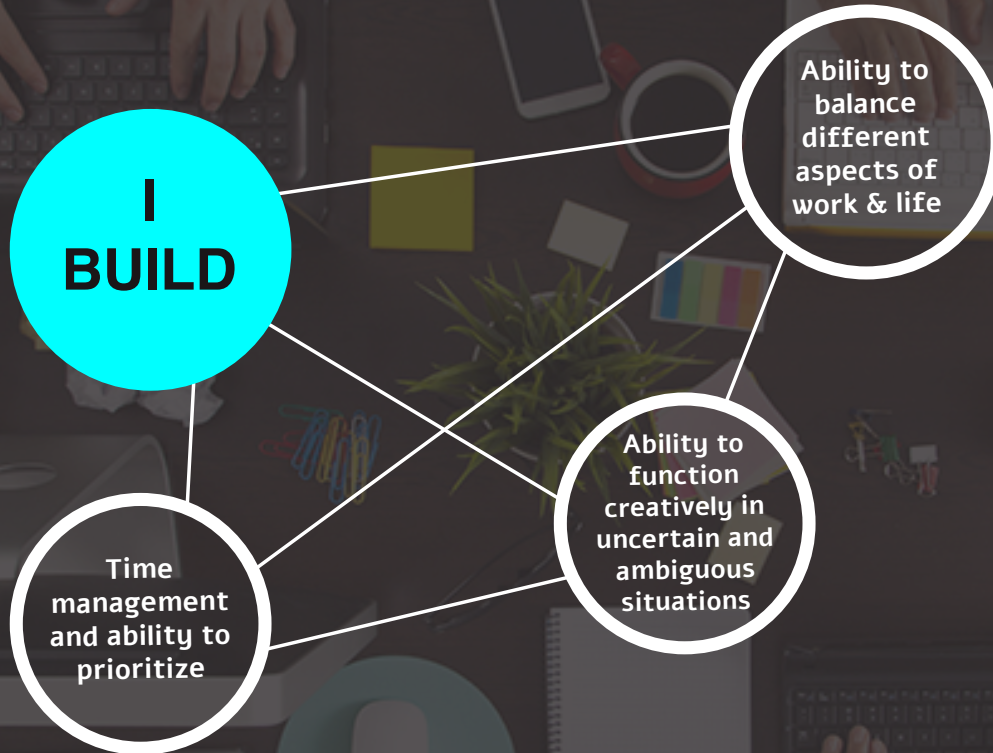
**I
GROW**



**I
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**I
NET**



I AM

I CAN

I BUILD

I GROW

I MIX

I NET



**I
BUILD**

In a dynamic work environment where there is an expectation of constant availability and responsiveness, we are required to manage time and prioritize tasks in all aspects of life.

The changing world of work presents us with ambiguous situations in which we need to use our own judgement and respond in an efficient and creative manner. Change is the constant factor in this transforming workforce and therefore, adaptability is key to successfully handling uncertain or ambiguous situations.







**I
GROW**

We must constantly learn new skills and update older skills to keep up with the ever-changing world of work. This is a lifelong process, and includes formal education and independent learning. The learning process provides tools for ongoing personal and professional development, improves the ability to adapt to new work situations, and enables exploration of different fields of interest.



**I
AM**



**I
CAN**



**I
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**I
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**I
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**I
NET**





**I
MIX**

Effective action requires various types of personal interactions. These interactions are a basis and leverage for innovation.

Interpersonal skills, previously separated from necessary professional job skills and often referred to as “soft skills”, are now considered essential in the job market.

The changing world of employment has also increased the importance of multidisciplinary capabilities and cultural sensitivities. With the expansion of job automation, emotional skills such as empathy and compassion remain unique and valuable in the employment market.

I
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**I
NET**

Active participation in social networks is vital for building relationships in the transforming world of work. Within these networks, we can look for employment opportunities, and learn how to better market ourselves. Such action requires using skills such as the ability to form relationships and connections using online networking platforms, as well as non-virtual social networks i.e. local communities and personal networks.



**I
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**I
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