

New world.

New skills.

Insights from the GCC Hopes & Fears survey



Everyone should be able to live, learn, work and participate in the digital world



We're on the edge of a new world of work — one brimming with possibilities from automation, data analysis, artificial intelligence (AI) and other emerging technologies. Our jobs are changing, and fast. The discrepancy between the skills people have and those needed for jobs in the digital world is one of the most critical problems of our time.

**70% of CEOs regard the availability of key skills as a business threat.**

22nd PwC Middle East CEO Survey

The need to upskill is a complex problem that requires decision-makers — educators, government and business leaders — to come together to bring about change.

Over the next four years, we at PwC are committing US\$3 billion to upskilling. This will primarily be invested in training our people, and in the technologies that support our clients and communities. Together we can grow tomorrow's workers today.



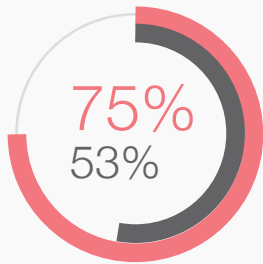
# What do people really think about the impact of technology on jobs?

We asked more than 2,000 respondents in the GCC to share their hopes and fears. Here's what they told us:

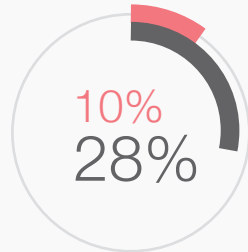
## Change is coming

Workers know automation will change their jobs, and want to learn new skills to improve their employability.

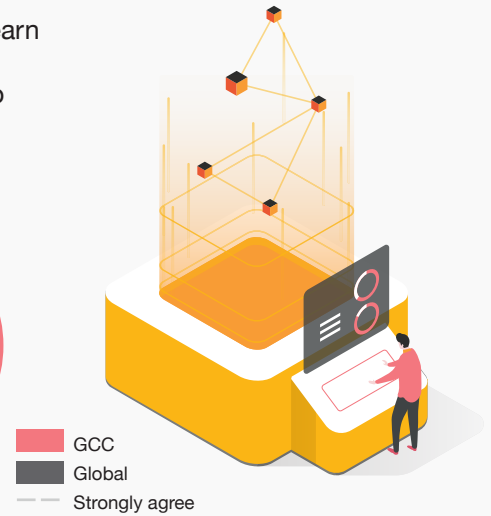
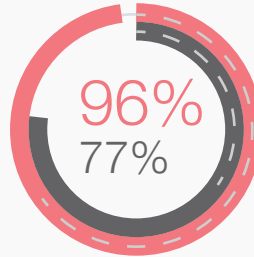
Workers who believe automation will significantly change or make their job obsolete within the next 10 years.



Respondents who feel it is unlikely that automation will significantly change or make their job obsolete within the next 10 years



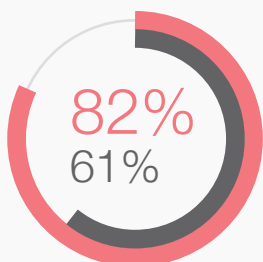
Adults who would learn new skills now or completely retrain to improve their future employability.



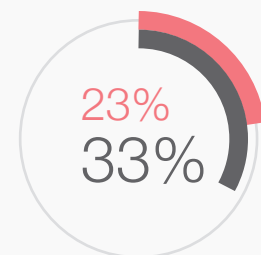
## Digital skills are key

In fact, a vast majority of workers in the GCC welcome new technologies.

Workers that are positive about the impact of technology on their day-to-day work.



Respondents who are learning new skills through their employer to better understand or use technology.





## Opportunity awaits

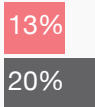
At least half of the workers believe that automation presents more opportunities than risks. They also believe that automation will improve their job prospects and enable them to achieve digital proficiency or become an expert.

Workers who believe automation presents more opportunities than risks.



GCC  
Global

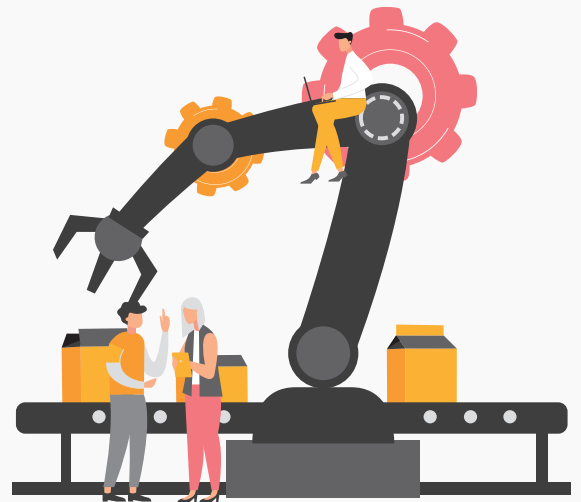
Respondents who believe the opposite.



How do workers feel technology will impact their job prospects?\*

	GCC	Global
Improve job prospects	86%	60%
Impede job prospects	12%	26%
Will make no difference	3%	14%

\*Sums may not total 100 due to rounding



## Gender matters

Men in the GCC are more likely than women to think that technology will have a positive impact on their jobs and improve their employment prospects. Women are more nervous about the future impact of technology than men.

**74%** of men vs **66%** of women think that technology will bring more opportunities than risks.

**63%** of women vs **35%** of men are worried that new technology will make their job redundant.



# How to start upskilling

The digital revolution requires a skills revolution. The skills revolution is about helping people build their digital awareness, understanding and skills to fully participate in the digital world — and it needs to start now. We have identified the following five building blocks of upskilling through extensive work with our clients and successfully upskilling 6,000 people at PwC Middle East.

## Five building blocks of upskilling



### Identify skills gaps and mismatches

Assess the current environment and challenges. Identify the size and nature of an organisation's skills gaps and mismatches, where to start and what to prioritise.

### Build a future-proof skills strategy

Build strategic plans to deal with the skills gaps which have the most impact on delivering business value.

### Lay the cultural foundation

Use culture as the basis of an organisation's upskilling efforts.

### Develop and implement upskilling

Create and deploy programmes which harness the organisation's culture and use key behavioural economics principles to deliver the right learning experience and rapid results.

### Evaluate return on investment

Measure the return on investment from upskilling programmes.

Get in touch to find out more and start your upskilling journey today.



Hani Ashkar  
Middle East Senior Partner  
hani.ashkar@pwc.com



Randa Bahsoun  
Partner  
r.bahsoun@pwc.com



New world. New skills. is PwC's global programme to help millions of people around the world improve their understanding, skills and knowledge for the digital world. We are working with other organisations across the world, building on our work with clients and on upskilling our 276,000 people.

#### Survey methodology

The aim of this study was to survey GCC perceptions of the potential impacts of technological developments, in particular work automation, on employment and the structure of the labor market.

In total, 2,016 adults were surveyed in UAE and KSA (89% employed) between October and November 2019.

Methodology used was the same as that of the international survey conducted by the PwC network among 22,094 people in 11 countries: Australia, China, France, Germany, India, Netherlands, Poland, Singapore, South Africa, United Kingdom and the United States.

[pwc.com/me](https://pwc.com/me)

CDC 1982/012020