The Future of Work

cultural shifts, globalisation, and marketing your WP services
Cultural Shifts

Where we were and where we are headed.
How do you tweet?

-Head of Social Media, Fortune 500 Brand circa 2013
5 - 10 Years Ago

Companies
- Hire the biggest agency
- Don’t trust security of remote teams
- Not smart enough to find direct talent

Creatives/Developers
- Agencies are the only ones hiring
- I need job security
- Where do I even look to advertise my services?
WordPress Client
Project Examples

Why the shift is ultimately happening: money.
### Where things are headed

<table>
<thead>
<tr>
<th>Companies</th>
<th>Creatives/Developers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save money</td>
<td>Digital nomad</td>
</tr>
<tr>
<td>Hire smart</td>
<td>9-5 job, never!</td>
</tr>
<tr>
<td>Educate ourselves</td>
<td>Make more $$$</td>
</tr>
<tr>
<td>Work direct</td>
<td>Advertise services online</td>
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</tbody>
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Globalisation

The workforce is not just down the street.
Connected World

- Internet
- Security
- Education
- Culture
- Travel
- Visas
- Remote Work

What does this mean for WordPress Developers in Mexico?
Marketing

How to connect to global opportunities
## Build ID and Grow

### Profile
- LinkedIn
- Facebook
- Website
- Job Sites

### Network
- Meetups
- Friends/Family
- Online
- Recruiters

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Practical Tips

How To Network
- Introvert/Extrovert
- Be Clear
- Incentivize
- Don’t Stop

How Not To Network
- Spam
- Message without purpose
- Abuse your connections
¡Gracias!

¿Tienes preguntas?

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