



人才市場的數碼轉化

Speaker: Harris Cheng (Co-founder at Freehunter)

斜槓 S L A S H 青年

SUSAN
KUANG

著

圓神文叢
222

斜槓青年

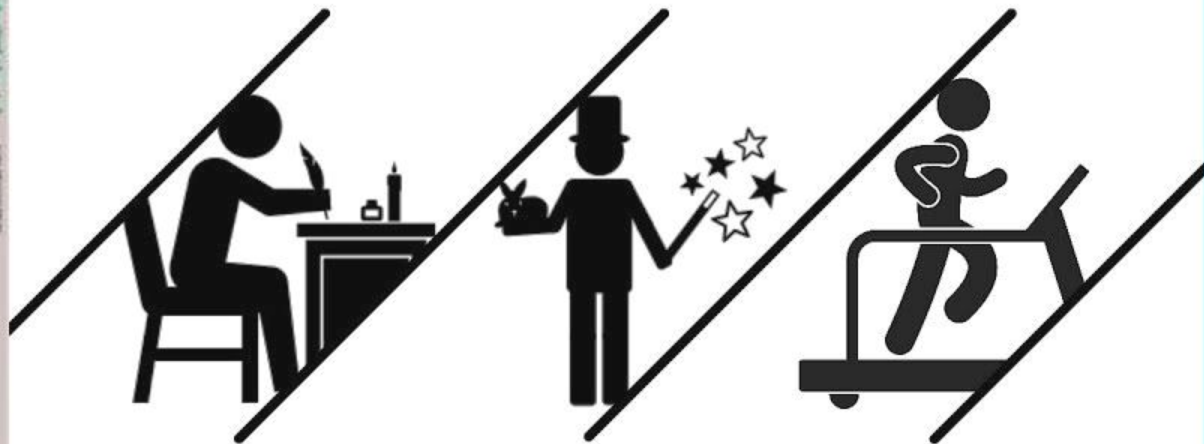
全球職涯新趨勢，
迎接更有價值的多職人生

SUSAN KUANG 著

全球職涯新趨勢，
迎接更有價值的多職人生

除了本職，你還幹有什麼？
除了賺錢，你還有沒有其他有趣想幹的事？
掌握全球新風潮，迎接多職人生！
下班後的生活，別再甘於平庸！
從今以後，按自己的方式生活！

斜槓青年



多一份錢



HARRIS CHENG

Co-founder at
Freehunter

- Graduated at HKU in Bachelor of Economics and Finance
- Started his first business when he was 16
- A photographer, videographer and graphic designer
- Won the Young Entrepreneur Award of Innovation in 2017



FREEHUNTER

- An incubatee at the Cyberport Incubation Programme
- Funded by Cyberport and HKITC at \$1M+ (HKD)
- Finalist at HKU DreamCatchers, CoCoon Pitch Night and BLOOM Pitch
- Incubatee at HKU iDendron



i DENDRON
HKU INNOVATION & ENTREPRENEURSHIP HUB



創 新 科 技 署
Innovation and
Technology Commission

香港人的平均工時

每周最長工時城市前十名

- | | |
|---------------|---------------|
| 1. 香港：50.11 | 6. 杜拜：42.03 |
| 2. 孟買：43.78 | 7. 內羅畢：42 |
| 3. 墨西哥市：43.48 | 8. 台北：41.17 |
| 4. 新德里：42.57 | 9. 雅加達：40.42 |
| 5. 曼谷：42.13 | 10. 波哥大：40.30 |

香港人是否喜歡自己的工作？

1. 僱員對公司的滿意度及投入程度- 香港 vs #1

- a. 香港: 28%
- b. 菲律賓及印度: 59%

2. 港人最重視的

- a. #1: 享受工作
- b. #2: 有更好薪酬
- c. #3: 對現時工作感保障

3. 工作動力來源

- a. 「彈性」- e.g 工作時間、辦公地點
- b. 工作具發揮空間, 不喜歡被盲目下命令



資料來源: International Data Corporation (2016)

九十後／零零後



What Employers Need to Know About Gen Y

In order to attract and retain top-talent entering the workforce, employers need to be aware of what drives the newest employees to choose a job and stay there.



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Sources: Forbes, CNN, XYZ University, INC Magazine

Why Should You Embrace Gen Y?

Gen Y, known as millennials, were born between the early 1980's and late 1990's and grew up with rapidly advancing digital technology and mass media.

By 2025



3 out of 4 workers will be millennials



In the last 5 years

87%

of Millennial workers took on management roles

Millennials Want to Learn and Grow

22%

see training & development as the most valued benefit from an employer

80%

of Gen Y prefer to receive feedback in real-time

65%

say opportunity for personal development was the most influential factor in their current job

Keep Them at Your Company

RECOGNITION

84% of millennials want their hard work to be recognized immediately and based on performance rather than seniority.

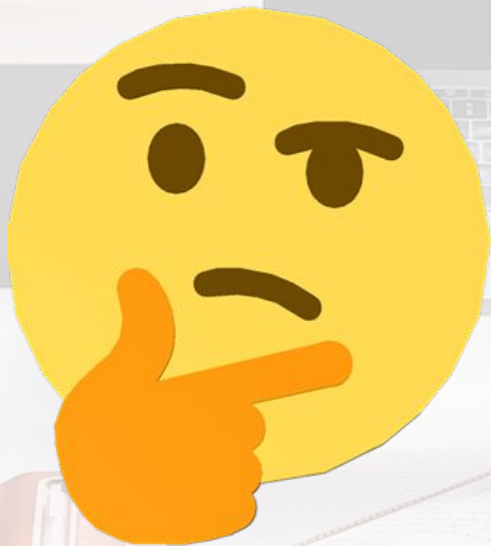
RESOURCES

Access to technology and "edutainment," (entertaining education) are major factors in a millennials happiness at a company.

RESPONSIBILITY

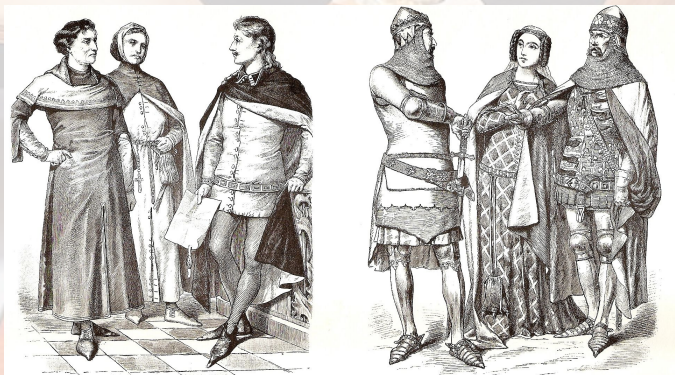
Gen Y's want to self-manage and be a part of something meaningful. Responsibilities that line up with company goals empower them to get more work done.

‘Freelance’ 一字的起源



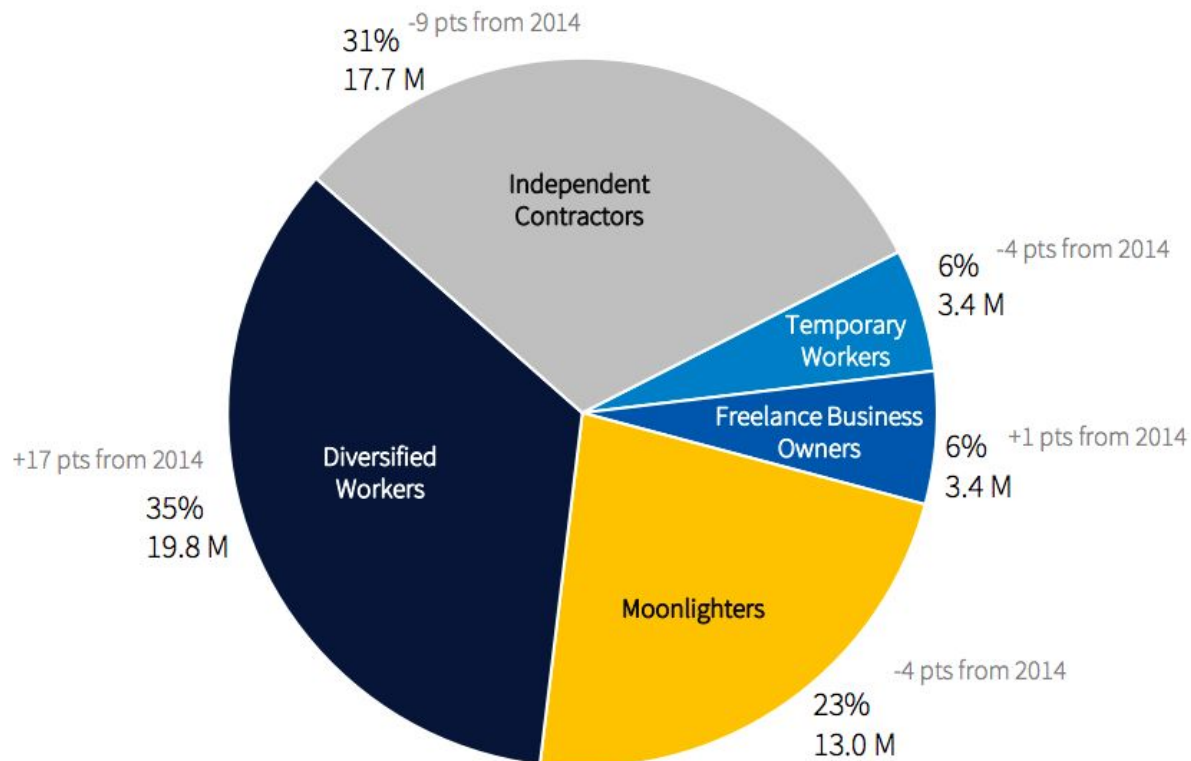
‘Freelance’ 的起源

Free = Love (Germanic)
Lance = Launch (French)



Freelancing in the Middle Ages

Freelancers 的5個種類



EDELMAN INTELLIGENCE © 2017

Note: Due to rounding, percentages add up to more than 100%

未來的勞工市場

- 63% 的美國人選擇在家工作也不在傳統公司工作 (Freelancers Union)
- 在2020年, 美國勞動人口的43% 將會成為Freelancers (Nasdaq)
- 2017年最熱門的Freelance行業: Artificial intelligence, Instagram marketing, Machine learning, and Brand strategy (UpWork)



NASDAQ[®]



未來的勞工市場

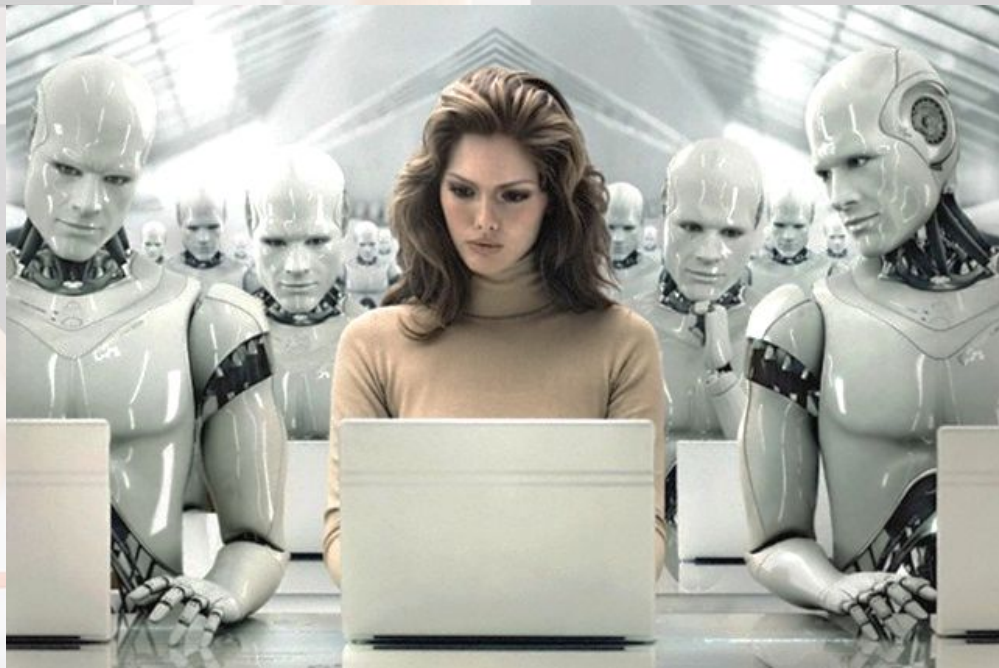
創業家



人工智能 (A.I.) Freelancers



人工智能會取替人類嗎？



香港的Freelance市場

>90%
REFERRAL

2018年 >>>

香港Freelancers絕大部分
還是靠Referrals來接工作

Freelance網上平台的誕生



攝影服務



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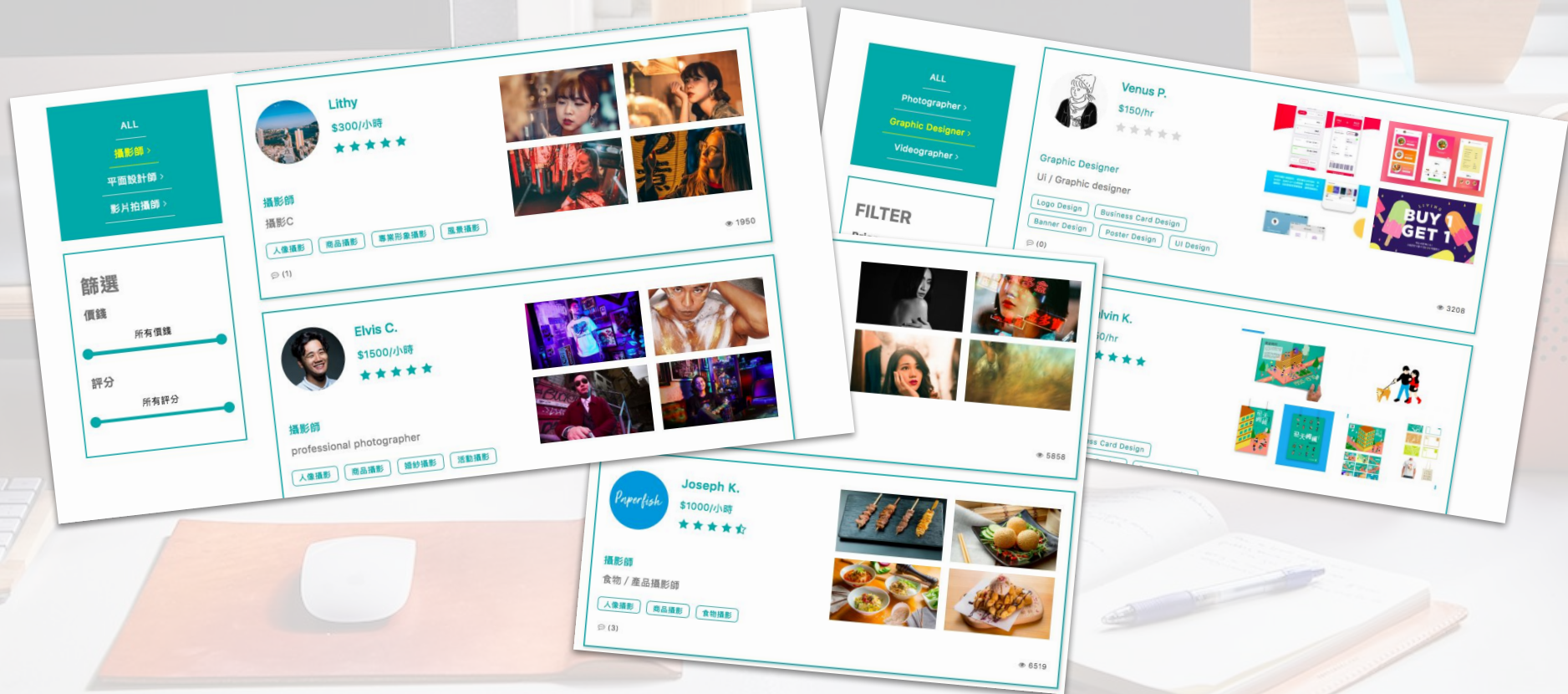
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平面設計服務



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