

Purpose-driven and tech-enabled: Crafting a human-centric future for transportation

ARUP

James Shaw and Elsie Dedecker, Arup

Session Objective

To highlight the potential role of purpose in overcoming workforce uncertainty in a fast-evolving tech enabled workplace. Where purpose describes why a company exists, beyond making profit, and the impact it makes on the world (HBR).

Context | Technology

The landscape of technology that we are expected to work with and adopt is changing faster than ever before.

- Increased levels of automation
- Implementation of Digital Twins
- Electrification of Transportation
- Augmented Reality
- Generative AI

Context | Workforce

We know about the challenge in developing the transportation workforce of the future.

- Retirement cliff edge
- Changing demographics
- Changes to work and how we do it

So What?

We believe cultivating a greater and more explicit connection to purpose across your workforce is a key way to build organizational resilience.

In our session we will use four transportation workforce personas to explore this concept.

- The Manager
- The Maintainer
- The Frontline Worker
- The Early Career Prospect

Takeaways

So, what can you do in your organization now?

- Consider how clear your purpose is at an organization and individual level.
- Embrace small actions that lead to great results.
- Equip leaders to make use of purpose.

About Arup

Arup is a global collective of designers, consultants and experts dedicated to sustainable development, and to using imagination, technology and rigor to shape a better world.

About Management Consulting

We bridge the gap between traditional management consulting firms and technical engineering disciplines, enabling our team to develop realistic and implementable solutions that allow our clients' organizations to meet the needs of today while preparing for tomorrow.

Why We Care

- *We practice what we preach as a purpose-led organization.*
- *We have agency in the work we do.*
- *We are outcome obsessed.*