

# Automation and Multicultural Workforce Drives Strong Demand for Industrial Coaching



**Ignacio Isusi, Ontological Executive Coach**

**Ignacio Isusi is an Ontological Business Coach at ISUMAS Coaching and a multi-cultural industrial communication expert who drives best-practice leadership. Follow on Twitter @Ignaciolsusi or LinkedIn at [www.linkedin.com/in/ignacio-isusi](http://www.linkedin.com/in/ignacio-isusi).**

According to Ontological Executive Coach, Ignacio Isusi, "Advancements in technology are often met with resistance, especially when the workforce fears displacement. The rise of automation is often associated with the threat that companies will outsource labor to machines. It is up to executive leadership in the C-Suite to ensure that the employees feel valued, respected, and perceive their critical role to the future success of the company."

Isusi shared that with an ever-increasing number of Spanish-speaking workers the imperative to share in a multi-cultural environment often exacerbates the fear and isolation associated with automation advancement.

Hispanics will make up nearly 20 percent of the labor force in 2024 according to the Bureau of Labor Statistics. The Hispanic share of the labor force is expected to increase more than that of any other demographic group, because of both overall population growth (from higher births and increased immigration) and higher labor force participation rates. Over the 2004–14 decade, the Hispanic civilian non-institutional population grew at an average annual rate of 3.2 percent.

## Civilian population, by Hispanic origin, 1994, 2004, 2014, and projected 2024

Year	Level	Percent of population
1994	18,117,000	9.2
2004	28,109,000	12.6
2014	38,400,000	15.5
2024	49,272,000	18.3

*Source: U.S. Bureau of Labor Statistics.*

Hispanics labor force participation rate was 66.1 percent in 2014. Hispanic men historically have had a higher labor force participation rate than non-Hispanic men. Hispanic women, by contrast, have had a lower participation than non-Hispanic women. The high labor force participation rate of Hispanic men reflects, in part, their age structure: Hispanics have a younger population than non-Hispanic groups, with a greater proportion at the ages of higher labor force participation.

Higher participation in the labor force by Hispanic men relative to other racial and ethnic groups is projected to increase its share in the labor force, continuing the trend of even more racial and ethnic diversity in the workforce in the next 10 years. The projection for Hispanic women's participation rates is also higher than the projected rates for non-Hispanic women; this is a reversal of the historical data.

These data are from the Current Population Survey and the Employment Projections program and can be found in the Monthly Labor Review article "Labor force projections to 2024." Hispanics may be of any race. Population data are for ages 16 and older.

Isusi works with industrial leaders to capture the communication needed to honestly acknowledge while the nature of the jobs may change due to automation, it can and must be shared in a way that empowers the workforce.

"Creating a cultural context of communication goes far beyond managing multiple languages. It involves opening oneself to others in a different way...leaders allow themselves to be transformed when they accept the differences and unique qualities of all team members. Whether from co-workers or C-Level executives from diverse backgrounds, language will guide access to all the benefits that multi-culturalism will bring to companies," insists Isusi.

Almost half of knowledge work activity can be automated, according to a recent McKinsey study. CIO Dive reported that physical tasks "in highly structured and predictable environments, as well as data collection and processing" will be the first to be automated, according to the report. And because those types of jobs make up a little over half of activities in the economy, that equates to almost \$2.7 trillion in wages.

The McKinsey report acknowledges nearly all occupations have potential for some automation, which could result in a savings of about \$16 trillion in wages. For industrial CFOs tasked with YoY (year over year) cost-trimming those data are tempting as a panacea.

"Putting the importance of the work environment among colleagues and bosses ahead of even the salary itself is very revealing. It speaks of the real needs of the workers. Money is important but not the most important. It is the language that enables communication and this is the one that opens the door to a good or bad working environment," asserts Isusi.

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