

2023 STATE OF DESIGN & MAKE

# Talent competition heats up

Companies across industries are struggling to attract and retain the workers they need. To meet changing demands, they're investing in upskilling their current workforce and broadening their geographic scope.

**72%**

of respondents said the workforce has evolved more in the past 3 years than in the previous 25 years.

## Struggling to find the right talent

Employees with the right skills are in high demand

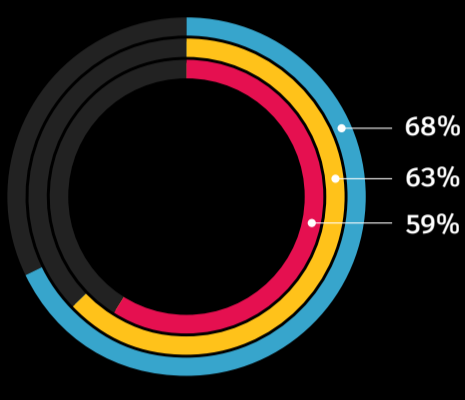
**“Software skills are increasingly important. Problem-solving and other so-called soft skills are becoming more important, as well: being able to communicate well, being able to work with other people, being able to work autonomously.”**

—Steve Plumb, Senior Editor, *SME Media, Manufacturing Engineering*

### Talent challenges by industry

Across industries, respondents said that jobs are changing rapidly—and that their inability to find employees with the right skills is a barrier to business growth.

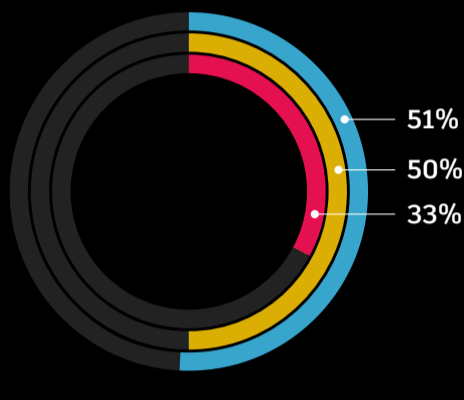
- Architecture, Engineering, Construction, and Owner (AECO)
- Design and Manufacturing (D&M)
- Media and Entertainment (M&E)



Access to skilled employees is a barrier to organization's growth

**67%**

struggle to find employees with the right skills



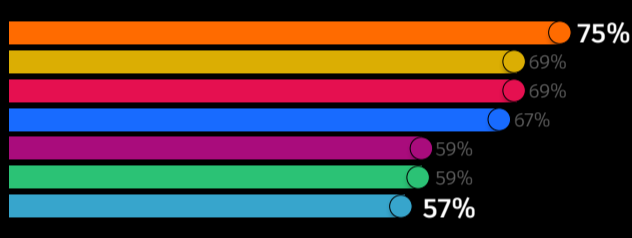
The workforce is rapidly aging

### A global view of talent

Chinese companies cite talent struggles at higher rates than others.

- Australia
- China
- France
- Germany
- Japan
- United Kingdom
- United States

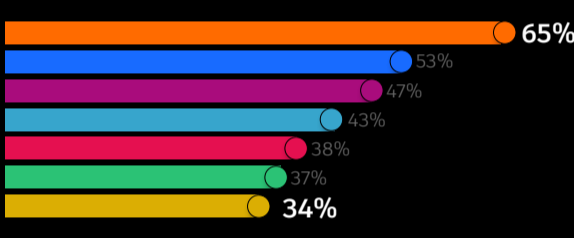
Access to skilled employees is a barrier to this organization's growth



**2 in 3**

companies in China cite talent struggles

This company's culture is too slow to adapt to the younger generation's needs and desires



## Investing in people and technology

Rather than looking at hiring to gain needed competencies, companies are investing in upskilling their current teams

**“Upskilling is a forever journey.”**

—Paul Makovsky, Editor in Chief, *ARCHITECT magazine*

### Bridging the talent gap

Companies are turning to training, technology, and hiring across geographies to solve their talent challenges.

- Disagree
- Agree

Companies will be implementing a continuous training program



In the next three years, this company plans to invest more in technology-focused training



### High-performing\* companies invest in talent at higher rates

- Poor performers
- Top performers

This company is implementing a continuous learning program



In the next three years, this company plans to invest more in technology-focused training



\*High performance refers to companies that report above-average or exceptional performance on key metrics, including customer satisfaction and profit margins.

**56%**

said their companies have hired employees who do not have the skills needed for the job and plan to provide them with on-the-job training

**93%**

agree on the importance of upskilling

## The talent transformation

Digitally mature companies are taking more active steps to solve talent challenges

**“We hold various events, such as digital transformation contests and meetups, to motivate people to work on digital technology—and to spur the company as a whole to increase digital motivation.”**

—Hiroshi Kono, Senior Executive Officer, *Daiwa House*

### Digital transformation and talent solutions

- Less digitally mature companies
- More digitally mature companies

This company is looking to hire more people to work remotely



Companies will be implementing a continuous training program



## The research is clear

While business leaders and experts expect to encounter increased uncertainty in the coming years, the exceptional challenges they've already faced will help them prepare for any future.

### 2023 State of Design & Make

The first-annual State of Design & Make report presents global data for leaders who design and make places, objects, and experiences.

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