

The Innovation Pioneer Mindset

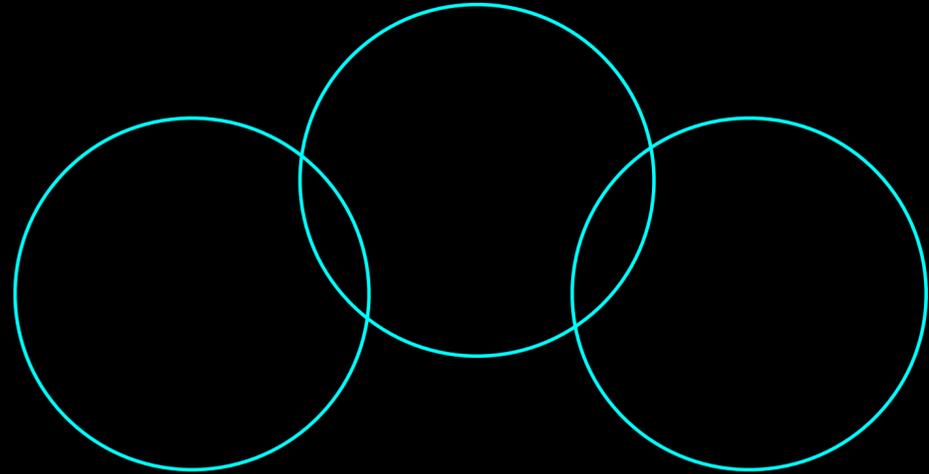
The Emerging Mindset
Shaping Tomorrow's
Innovation Frontier

As the economy begins to rebound and supply chains stabilize, a much more lasting effect is just emerging in the information and innovation sector. Today's shifting employment power dynamic for the tech-enabled and remote-eligible class has inspired a substantive change in their career priorities, their definition of success and their workplace expectations.

METHODOLOGY

BIG commissioned a hybrid qualitative/quantitative study of 300+ tech and intelligence workers from around the country to understand the shifting desires, motivations and expectations when considering employment prospects today.

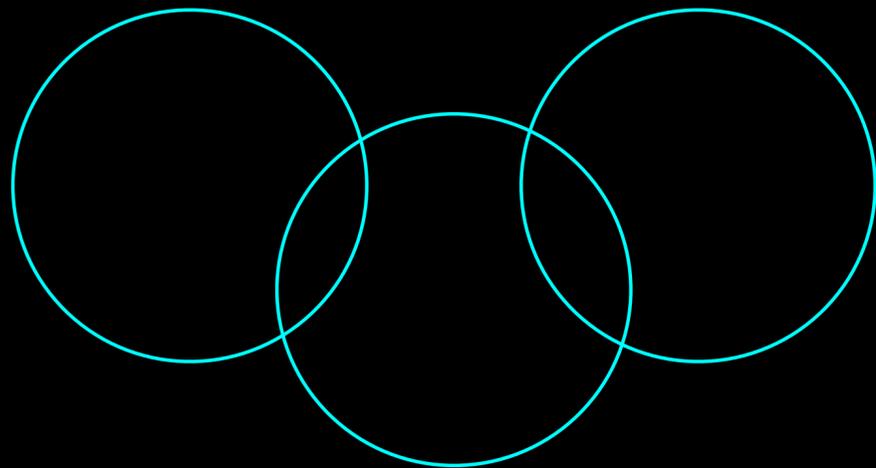
This
emerging
perspective
we call the
Innovation
Pioneer
Mindset.

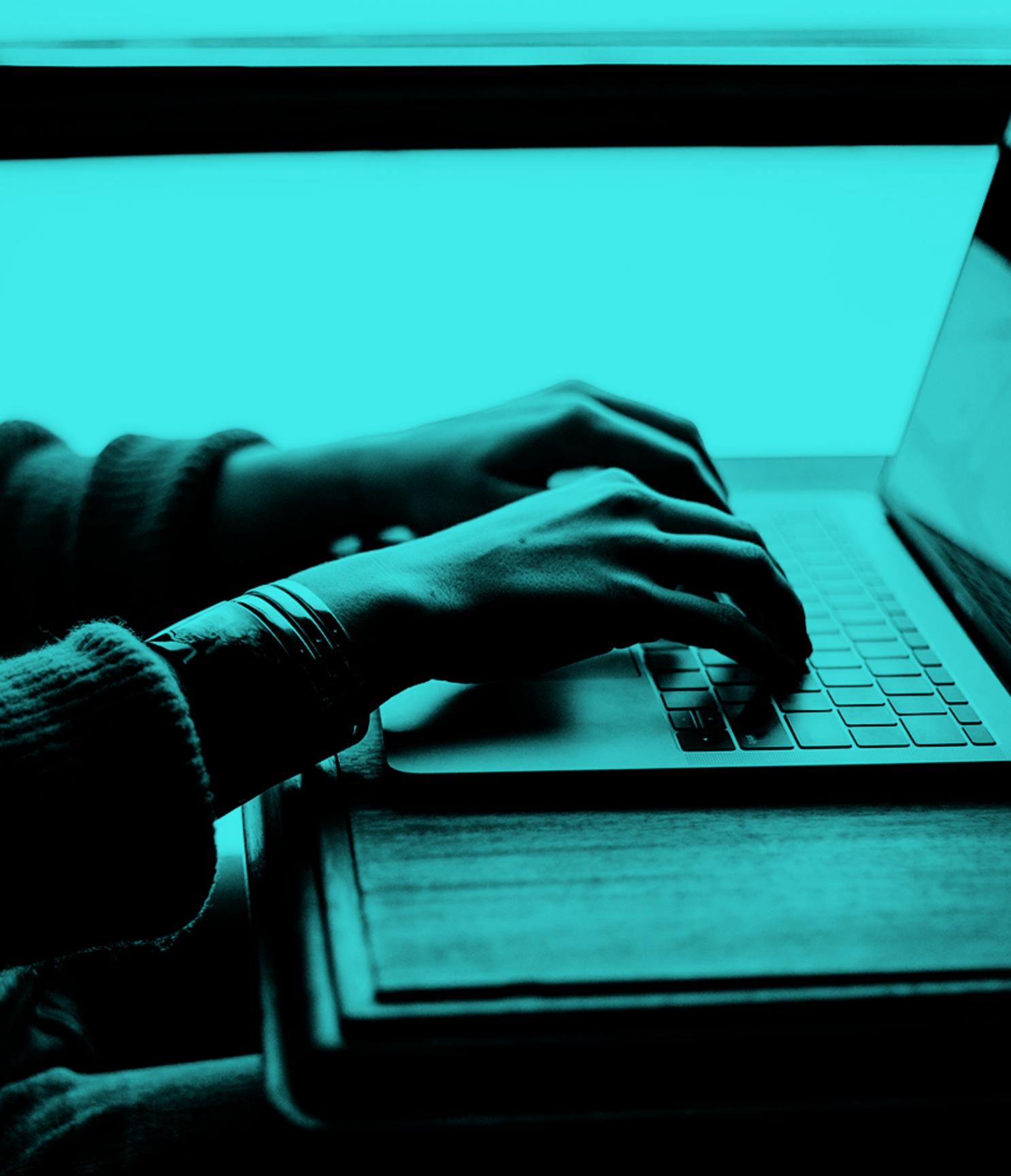


This mindset didn't emerge overnight. It is the confluence of many near and longer term trends. A generation already emotionally and economically frustrated by their career trajectory, The Covid Crisis forced a reprioritization of where and how they want to work.

Context to change

- Economically stifled career trajectories in both '08 & '20
- Generationally disillusioned with tangible markers of success
- Dissatisfied with their careers' work/life equation
- Discouraged by high cost of living in tech/innovation hubs
- Embraced entrepreneurship, the gig economy and side hustles
- Rediscovered their marketplace leverage during the labor shortage





The Innovation Pioneer Mindset

Digitally empowered, geographically flexible, and demanding in their lifestyle expectations, they are resetting their sights on success and are eager to start fresh in a new locale where they can make an immediate mark all their own rather than work within a traditional system of unreliable “in due time” promises.

This new mindset is marked
by an empowered optimism;
they are professionally
independent, technologically
capable, and personally resilient.

“70% of candidates said that moving to a new city for work allows them to reinvent themselves.”

They are eager to reinvent their careers and themselves

They are looking to let go of the traditional grind, chart their own path, and take more control of their career. 73% of today's candidates are eager to move someplace where they can help shape the future of their industry. While corporate culture remains a top priority (85%), 3/4ths of candidates would prefer a locale with an electric and vibrant community that fuels their creative spirit.

They are looking less to find balance than embrace life

While candidates today desire more flexible work schedules (88%), they are as eager for someplace that provides a better quality lifestyle for their families (87%). They want time for themselves (88%), their hobbies and passions (83%), not just time off. For them, receiving two extra weeks of vacation is more appealing than having a four-day work week.



“73% say they would consider someplace new for work if they could help shape the future of their industry.”

They aren't slowing down, they're downshifting their careers

They are attracted by smaller markets because they feel they offer an opportunity to be more professionally ambitious (80%) not because they want a slower pace of life (60%). Many are seeking to scale down and maximize their impact. They are seeking greater independence, leadership positions (77%) and an opportunity to move their career forward (84%).

They are seeking to explore new frontiers, not guidance

While over 75% of today's candidates are eager to navigate a new adventure, only two-thirds are interested in a personal mentor to guide them. Less than half would be interested in meeting an industry titan like Tim Cook or Mark Zuckerberg. They are looking to make a mark all their own, trusting in themselves when evaluating opportunities, (85%) more so than influencers and recognizable thought leaders (67%).



Nearly 3/4th
said a first-
class ticket
around the
world would be
a motivating
incentive to
take a job.

They are driven by
adventure over ambition alone

They are embracing a renewed sense of adventure, and are eager to discover an eclectic new community that fuels their passions. They are seeking an inspirational workplace (61%), but more so things they've never experienced before (81%). For them, access to the outdoors have taken new priority (84%) as they search for space to roam and room to breathe.

Key Traits of the Innovation Pioneer Mindset

Shaping their Destiny (Control)

They want to take the reins of their careers, and set their own path apart from markets that often dictate their potential.

Charting a New Course (Change)

They are embracing the idea of change and the opportunity to reinvent themselves and their career trajectory.

Pushing New Boundaries (Ambition)

Despite smaller market appeal, they are eager for change to reinvigorate their career and fuel their ambition.

Making their Mark (Impact)

They aren't looking for guidance/mentorship and are eager to be a bigger fish in a smaller pond.

Making New Discoveries (Inspiration)

They want places that offer things they've never experienced; creative communities, inspirational workplaces, etc.

Putting Down Roots (Growth)

Rather than be installed at the top, their growth potential and trajectory is a critical desire.

Braving the Unknown (Risk)

Open for adventure, they are avoiding risk; an established industry or professional network to fall back on is a top priority.

Claiming Fertile Ground (Opportunity)

They are eager for raw materials of success, unfound, unspoiled and uncrowded in their pursuit.

Embracing the Wide Open (Escape)

Beyond balance they are looking for physical spaces and the great outdoors to discover and find themselves in.

Connecting with this modern professional set

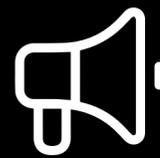
This emerging mindset represents much more than a new challenge for corporate recruiters. It marks a material shift industry leaders must consider to ensure their organizations can attract talent, remain relevant with a modern professional class and be industry leaders in the years ahead.



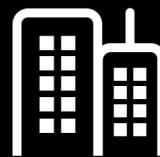
Recruiters should stay cognizant that today's candidates have reoriented their definition to success around their personal growth rather than elevating their professional status.



Challenger businesses have new opportunities to attract tomorrow's talent in unconventional markets where they can better invest in their employees and elevate their quality of life.



Marketers should appreciate that this new professional class is less defined by their career achievement than their personal and professional journey.



Cities and towns occupying these untrodden paths have huge opportunities to attract this modern workforce and redefine the centers of industry and innovation in their regions.

Connecting with today's modern professional class requires keeping a constant pulse on the emerging mindset. If you would like to learn more about the Innovation Pioneer Mindset, or would be interested in participating in future rounds of research to understand its impact in specific sectors, please contact hello@bigcom.com.