

January 15, 2015
Management Books 2000

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“Practical advice for the evolving new world of work which requires new skills and new approaches to colleagues.”

– Forbes on Richard Lieberman’s *Your Job & How Technology Will Change It*

Adapt to technology or plan on early retirement, author claims in new book examining how tech advances are changing the workplace like never before

CHICAGO – While it may be simple to see that technology is changing our world, Richard Lieberman explores how modern technology is profoundly changing the workplace and leaving no job untouched in his new book, *Your Job & How Technology Will Change It: Surviving & Succeeding In The New Work World* (Management Books 2000, January 15, 2015).

The book presents an easy-to-understand overview of how technology has changed and will continue to change every workplace, providing specific examples in various employment sectors. [Forbes](#) writes – and software giant [SAP Business Innovations](#) cites – that Lieberman “explains the basics and then moves on to a larger set of issues – technology won’t simply let us do the old stuff faster, it will change the nature of our jobs. That’s the key value of his book.” And those who don’t adapt, Lieberman says, should plan for early retirement.

A longtime lawyer and leading employment law and intellectual property expert, Lieberman personally realized the effects of growing technology in the workplace when helping his Chicago-based law firm establish a new office in Los Angeles. As he flew across the country between offices, he realized over time how he moved from carrying multiple physical files to working virtually without paper.

While the changes Lieberman’s book covers affect every worker, he especially focuses on how new technology impacts those over 40, who may fear not having the skillset to work in today’s fast-paced digital world. Younger employees, he says, are already using technology to be more productive.

He also anticipates where the workplace is heading: more people working from home or long-distance from their coworkers, for example, making strong interpersonal skills more important than ever.

Lieberman has written numerous legal articles and his previous book *Personal Foul: Coach Joe Moore vs. The University of Notre Dame* was a bestseller and won the Society of Midland Authors, Honorable Mention Adult Nonfiction.

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Meet Richard Lieberman



Richard Lieberman is recognized as a leading employment law and intellectual property expert, ranked as one of top lawyers in The International Who's Who of Business Lawyers, America's Leading Lawyers for Business, Chambers USA, and The International Who's Who of Business. He regularly consults with general counsel, chief executive officers and senior executives at a number of America's largest corporations.

Born and raised in Akron, Ohio, Lieberman has lived in Chicago for the past 40 years and part-time in Florida, California and Wisconsin. He received his bachelor's degree from Miami University and Juris Doctor from the University of Cincinnati. He is a partner with the international law firm of McGuireWoods.

Lieberman has a large Twitter and Facebook following on how technology is changing work and makes regular media appearances on the topic.

Having written a number of articles for legal publications over the years, his first book *Personal Foul* (2002) chronicled the high profile case of Coach Joe Moore vs. The University of Notre Dame. The book became a bestseller and won Honorable Mention for Adult Nonfiction with the Society of Midland Authors.

His latest book *Your Job & How Technology Will Change It: Surviving & Succeeding In The New Work World* releases January 15, 2015 from Management Books 2000. An earlier version is available in the U.K.

What readers are saying about *Your Job and How Technology Will Change It*

From Amazon:

*“Just finished this enjoyable read, and it really gave me a new perspective on the coming and present changes in the work world. Best of all, **this book is not science-fiction theory, it was deeply researched with heavy-hitters in all aspects of the professional environment.** Finally, it is all wrapped up in an enjoyable and easily readable style. Good for anyone who wants a glimpse into the future AND present.”*

-Todd

*“Lieberman's analysis of technology's impact on the work experience contains one astute observation after another. In particular, his articulation of the dramatic contrast between the attitudes toward tech tools of older versus younger workers – between the executives/owners and their most productive young employees – deserves our attention. **We keep hearing that those who are unwilling to adapt will simply be left out, but this book offers insight on why some folks resist and why the consequences are so adverse.** Lieberman's book is loaded with interesting quotes and anecdotes from corporate executives from a wide range of fields, which really brings to life the technology-related issues at the workplace. This book is a must-read for those who make decisions about IT tools for employees, as well as for workers who wish to stay relevant and productive in their jobs.”*

-Gail

*“We all know work is changing. Go into any Starbucks and you can see everyone doing their work on a Mac – doctors reviewing pathology slides, investors watching the market, sales people reviewing regional statistics, and students writing papers. But **how the impact of technology will drive different career decision making was never clear until I read this book.** Is it bad to take a job where you work out of your house? If so, how do you compensate for the ‘water-cooler’ conversations? Lots of new decisions and a good guide to help out so you don't make the wrong ones.”*

-Daren

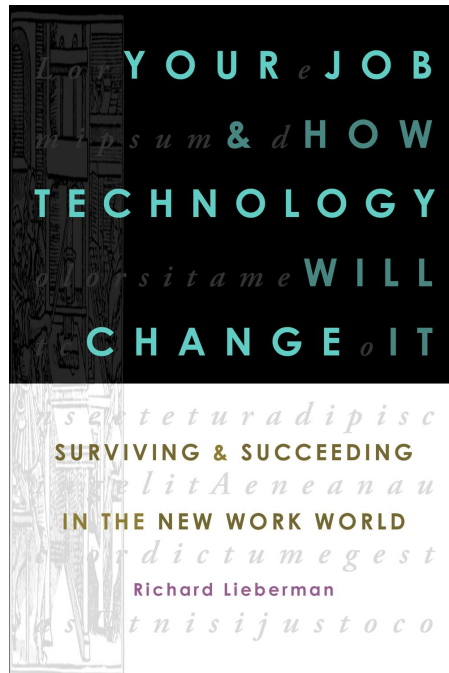
*“Replete with vital information on how to adapt to the new mindset of doing day-to-day business in today's technologically advanced workplace as well as in the future. **For the mid-career individual, this book is an indispensable guide to successfully continuing his/her upward mobility.** In short, it is a ‘must-read’!”*

-Ronald Rubin

*“I highly recommend reading *Your Job and How Technology Will Change It*, by Richard Lieberman. It is extremely informational, with a clear, engaging writing style. **Reading this book is like touring a forest with a naturalist who deftly indicates heretofore unnoticed types of trees and plants, only in this case, he is highlighting technological advances all around us which are changing our world with exponential influence.**”*

-BarbA

Book Details



Paperback, \$22.50
eBook, \$9.99
ISBN: 978-1852527426
Nonfiction
172 pages
Management Books 2000
January 15, 2015

In the next few years, technology is set to change the way we work beyond recognition. Richard Lieberman, nationally recognized employment and intellectual property expert, explains how every working person in every industry and profession will soon experience profound changes in their work as technology, social networking and virtual communications alter the way jobs have traditionally been performed. Lieberman documents how most people, particularly those over the age of 40, do not fully understand the nature of these changes and are worried about their ability to adapt to future job requirements. Lieberman explains not only what will happen to your job, but more importantly, how you can survive and prosper in the changing work world. While there have been many books about how technology is changing the world, this is the first book to examine how the technology revolution will affect you and your job.

The book arose from Lieberman's experiences watching technology and economic forces create an environment where every job in every industry and profession is being radically changed. Most people, especially middle age workers, do not understand these tectonic shifts or that jobs as diverse such as running a large department, fixing a computer, or helping a customer in a store find the appropriate garment, will soon require very different work skills. To reveal these new paradigms, Lieberman, drawing on 40 years of human resources and intellectual property experience, engaged in deep research, including interviews with people ranging from CEOs to white collar and manufacturing workers, as a foundation for the book.

Q&A with Richard Lieberman

Other books have focused on the macro issues of technology. Why did you decide to focus on the individual working person?

There is a large body of work on technology and its ramifications, but I was very surprised to discover that no one had really written on how technological change will affect people in perhaps the most important aspect of their lives – their jobs. As both an employment and intellectual property lawyer, I have observed the convergence of technology on the way people work, and I decided it would make a very worthwhile and timely book topic.

You interviewed over 50 people, ranging from CEOs to employees in virtually every field and profession, for this book. How can technology have such an impact on such a wide spread of workers?

When I began researching for the book, I thought that technology would change intellectual content jobs like law, accounting, and consulting, but I soon realized that manufacturing, medicine, service, teaching, and all other jobs were being completely transformed. So my research net became much wider. How can technology change every job in every field and profession? We are now nearing a point in time where the combined power of computer chips, sensors, Internet broadband, and cloud storage will create a platform for an incredibly robust work technology. This is already occurring as we see doctors performing robotic remote surgery, college courses taught online, and factory workers controlling robots rather than standing in front of a machine. But the big, disruptive change to the work world is just beginning and we will see a transformation comparable to the industrial revolution this decade.

You really believe in “adapt or die” when it comes to technology in the workplace? Isn’t that a bit extreme?

If we look around, we can see the evaporation of those jobs that require the employee to show up every day and perform the same tasks over and over again. Whether it’s the blue-collar worker on the factory line or the manager shuffling papers, these routine jobs are disappearing. At the same time, we are seeing increasing job opportunities where people need to think, reason, analyze, and perform a variety of tasks outside of their normal job description. These include higher paying jobs in managerial, technical, and professional positions, as well as lower paying service positions. Soon we will encounter a tipping point where all jobs will require the worker to collaborate with new supercharged technology while using social/business virtual networks to continually communicate with colleagues and customers. The need for every worker to use adaptive thinking will be essential for survival in the new work environment. Yet the attributes of so many working people over the age of 40 are the exact opposite of what they will need. Individuals who have performed the same job for 20, 30, or 40 years tend to have the belief that “this is the way my work should be done.” They reject new ideas or prophecies of change. Not only do they resist the notion that change is coming, but also they reject the possibility that they should consider altering the way they work. People, particularly those over 40, who believe that using email is technological expertise, will be extremely vulnerable or unemployed as technology becomes essential to every job.

What is your top piece of advice for those over 40 trying to adapt, when younger employees are already versed in modern technology?

Become proficient in social networking. In the near future, virtual communications will become the primary means by which individuals perform their jobs. Ninety nine percent of employee communications will be through a virtual site much like social networking. It will provide an ongoing meeting and communication hub where everyone’s work will be available in an ongoing basis. Social networking will be the model for these business networks. To be proficient, you must be an active participant, and in this way you should practice and train yourself. For example, LinkedIn, the business network, is a good vehicle to expand your work contacts and to receive and communicate information. If you have a special interest such as a hobby or medical concern, seek out a social networking site that allows you to share and communicate with like-minded individuals.

What about when technology malfunctions? Should it be relied on so much?

The imperfections in work technology such as unreliable Internet, cumbersome software, or limited storage capacity have prevented the profound change in the nature of jobs that I describe in the book. But we are now nearing a tipping point where the effects of Moore's Law (computer power doubles every two years) will eliminate those problems, providing an extraordinarily robust technological foundation that will not only permit workers to rely on the technology but will fundamentally change the nature of the jobs.

You say one effect of technology in the work place is that co-workers may no longer be in the same building or office. How does this affect them? You mention in the book how interpersonal skills will be much more important.

As more powerful technologies will permit employees to collaborate effectively from great distances, companies will seek out the best and brightest workforce regardless of physical location. Young people already live in a virtual world where their social lives are as much through social networking, text, etc. as face-to-face. For them working virtually will come naturally because that is the way they live. The ability to communicate virtually will be as important to an employee's success or failure as face-to-face communications are in today's workplace. Digital natives (those who have grown up using technology) understand and are practiced in effective online communications whereas many workers over the age of 40 have difficulty. Experts identify "new media literacy," the ability to effectively communicate using text, graphics, pictures, and video in the business world, as a core job skill for the near future workforce. So interpersonal skills will remain important, but in a wholly different context.

What do you think young people, so called "digital natives," need to know about this changing technology and older generations' reactions to it?

I interviewed many young people from a variety of jobs for this book. There is a silent generation gap between these young people and their bosses and colleagues who are over the age of 40. Young workers do not vocally champion the virtues of working virtually; they just do it. Their bosses are impressed at their efficiency, their ability to find relevant information almost instantaneously, and their skills at preparing a detailed and complex analysis or memoranda in a fraction of the time that their older co-workers do. However, they do not understand how the younger employees work and in all too many cases do not give them the freedom and technological tools to perform to their full potential. Not surprisingly, there is frustration on the part of the younger workers who remain silent and do not challenge their superiors. This will soon change as young people come of age in the workplace, and provide leadership in moving from a traditional to virtual work place.

How will this changing technology especially benefit women?

Women will do far better as work becomes more virtual. The skill set that has traditionally been considered a strength of female employees (the ability to adapt to changing work environment, teamwork, and strong communication skills that combine empathy, compassion, articulateness, and flexibility) will be essential assets in the virtual business world. Attributes that have traditionally hurt women in work, such as physical presence, high voices, or physical strength (in factory jobs), will become irrelevant in the virtual world. We are already seeing evidence of this as middle aged men, who have traditionally held the supervisory and managerial jobs, are laid off and then are unable to adapt and change sufficiently to get different work, while female salaried employees advance in the new online business.