

- Have you ever wanted to do  
a job that really mattered,

something that fills your  
heart and pays your rent?

Well, what if I told you

that you could find your next career

in some of the most unexpected industries,

industries that are part  
of your everyday life

that maybe you've never even noticed?

In this season, we look at  
some big trends and small steps

that are changing the future of work

so your job of tomorrow  
can help your community

and even the planet.

(bright music)

- An innovative culture is  
one where there's teamwork

and collaboration.

The beauty and the power comes out

of multiple minds thinking about problems

and working together,

and also a culture that's  
willing to take risks

and willing to try things.

So in building teams to pilot  
different opportunities,

that's what I see as a  
culture of innovation.

- [Narrator] Gamification is something

that the supply chain is  
implementing to engage workers.

Here's another one.

You have a truck simulator,

farming simulator,

and my favorite, goat simulator.

Now imagine a hyper-realistic VR version.

Well, Michael Field,

CEO of The Raymond Corporation

is using virtual reality

or VR technology to train workers

in the supply chain industry

with forklifts to be clear,

not with goats.

- So our product is called the VR trainer,

so it's all about helping operators

to better understand

how to drive a forklift

and how to be successful in a warehouse

and distribution center environment.

- So one of the things  
we're really excited about  
with the remote control units  
is, if you think about it,

the current generation,  
very focused on video gaming  
and highly skilled at it,  
highly skilled.

And you think about that concept of every,

I have a true innovation lab  
where I have 10,000 square  
feet of warehouse space  
where I test these type of solutions.

And as I bring customers into that lab  
to see this technology in  
action as we're testing it,

you know, I always get the comment of,

"Gosh, my son would be great at this

because he's great at Grand Theft Auto,"

or whatever the case may be.

And I think it's really how do we look

at attracting the new  
generation of workers

and making them excited  
about our industry?

- [Narrator] The beauty of VR  
technology lies in its ability

to create immersive, high-risk scenarios

in a safe and controlled environment.

- To learn more, check  
out the full episode

from the amazing docuseries,

Jobs of Tomorrow.