

- 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.