

Unemployed?: Search the Internet, a growing trend

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According to statistics the unemployment rate in the U.S. reached 7.9 percent, a rate that is very high and indicates that 12.2 million people are unemployed.

However, this unemployment is not only the result of the economic crisis. It is also the result of the working world is changing and that the job offers are moving literally from traditional cubicles to the cloud.

It's the new world of virtual work that jobs are becoming less traditional to go every day to an office.

"In the last 10 or 15 years things have changed a lot and grow virtual work at an incredible speed. Actually labor supply is plentiful but many do not find it," he told *HuffPost* *Voices* Terri Maxwell coauthor of [The New World of Work: From the Cube to the Cloud](#) (something like the new world of work: the cubicle to the cloud) just published and focuses on explaining the new trends in the workplace and how technology is changing not only the way we work but is having a huge impact on how job seeker.

The traditional desktop may not disappear completely, but is threatened. And is the product of a profound transformation of the economies. According to a [study by the McKinsey Global Institute](#) , a research center of the consulting firm McKinsey & Company, the technology is changing the way companies operate and especially labor needs changing.

Production jobs are becoming increasingly automated and called transactional work or those who are established routines and repetitive move ever closer to lower-cost countries. According to the study, in developed countries like the U.S. employment growth will be in jobs that require more complex interactions and performed by a more educated workforce. These are jobs that require more knowledge to make complex decisions such as those made by doctors, lawyers and engineers, among others.

But, says the study, companies are increasingly looking for more flexibility in hiring. This indicates that these complex jobs are and will be in the hands of independent workers who operate from anywhere in the world thanks to advances in communications (Internet). Thus companies can better adapt to economic changes in hiring or so employees of this type depending on conditions.

And that trend is not new. According to the McKinsey study, since 1990 in the countries of the Organization for Economic Cooperation and Development (OECD) countries (industrialized countries), temporary employment has grown at rates that are being 1.5 and 2 times the increase in total employment. "According to surveys at least a third of U.S. companies plan to increase their plant temporary workers in the coming years." Says the study and McKinsey.

These temporary jobs will be available not only for those who have the training but for those who know how to find them through the various platforms. Or in other words: "in the cloud".

"The United States generates 67 percent of virtual work, but only 9 percent of workers for that job," says Maxwell.

According to Maxwell, the workplace of today requires changes. It all starts with a change of mind for a different economy in which, for example, there are no limits on where and how work is performed. In addition, work is moving through the world without borders or barriers and therefore the concept of the work is in the cloud.

When you talk about freelance work through internet technology we think of the work carried out in countries like India. But not just computer programming, creating video games or design websites which do virtually.

According to Maxwell, almost any job can be done today and virtually no educational barriers. Anyone can find work in the cloud if he tries. "There are many possibilities, for example, customer service jobs like answering emails or phone calls," says Maxwell.

New generation jobs

In recent years a new generation of websites specializing in connecting the needs of global companies with global talent supply. Some of them are Working Solutions, Elance and Mechanical Turk, among others.

[WorkingSolutions](#) : is a company that provides temporary jobs customer service response calls, chat, emails. Payment for these jobs can vary between \$ 7.5 and \$ 30 hour time.

[Mechanical Turk](#) : a labor market offering connecting the projects that may be performed globally. Amazon.com is a company to open an account and you can use the username and password that is used to make purchases at Amazon.com.

[Elance](#) : Another global labor market. By opening an account people include your experience and skills and compete to win projects in almost all areas.

Competing is the key

The new world of work in the cloud is very competitive. All platforms for Internet work through competing stakeholders require doing better work and presenting their skills in the best way. And learn to "sell" you also need to take skills tests to the same sites as Elance, Working Solutions and Mechanical Turk as a distinguishing feature.

"Each person should behave as a company competing to offer the best product. And not only compete by price. In most cases, workers most successful are those that offer the highest quality," says Maxwell.

Furthermore, in this world of work in the cloud, pay for performance is the norm rather than the exception. Many companies pay based on the results of each assignment especially if it has to do with customer service activities and sales.

So if for some reason someone tells you to "get off the cloud," ignore it because it is precisely in the cloud where we need to be in the new world of virtual work.