

The Future of Work



Enabling next-generation collaboration, enterprise 2.0 and innovation

To bring this course to your organization, call us to schedule an on-site session: 1-800-397-9744

think

This 2-day in-depth seminar will explore strategies for enabling future of work concepts to improve enterprise performance and outcomes. Your team will learn how to implement the latest communications, collaboration and social business practices to:

- Enable better productivity in an increasingly mobile world
- Improve employee collaboration, engagement and workplace performance
- Accelerate product and services innovation processes
- Strategically implement social architectures and enterprise 2.0 technologies

1. Work is changing.

And Fast.

- The three forces impacting work today
 - Welcome to the Postnormal economy
 - Discontinuous, decentralized and distributed: The 3D workforce
 - The new scale of computing: mobile devices and cloud computing
- Who, Where, What
 - From resource to talent: the changing picture of the workforce
 - Goodbye to cubeland: implications of the new workspace
 - Impact of consumerization and mobility on work
 - Influence of social web
 - A real world look at emerging workspaces

2. Think Social Business.

Towards a social architecture for the enterprise.

- Wired to connect: we are social animals
- Markets/constituencies are conversations: the rise of social media
- Pull versus push: the fall of broadcast and what it means for work
- The power of weak ties and the social web
- Becoming a social business: a workaday model
 - Social media becomes social marketing
 - Customer support goes social
 - Working out loud: Enterprise social networks
 - Social integration with enterprise applications
- Mobile and social: two sides of one coin

design

3. Is the new workspace a place?

The collision of offline and online.

- Looking at new use cases for physical and virtual workspaces
- Designing for face-to-face collaboration, co-creation, and serendipity
- Mobile means always with us not out of the office
- From privacy to publicity: Transparency and openness
- The new meeting: from anywhere with anyone at anytime
- Collaborative online work spaces

“ Stowe brought to Meaning 2012 what he always brings: substantial ideas, linked together in a daisy-chain of goodness that gave us in the audience new ways of thinking; that kind of maturity and stewardship that adds credibility and underlines the sense that anything is possible; and his cheerful demeanor that helps make everything smooth like butter. ”

Will McInnes

Managing Director, NixonMcInnes

Organizer of the Meaning 2012

and 2013 Conference

collaborate

lead

4. Who are you?

The rise of personal brands.

- Why CVs may not matter anymore
- Connectivity and rich profiles
- Social presence, profiles, and following
- Three roles of content for knowledge workers:
 - Consumer, curator and creator

5. Enabling the digital workplace.

Pulling it together.

- Synchronous and asynchronous cowork
- Accessibility and mobility:
 - Supporting a distributed workforce
- Cooperative and collaborative cultures
- The 5 C's of the workspace of the future:
 - Communicating
 - Connecting
 - Curating
 - Coordinating
 - Co-creating
- Next generation work media tools
 - From productivity to innovation
 - Enterprise social platforms:
 - Microsoft Yammer/Office 365/Sharepoint/
 - IBM Connections
 - Purposeful workflows:
 - Jive, Podio and others
 - Curation: Honey.is and others
 - Virtual meeting and telepresence: Citrix et al

6. Social business intelligence.

Accelerating knowledge and flow.

- Listening hard: Social data and analytics
- Information management:
 - Folksonomies and enterprise semantics
- Socializing enterprise applications
- Social policies and e-governance/security

7. Real world Digital Workplaces.

The future, now.

A review of real world implementations - the big ideas, the benefits, the gotchas and lessons learned.

- Growing & Learning: Social Talent Management
- Social Business:
 - Human-centered business process
- Collaborative Innovation: Co-creating
- Building: Lean, Agile, Social Development

8. Leading the future of work.

Social business maturity.

- The new job of the leader in a connected world
- Social business culture and values
- Operating in a fast-and-loose economy
- Managing the 3D workforce
- Innovating in management and why it matters
- New metrics for productivity, innovation and progress

Your course leader Stowe Boyd



My focus is the future of work, and the tectonic forces pushing business, media, and society into an unclear and accelerating postnormal era. I consider myself a web anthropologist and futurist.

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course fees

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The Future of Work

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 VP/Director, Enterprise Social and Collaborative Technologies
 VP/Director, Enterprise Infrastructure
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 Business Architect
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