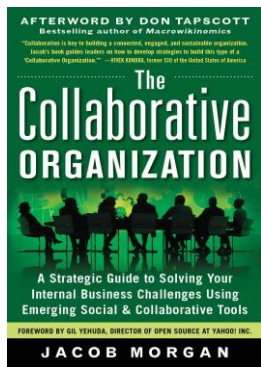


# The Future of Work: Challenge Convention

By Jacob Morgan



## **Author, The Collaborative Organization**

Endorsed by CIO of USA, CEO  
Unisys, CMO Dell, Chair Sloan MIT  
Management Review



## **Principal, Chess Media Group.**

Strategy Consulting and Advisory on  
Future of Work and Collaboration



## **Blogger, TheFutureOrganization.com**

Strategy, culture, and technology



## **Columnist, The Future of Work and Collaboration**

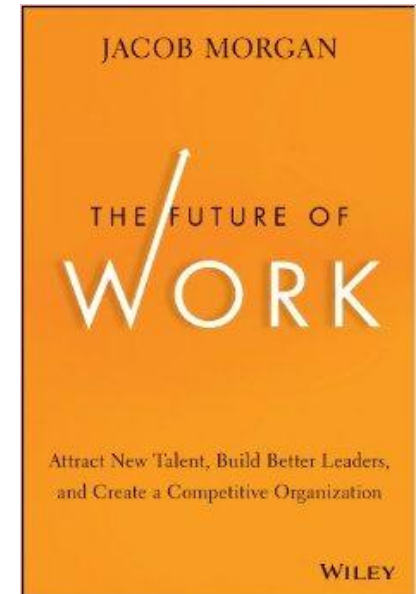


## **Columnist, Redefining Success and Work**

## **Author, The Future of Work**

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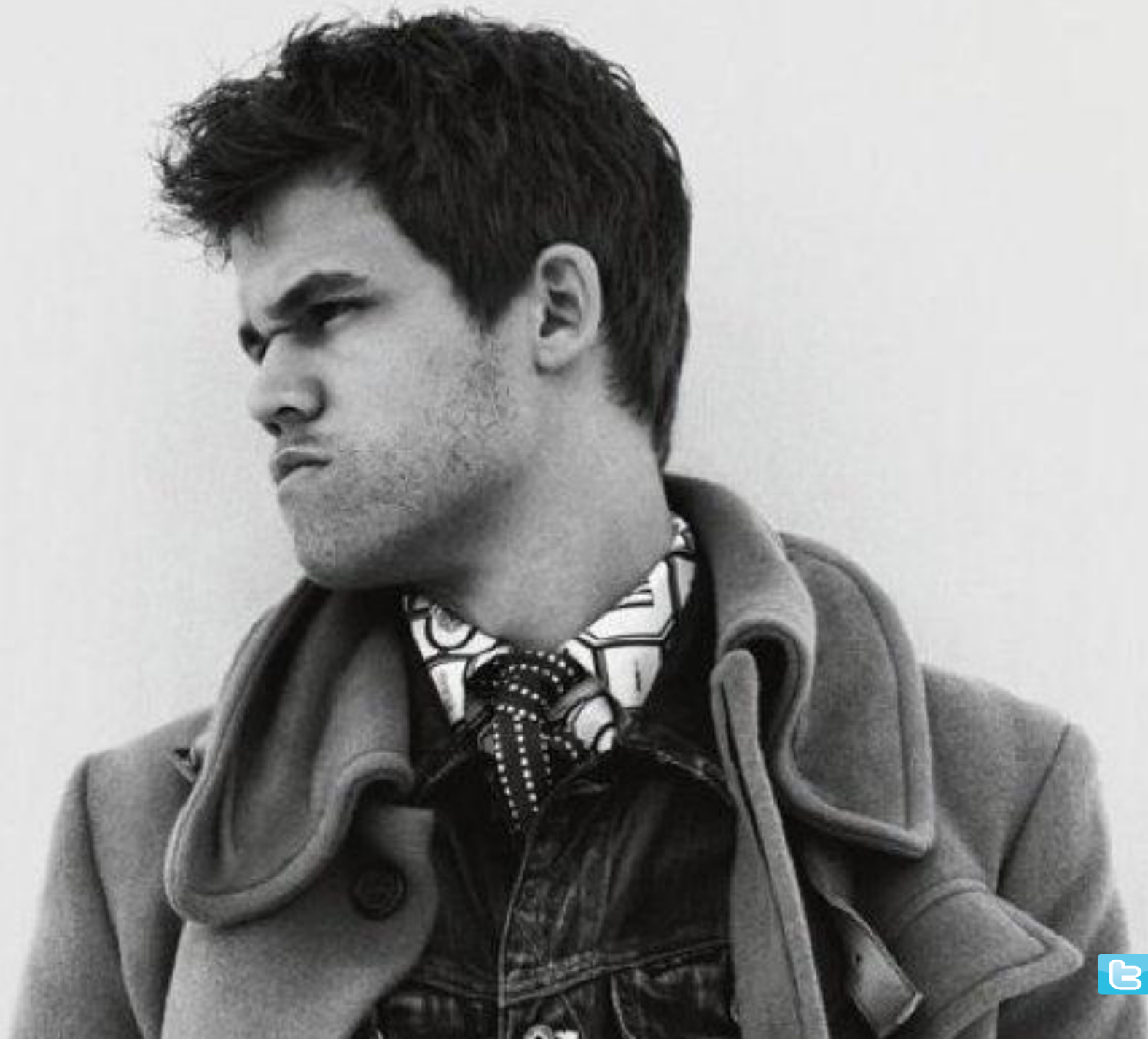
# Agenda

1 Big Idea

3 Areas to Apply It To

3 Things To Do

When you think of “the  
future of work,” what’s the  
first thing that comes to  
mind?









# Magnus Carlsen

World Chess Champion

World's Highest Rated Chess Player

Considered world's greatest chess player

23 Years Old



# Challenge Convention





Marketing

Cutting costs

Supply chains

Corporate  
responsibility

What about how we work?

Technology

Sales

Research and  
development

Consumer insights

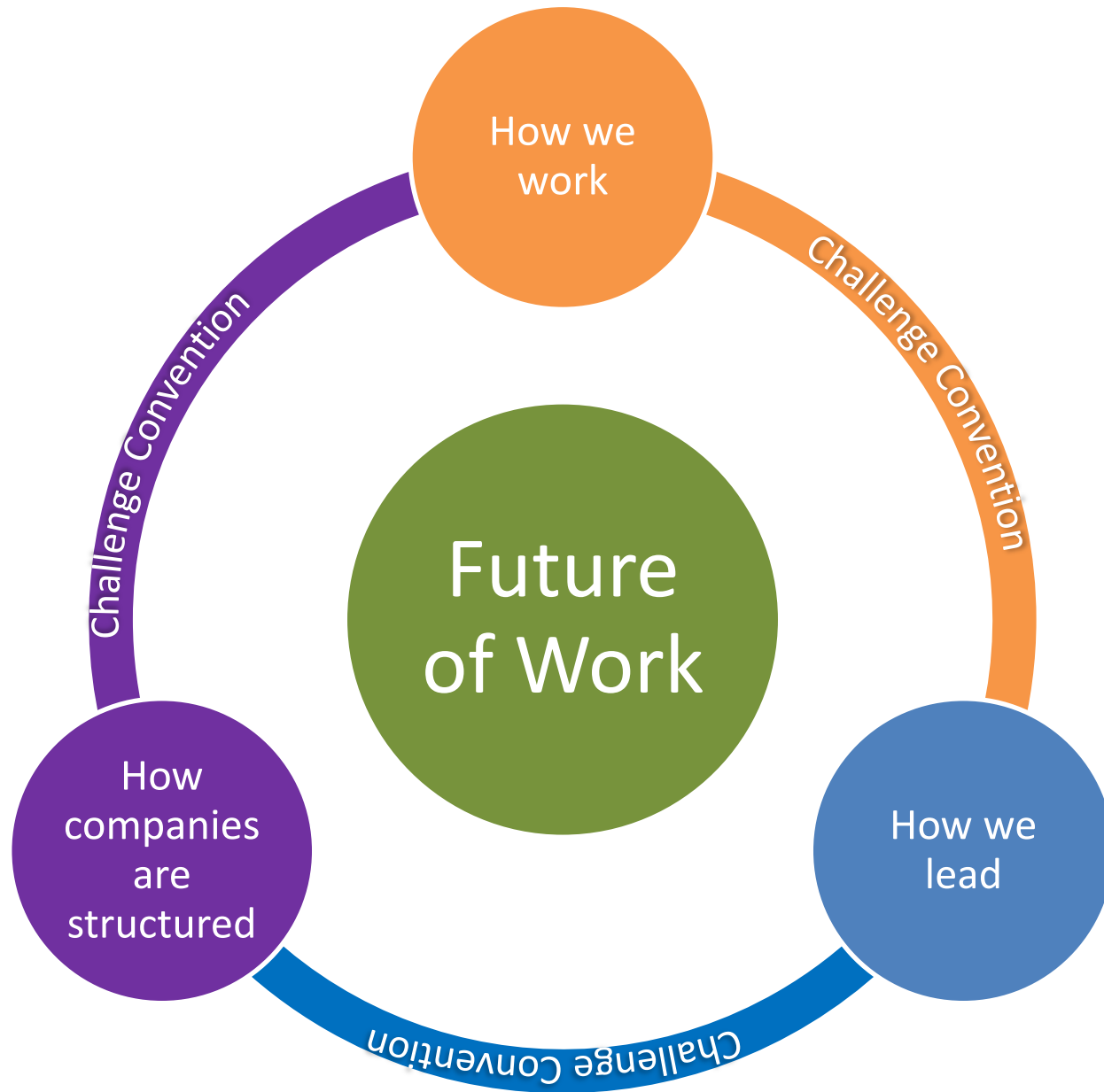
# Reinvent...

1 How we work

2 How we lead

3 How organizations are structured



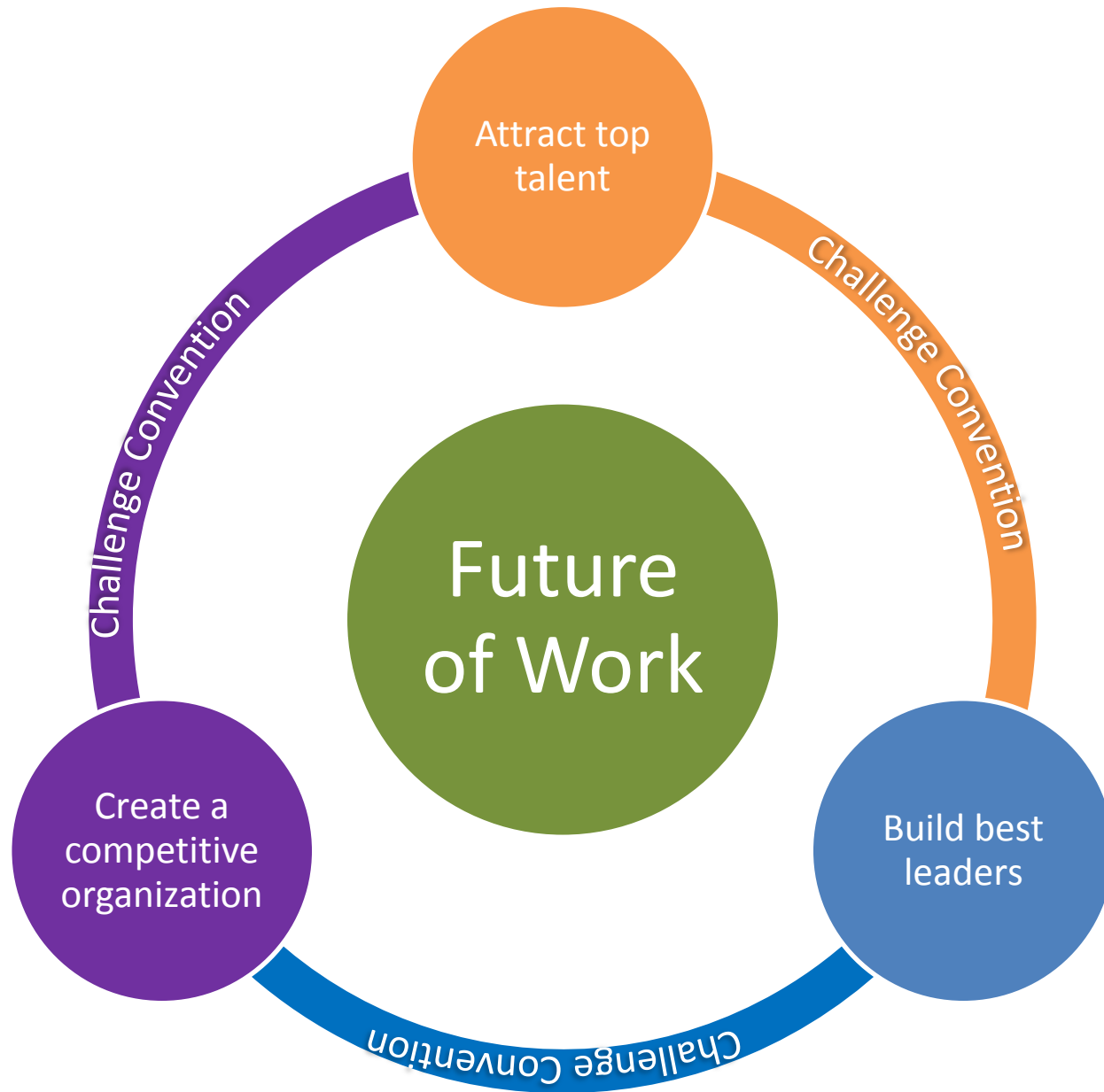




# What's the check mate?

# What's the opportunity?





**Manager:** Someone who controls all or  
part of a company; **slavedriver,**  
**boss, zookeeper**





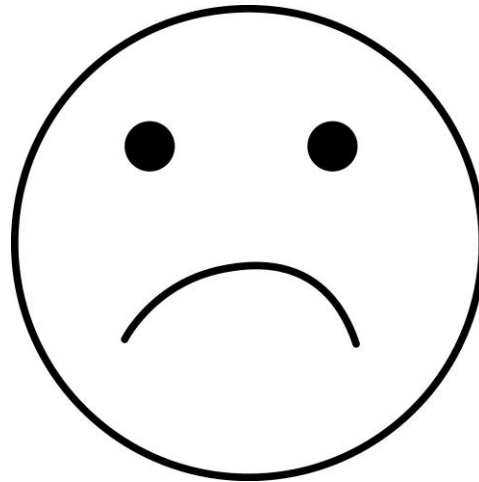
**Employee:** A person working for another person or business for pay; cog, servant, slave







**Work: Activity in which one exerts strength or faculties to do or perform something; daily grind, drudgery, struggle**



# THE FIVE TRENDS SHAPING THE FUTURE OF WORK



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# Chess and Rice



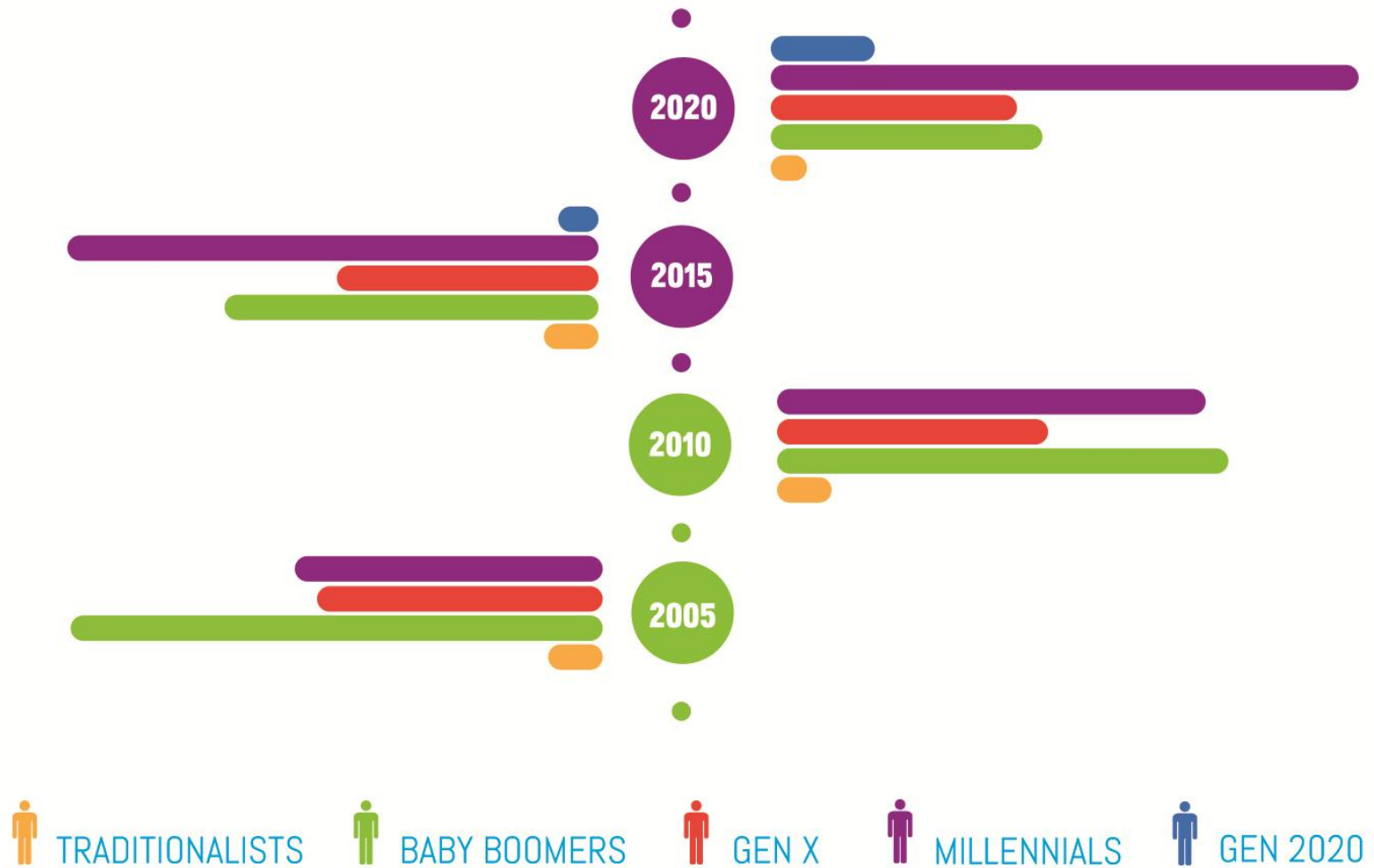


# THE FIVE TRENDS SHAPING THE FUTURE OF WORK



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# THE FIVE GENERATION WORKPLACE



Source: Bureau of Labor Statistics Employment Projections

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# Learning and Teaching at Will

- Always connected
- Shares what he cares about
- Learns what he is passionate about
- Access to community
- Perpetual teacher and student

Are you ready for Josh?...

# THE FIVE TRENDS SHAPING THE FUTURE OF WORK



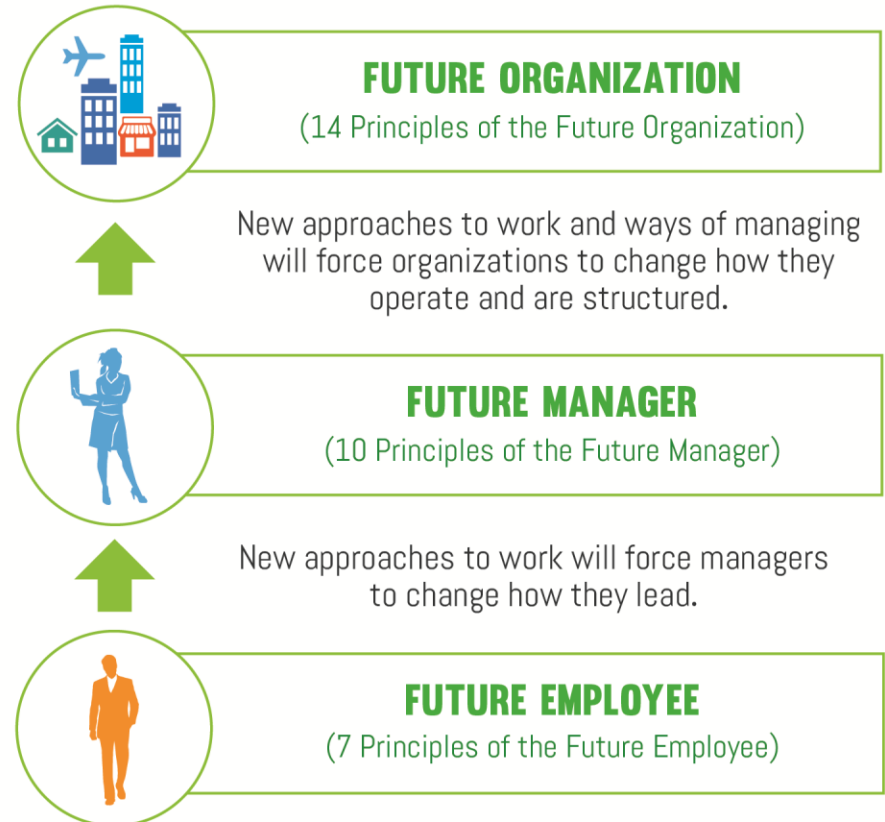
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# SHAPING WORK: PAST AND FUTURE



**PAST**



**FUTURE**

# Reinvent...

1 How we work

2 How we lead

3 How organizations are structured



# Challenge Convention



How we work

Copyright 2005 by Randy Glasbergen.  
www.glasbergen.com



**“Our biggest challenge is the time zone difference.  
In New York, it’s 2:45 but at our headquarters it’s 1974.”**

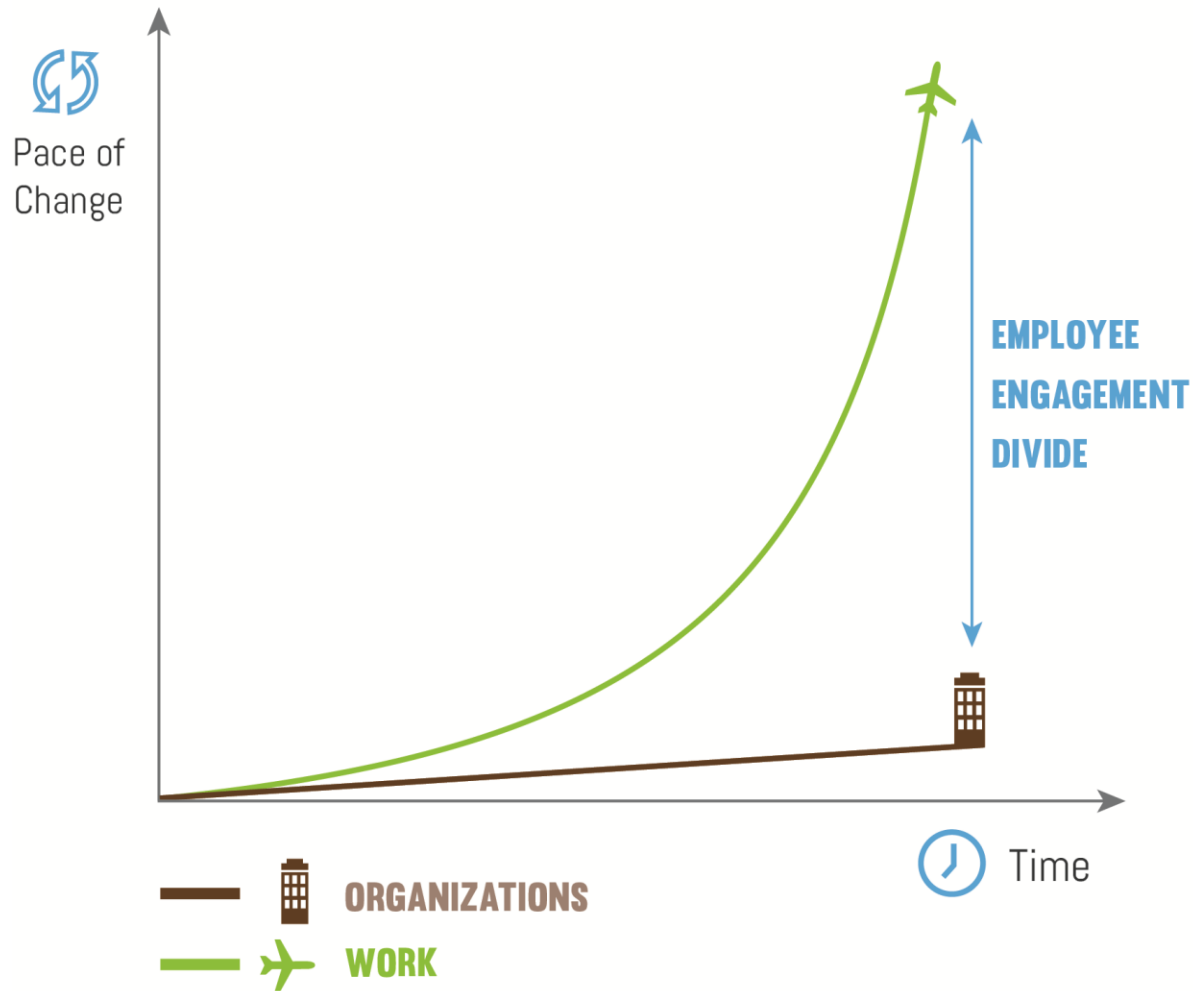


A low-angle, upward-looking shot from the center of a circular room. The ceiling is a large, circular skylight with a radial pattern, letting in bright light. Surrounding the viewer are numerous zombies of various ages and genders, all looking down at the camera with menacing expressions. Some have blood on their faces and clothes. One zombie in the lower center wears a dark baseball cap with a logo. The overall atmosphere is dark and threatening.

Only 13% of  
employees  
around the world  
are engaged  
at work

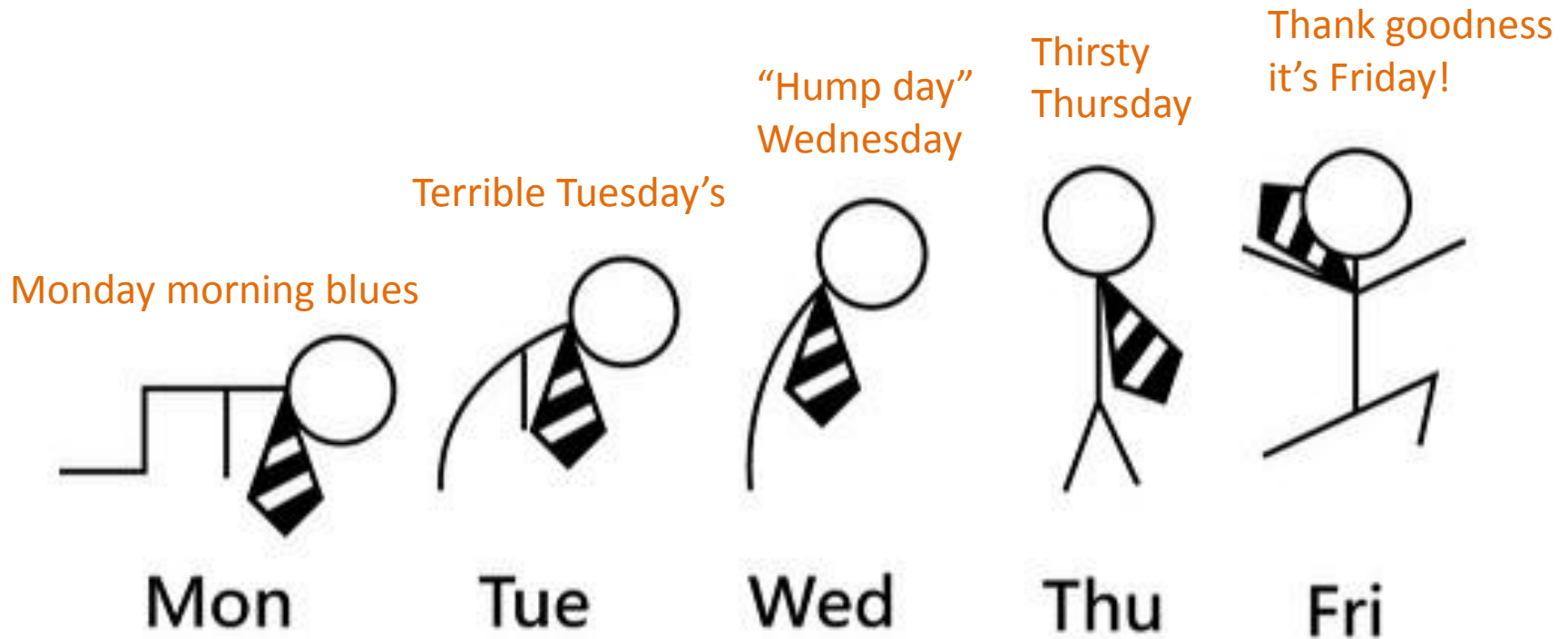


# EMPLOYEE ENGAGEMENT DIVIDE



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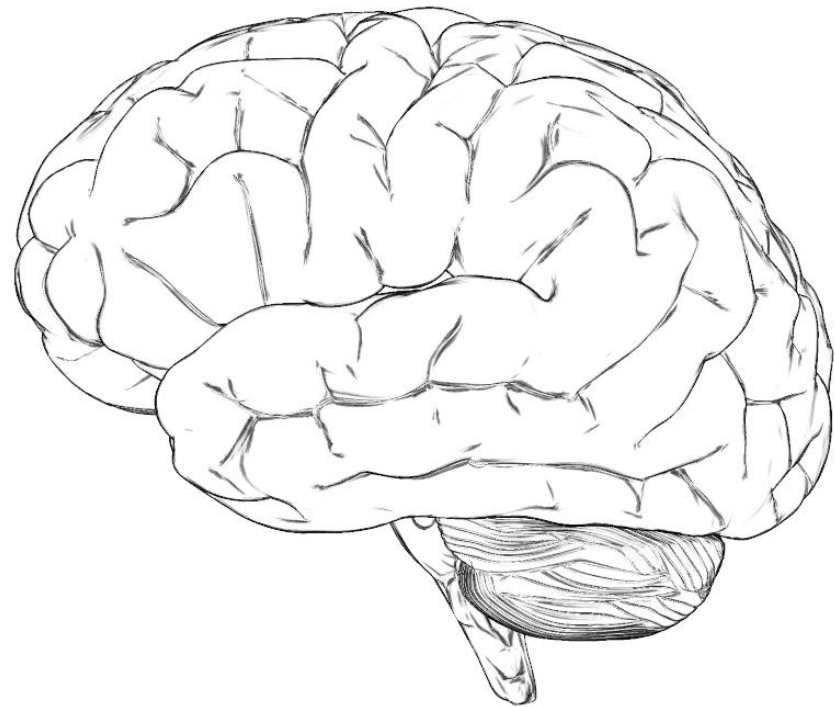
# Our work week





From hands

To brains



# How we work

Leverage flexible work environments

Encourage employee innovation

Shape career paths

Use collaborative technologies

Practice autonomy

Share

# Challenge Convention



How we lead



# How we lead

Practice distributed decision making

Challenge management practices

Focus on engagement vs fear

Embrace vulnerability

Serve employees

Earn leadership



# Challenge Convention



How organizations are structured

# How organizations are structured

Operate like a small company

Create a distributed workforce

Foster a diverse workforce

Flatter hierarchy

Focus on want instead of need

Live in the cloud





# One Big Idea

## Challenge Convention

# Three Areas to Apply it to

1 How we work

2 How we lead

3 How organizations are structured





# Three Things To Do



Assemble a team  
Experiment  
Implement

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# Questions?

Jacob Morgan, Principal, Chess Media Group

Author, The Future of Work (Wiley, Sept 2)

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TheFutureOrganization.com

Twitter: @JacobM

"...inspires you to rethink how employees work, how managers lead, and how organizations are structured."

-Gary Hamel

"...provides a helpful roadmap to engage the workforce of a new generation."

-Brad Smith, President and CEO, Intuit

....a great job of stimulating the reader to think how this will impact organizations, people and practices in the workplace."

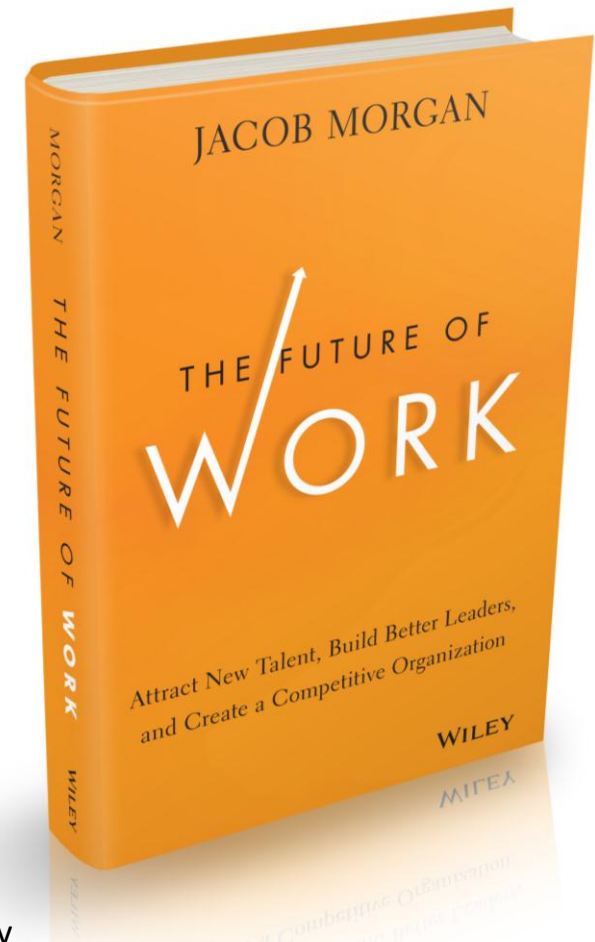
-Jeff M. Fettig, Chairman & CEO Whirlpool Corporation

"...provides a structured framework and key principles to help organizations of today chart a path to success for tomorrow."

-Jean-Pascal Tricoire, CEO, Schneider Electric

"...provides valuable insights that will help organizations seize opportunities in this rapidly changing landscape, transforming a possible vulnerability into a competitive strength."

-John Veihmeyer, Global Chairman of KPMG and Chairman and CEO of KPMG in the U.S



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