



**[ + ] FOCUS**

# **Welcome To The Future Of Work**

**Danny Denhard - June 2021**

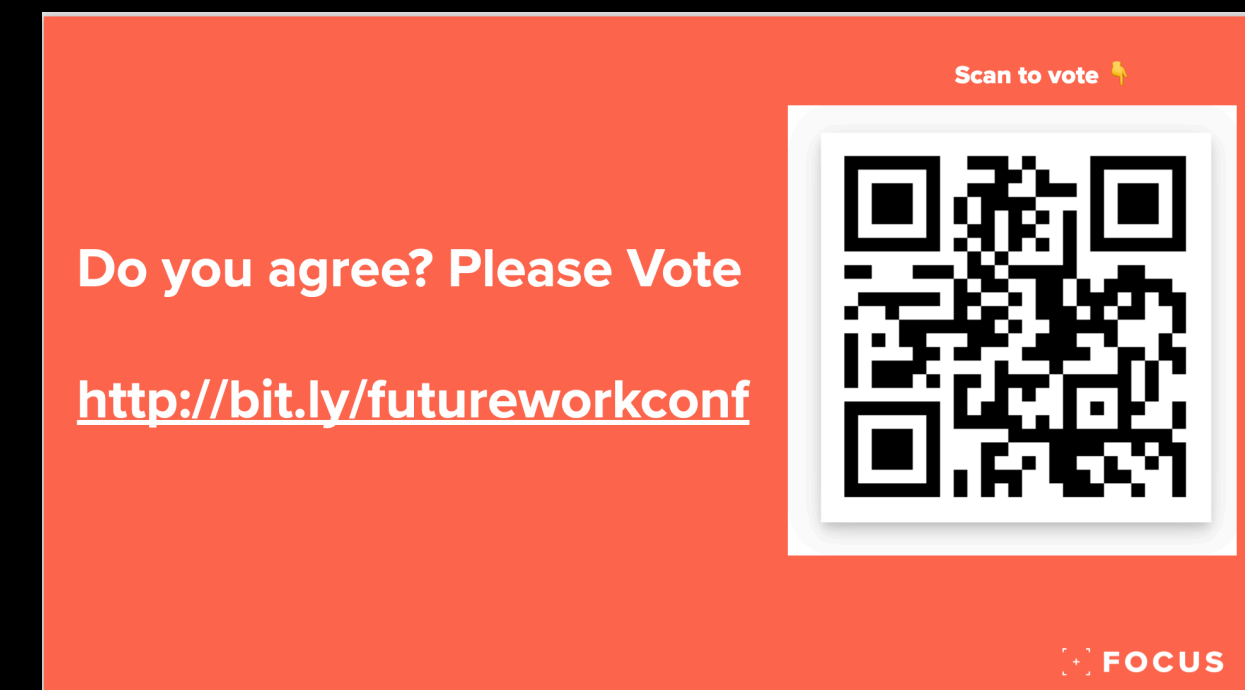


 I love questions, treat this as an intro to an AMA.

Please ask me questions in the Q&A & I will answer as many as I can at the end of this fast paced content fix.

The slides will be made available but take screenshots on your  or your  take as if you want to share or to keep anything to action.

Interactive: There will be votes to interact with, the slides will look a little like this .....

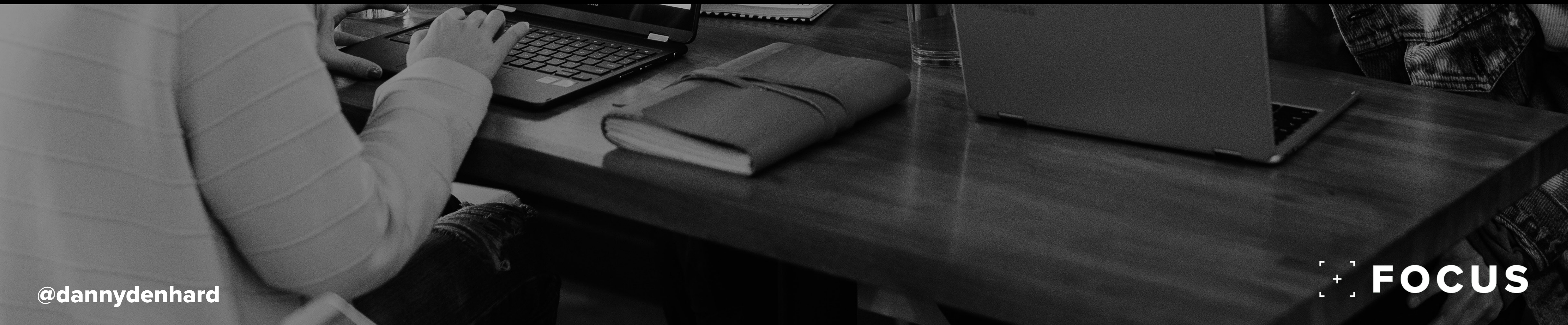






**The Future Of Work Business Is:**

**Culture First**





## Why?

- Business lost its focus
- Top down management has been failing for years
  - *FYI HiPPOs kill businesses inside out* 🦛
- Physical and mental health were never considered of the same importance
- Everyone is too busy - *this doesn't have to be case, why wear this badge of honour?*
- Management has got harder, less connected, less training
- Teams struggle to connect to the company
- Teams within Departments aren't connected - *poor leadership*
- Strategies in every department? = **Fail!**  
You should only have one strategy. This mean one centralised compass to guide success.
- People want to connect to their why
  - *we have realised work is more than a 9-5*
- There is no real such thing as a career within organisations



Scan to vote 🖐

Do you agree? Please Vote

<http://bit.ly/futureworkconf>





|       |   |                                    |                                       |  |
|-------|---|------------------------------------|---------------------------------------|--|
| 08:00 |   |                                    |                                       |  |
| 09:00 | 08:15<br>Standup Series                         |                                    | 08:45<br>Company<br>Breakfast Meeting | 1-2-1                                  |
| 10:00 |   | 09:30<br>Department<br>Weekly      |                                       | 1-2-1                                  |
| 11:00 | 10:15<br>Weekly Senior<br>Leadership<br>Meeting | 11:00<br>Management<br>Meeting     | 10:30<br>Weekly Agency<br>Meeting     | 11:00<br>Management<br>Meeting         |
| 12:00 |   |                                    |                                       | 11:00<br>Weekly Team<br>Meeting        |
| 13:00 | 13:00<br>Sales Weekly                           |                                    |                                       |  |
| 14:00 |   | 13:30<br>Recurring X<br>Functional | 13:45<br>Performance<br>Check         | 14:00<br>Fortnightly<br>Recurring      |
| 15:00 |   |                                    |                                       | 14:00<br>End of week<br>numbers review |
| 16:00 | 16:00<br>Numbers Review                         | 15:30<br>International<br>Catch up | 1-2-1                                 | Send weekly wr...                      |
| 17:00 |   |                                    | Mid week chat                         |  |
| 18:00 |   |                                    |                                       |  |
| 19:00 |   |                                    |                                       |  |





Screenshots Time  

# Company Culture: The 9 “secret” ingredients to happier workforce



🧠 Behavioural and social cues - *it's how we survived*

🚒 (Tribal) Relationships - *manufactured and organic*

🐾 Tribe (small cliques) vs Herd (large movement)

🚩 This is the badge (or flag) I represented & wear proudly

🤝 I belong here with these people, they are my team / department

👥 We seek others with emotional intelligence (EQ) not just IQ

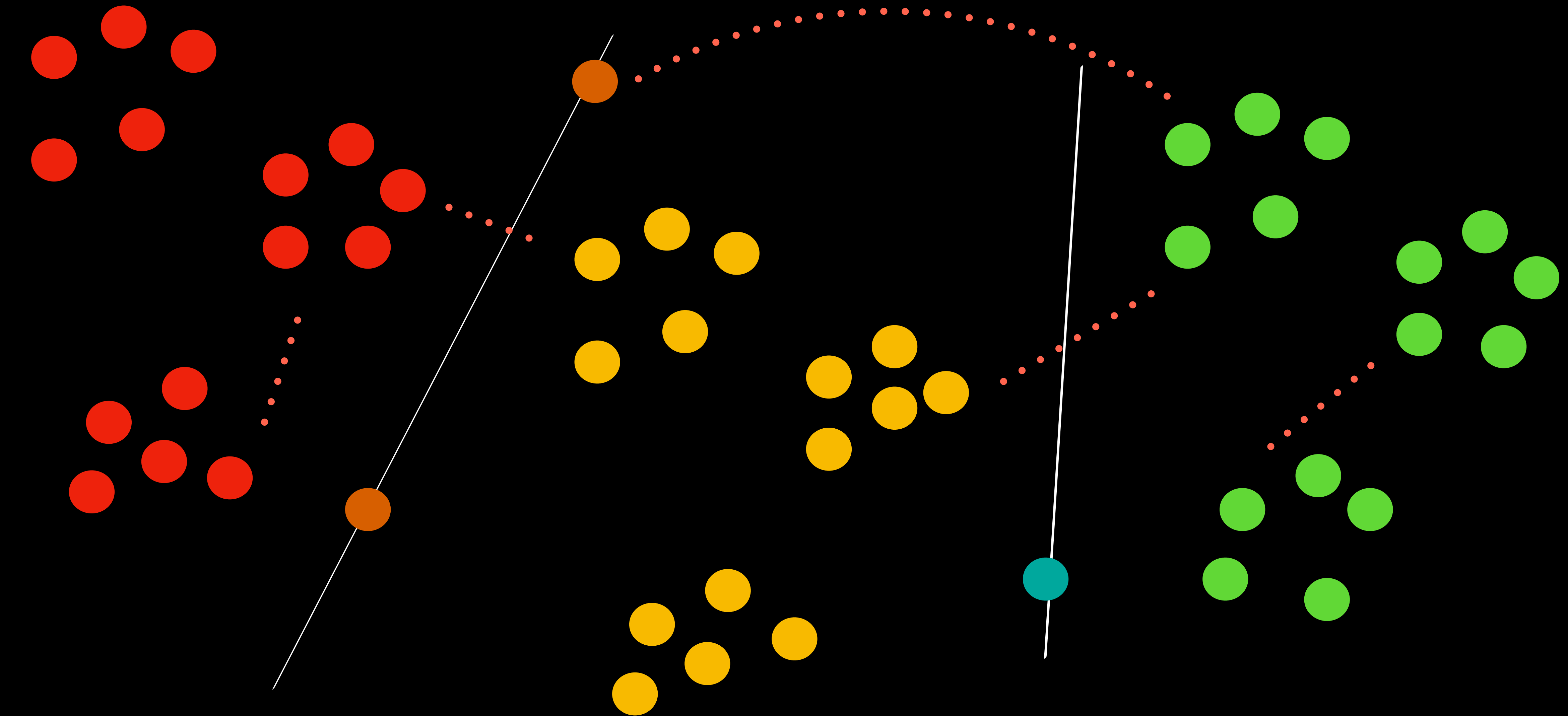
☕ We are wired to sync - *hint ☁️ 1:2:1's, walk & talks, birthday's 🎂*

😊 Psychological safety

WTF does this actually mean? 1/Two-Way Respect. 2/ No punishment for mistakes. 3/Trust: Show trust to gain trust.

👩 Professional development & ▶ Personal development

# How Tribes Work In Orgs



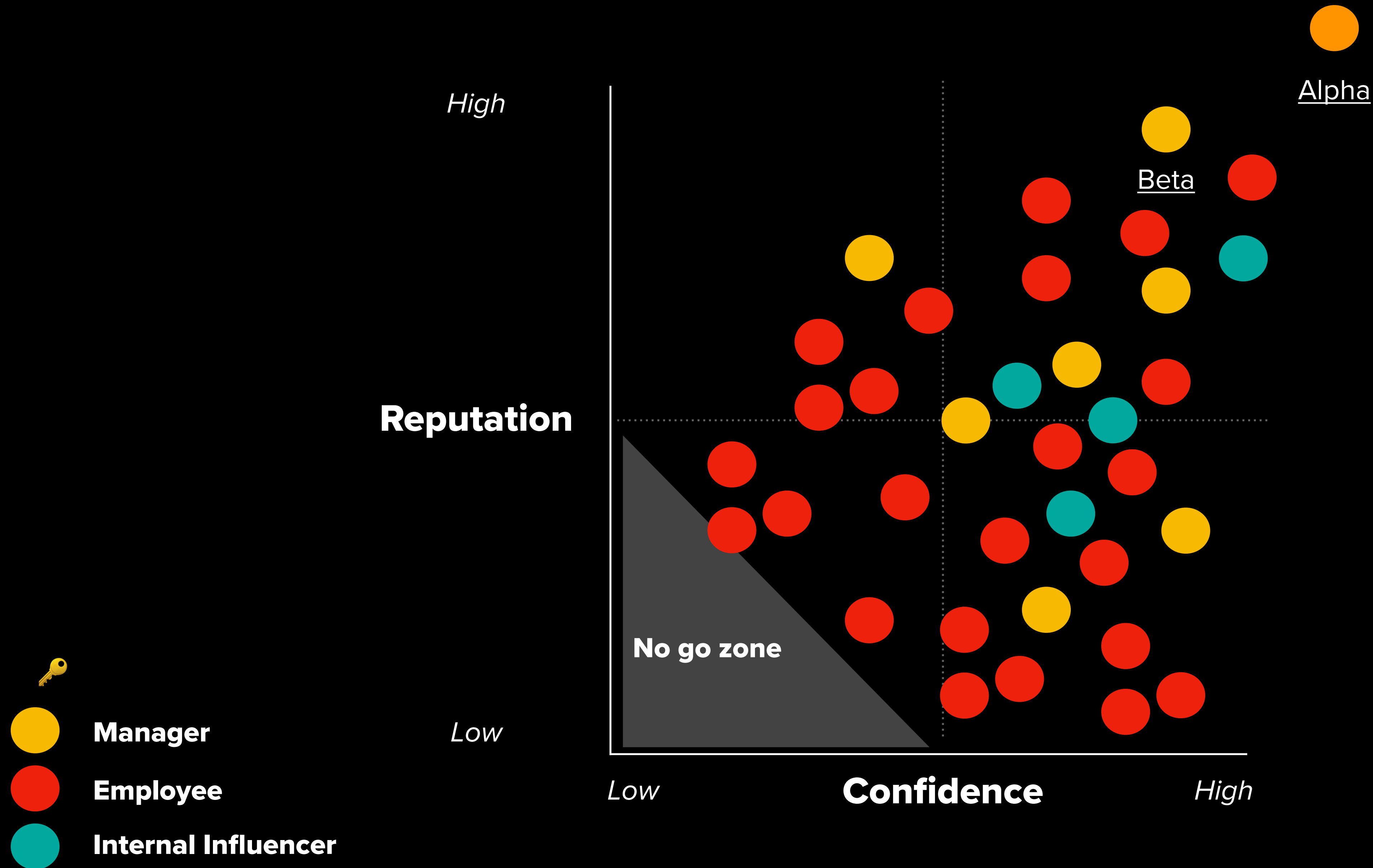
🔑 - Communications

.....

[+] FOCUS



# For Herds Aka Companies To Win







**We were basically working remotely just in the same space**



**I won't be  
covering the..**

# **3:2 Plan Aka TWAT plans**

**Working in the office on Tuesday's. Wednesday's & Thursday's**

**Nor Apple's Approach: Mondays, Tuesdays, and Thursdays**

**Read → <https://focus.business/blog/apple>**



**But I am going to  
onboard you to:  
Future Work Co.**





4.3 ★★★★★



Recommend  
to a Friend



Approve  
of CEO

## Mission:

**Create the company for the  
next 100 years by co creating  
the future of hybrid commerce  
as a global community**





## **Future Work Co Operates:**

**Fully Hybrid Workplace**

**Work from home**

**Work from the office**

**Work from co working**

**Work from hired spaces**

Future Work Co Operates:


**Yes, it is your choice!**  
**WFA - Work from Anywhere**

Work from hired spaces



# Tech Delivery

1. Your Apple Watch will be delivered to you today before 11am
2. You already have your MacBook Pro
3. Your Apple Glasses with AirPods Pro is ready for you for you to work on from end of this session at 11.30am

A grayscale photograph of a person wearing a VR headset, with their right hand raised in a gesture. A black banner with white text is overlaid across the middle of the image.

**Please place your MR headset on for full the full onboarding  
experience**



# Tools

1. **Your weekly FutureCoin will be activated in time for lunch**
2. **Your Peloton Bike will be delivered on Wednesday**
3. **Your whiteboard mirror will be installed tomorrow**



# Not convinced?



💡 Replace the fitness element with sketches, gestures and insights

Image Source: Mirror





**Please order your daily lunch on the Future Work Co App & buy  
with your supplied FutureCoin**





Image Source - Peloton

**The *top* 3 weekly riders will  
be given the chance to  
donate £500 to their charity  
of choice  
Or  
Peer to peer crowdfunding  
page of choice**

# **Perks & Performance Boosters**



- 1. Free fruit and veg pack sent to you weekly**
- 2. Your vitamin boost packs sent to you weekly**
- 3. Your future specialist caffeine blend to be sent out weekly**
- 4. Your mindfulness coach will be in touch**



# **Monday Motivation** 😊

- 1. Your Apple Watch will sync every Monday for free updated motivation music & podcast playlists**
- 2. Please ensure you share your favourite photos from last week's work log to win**



A person wearing a red beanie and dark clothing is sitting on a dark, silhouetted hill or ledge at night. They are holding a laptop, which is open and glowing with light. The background is a vast, dark night sky filled with numerous stars of varying brightness. A prominent band of stars, likely the Milky Way, stretches across the upper half of the image. The overall scene conveys a sense of quiet productivity and connection to nature.

# Dave wins best remote work pic of the week





# Health Kits



1. The Future Work Co Mental Health App daily nudges help you connected & re-energise
2. Your assigned ☁️ Performance Coach will be in touch weekly then fortnightly
3. Virtual PT Sessions available via the Future Work Co App

# **Professional Coach + Professional Trainer**

- 1. Fortnightly to monthly professional coaching sessions with external coach (in person or virtual)**
- 2. Supply an internal mentor (reverse mentoring available)**
- 3. Help to improve your skills, confidence and in office skills**



# Check In's & Development

1. **Your Manager is set up and already organised your weekly 1:2:1's**
2. **Your monthly skip 1:2:1's have been booked in**
3. **Your support squad is ready for you whenever you need them**
4. **Your development training is ready for you when you would like to take advantage or need assistance**

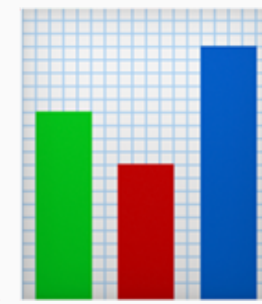


# Assigned Work & Travel Budget

1. **£100 FutureCoin credit for remote work, meals and rentals**
2. **£100 FutureTravelCard to commute to the office**
3. **Annual travel budget to help you work remote or work with international colleagues**



# Monthly Vitals



1. Performance Score was **84%** 👍
2. Output score **91%** 🙌
3. Burnout Levels were **low** - top 7% 🙌
4. Your NPS score was **8** 🙏
5. You feel **90%** connected to the brand and our mission





# IRL & Virtual Vending Machines

1. Merch & Company swag available
2. All the equipment you would need
3. Food and drinks (healthy & sugary available)
4. Bespoke Futureflavours of natural energy drinks
5. Free health top ups
6. Use your Futurecoin to make purchases
7. Better performance more Futurecoin given



Image Source





# This Quarter's Remote Getaway



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*“You have passed the futurist onboarding - thank you & I look forward to meeting & connecting with each and every one of you”*

— Joanna Future



Would you join this company?

Vote - <http://bit.ly/futureworkco>

Scan to vote 📌








# 2020 - 2021 Year Of Clarity



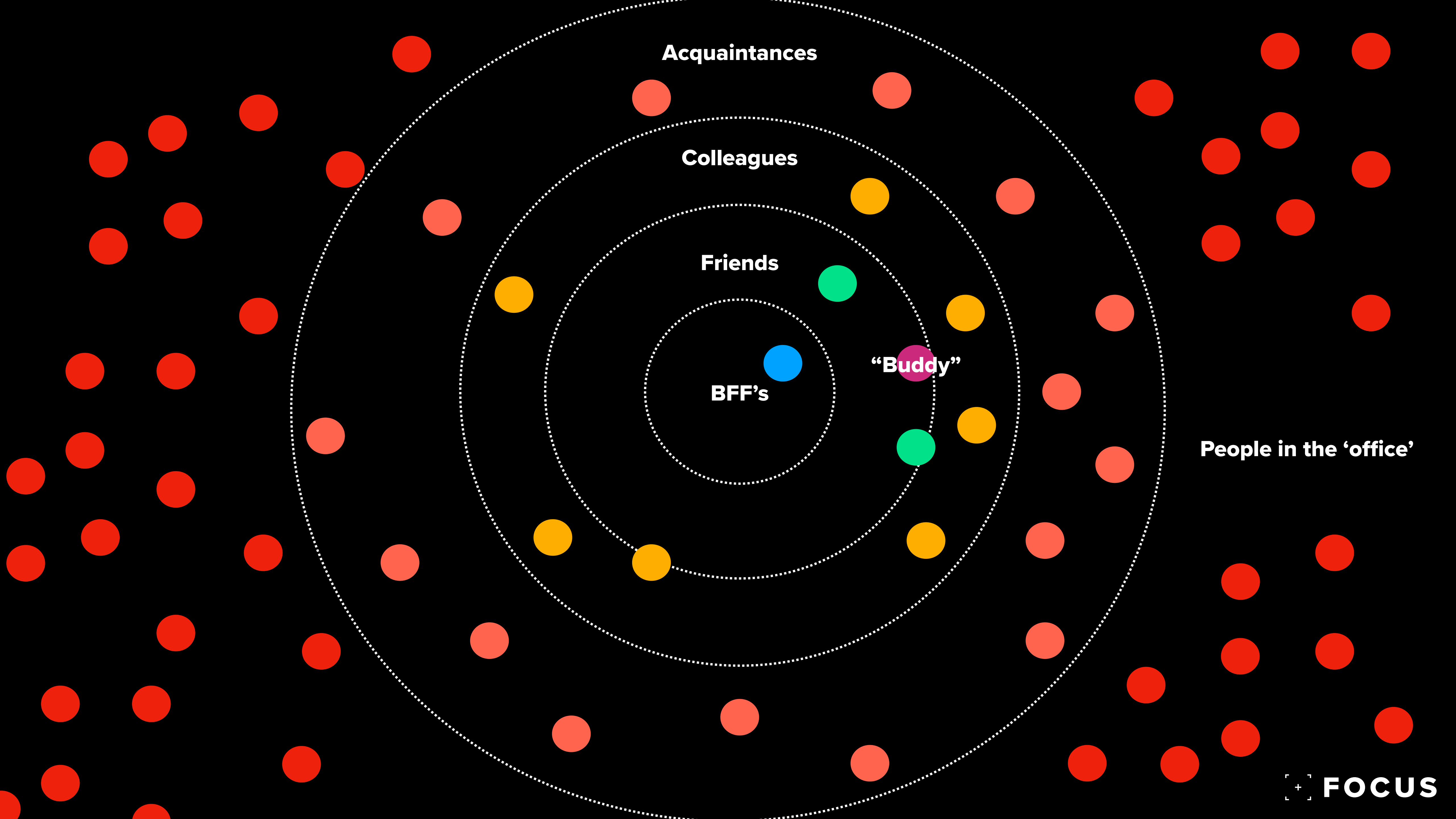
Think of those people you work with as a **work graph**  or another way of considering it - **populations**.

So often you know people exist (& many you just don't) you don't interact with them.





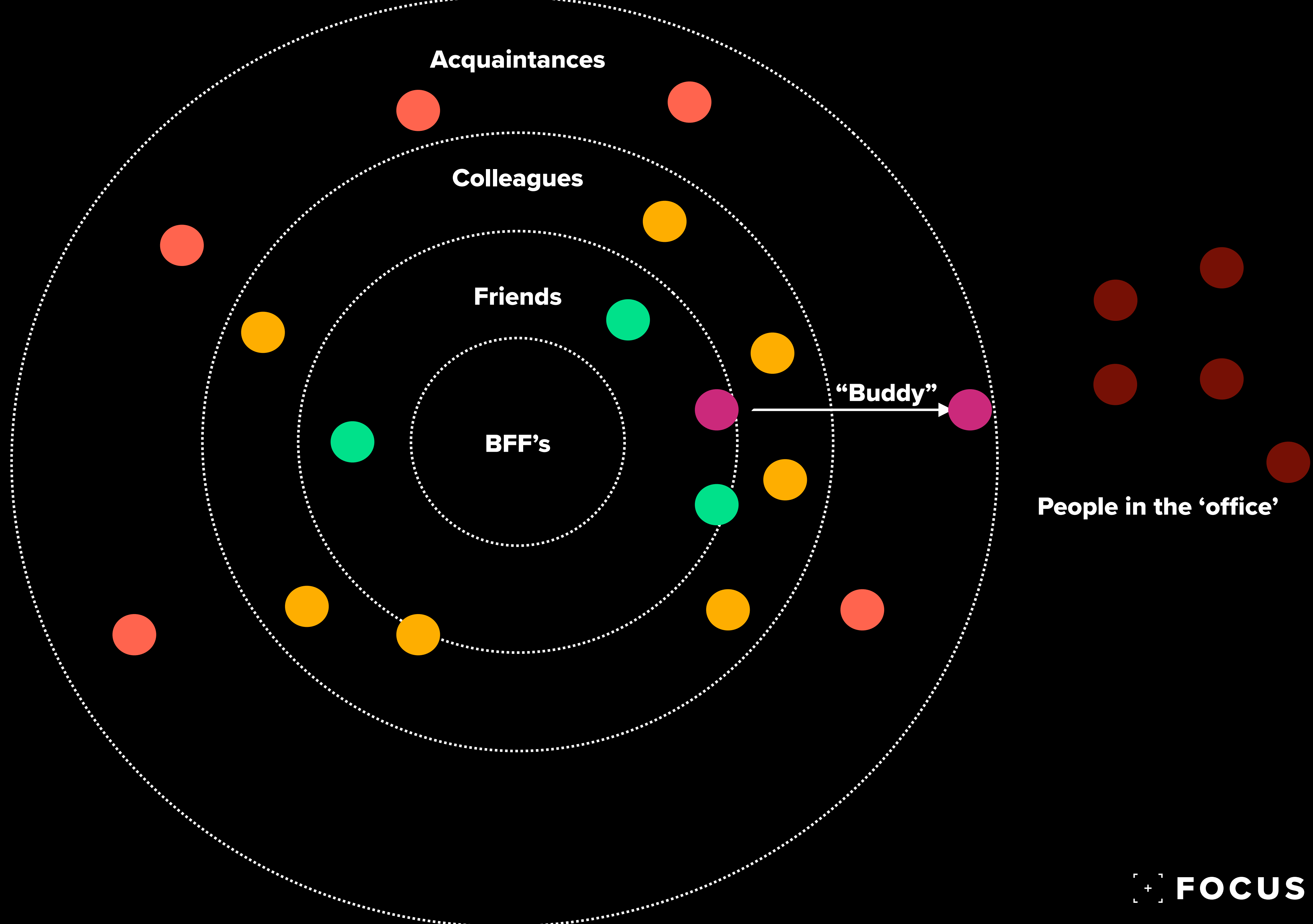






**Maybe we  
should?**

**It could look  
like this**



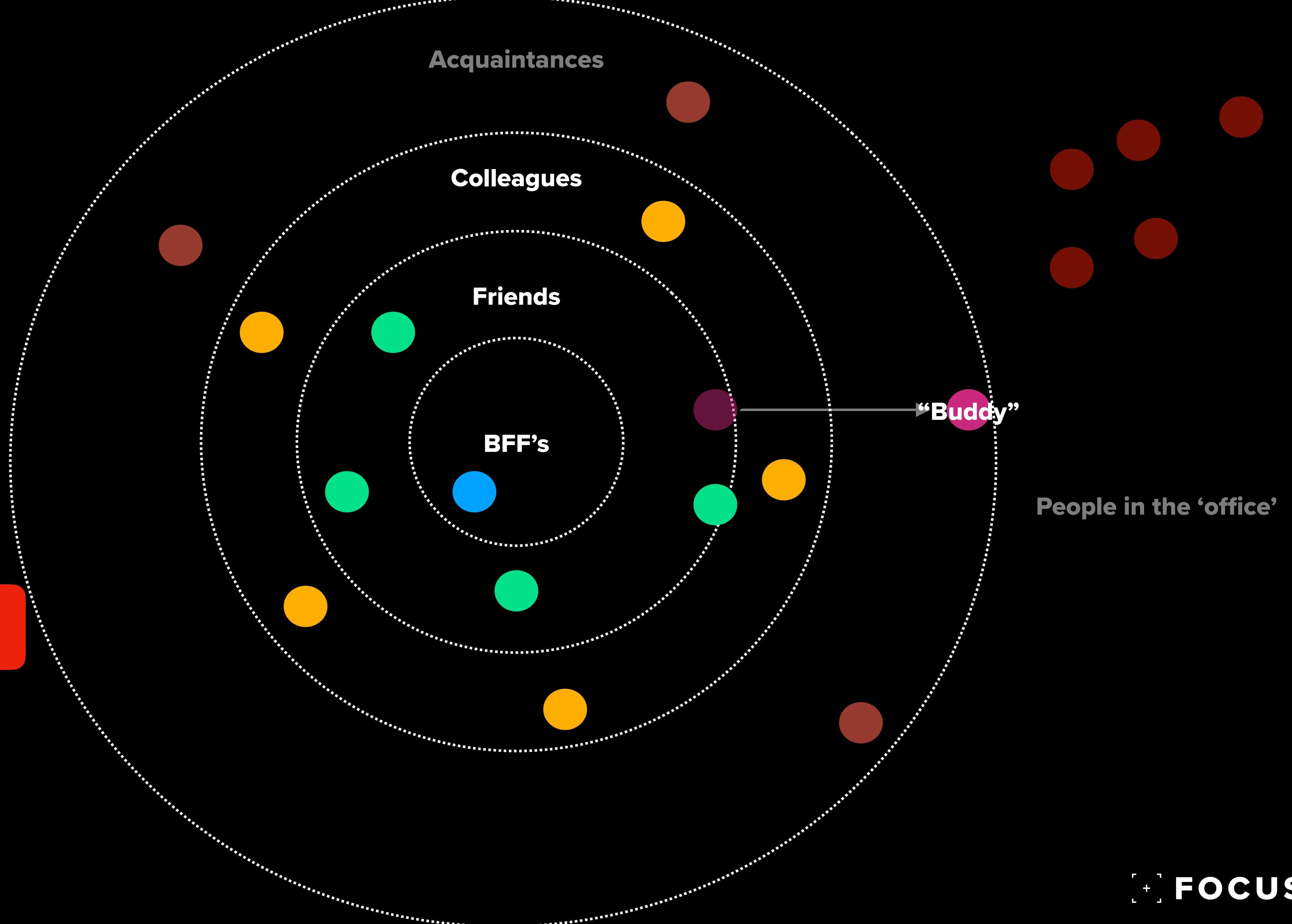


The most important thing that happens in  
business that goes unspoken, is the  
 **button** (action)...



# 2020 - 2021 & Beyond

Unfollow





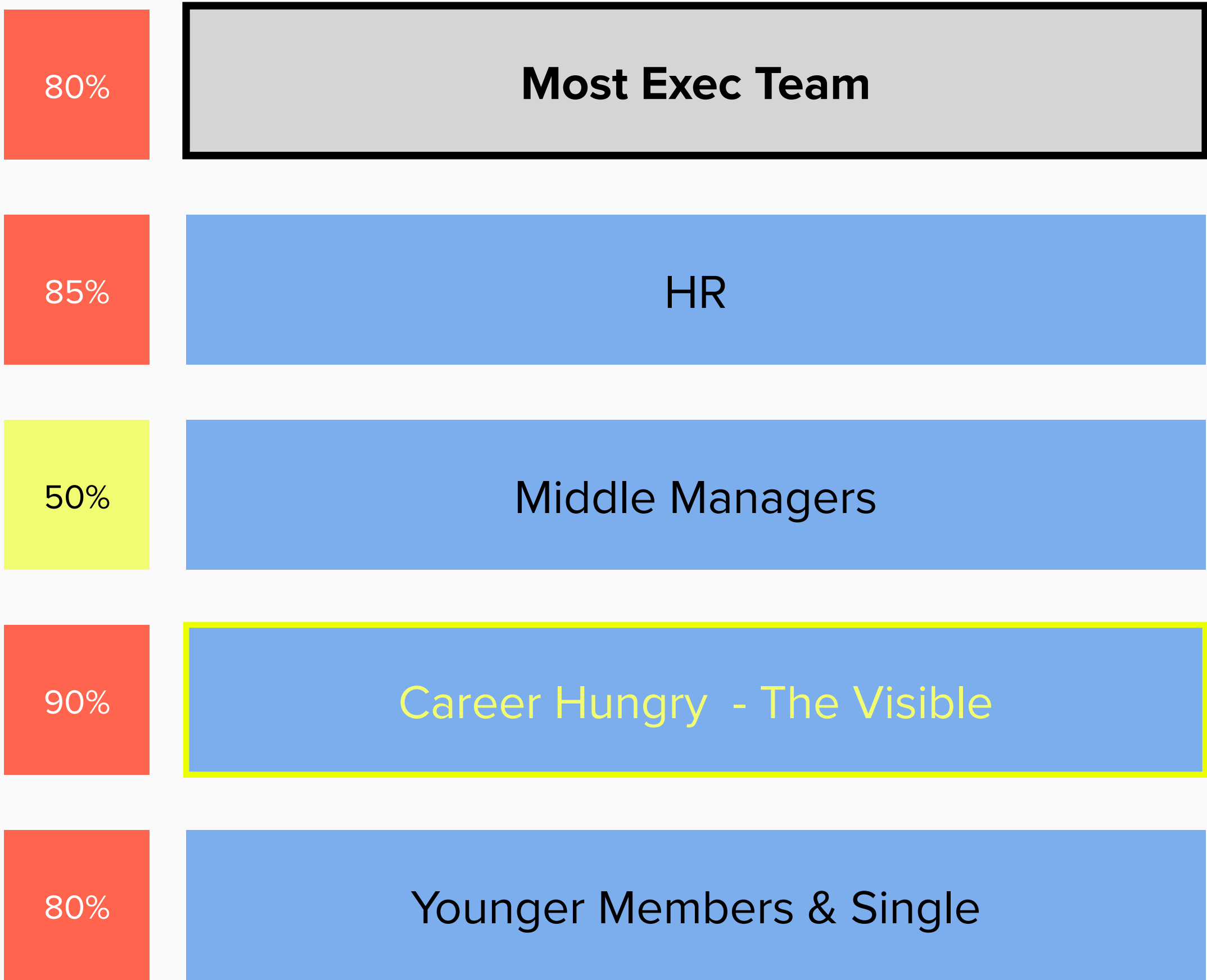
A black and white photograph of a glass sphere resting on a sandy beach with seashells. A black horizontal bar with a teal dotted border is overlaid across the middle. On the left of this bar is a black circle with a teal dotted border containing the number 8. To the right of the circle, the words 'Quick Concepts' are written in white.

**8**

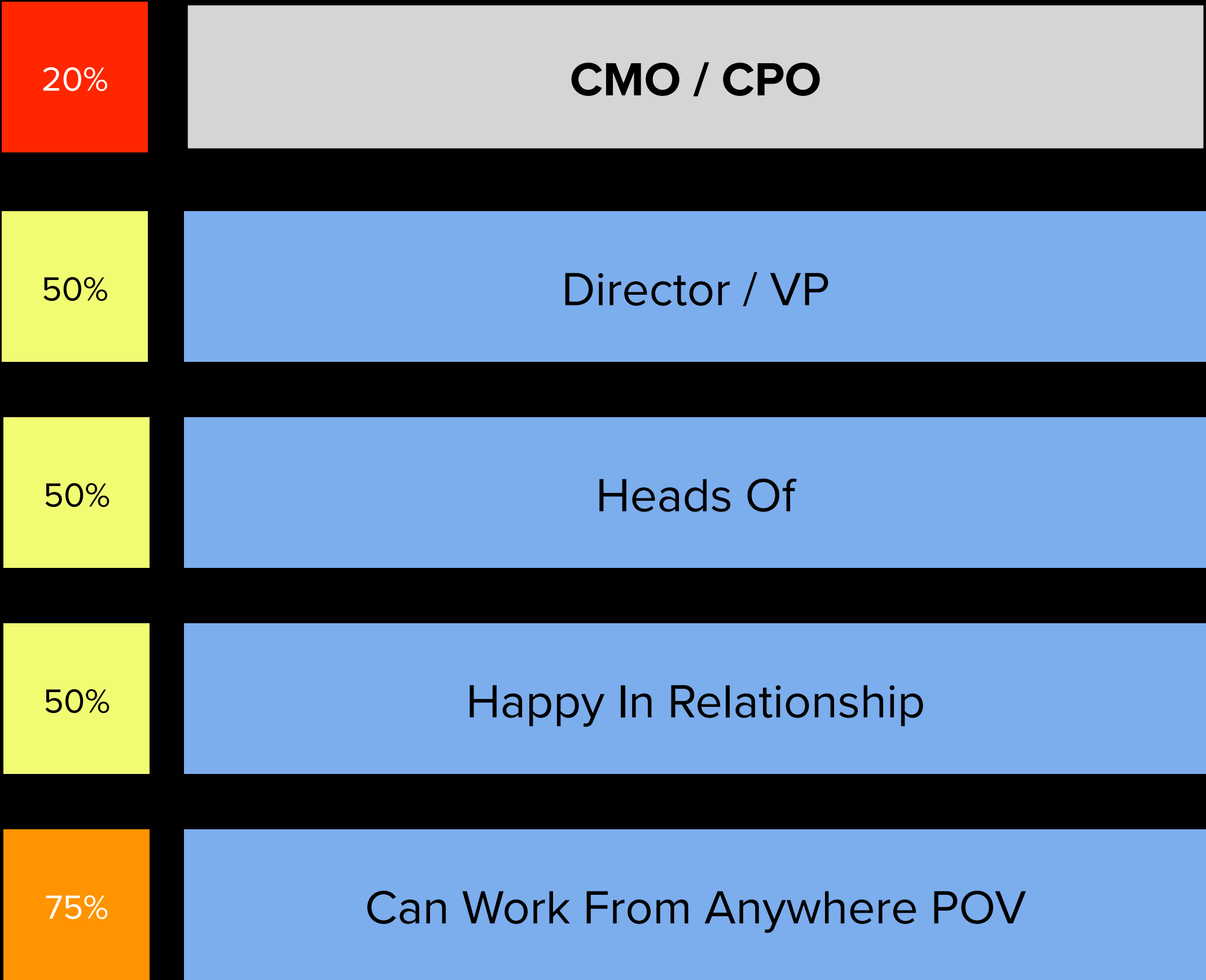
# **Quick Concepts**



# The In Office People



# Hybrid People





# Focus Spaces

# Focus Rooms

# Focus Floors

**Strict space for  FOCUS**

**We should see businesses reshape their office(s) to incorporate office design to enable work focus.**

**No distractions, library rules, potentially no connectivity.**



# Substitution Staff

☁️ Like great substitute teachers

Having a substitutes bench full of holiday and back up staff for illnesses.

Qualified, quick catch up abilities and likely more than capable to help the holding pattern or deliver projects



# Loan System

💭 Like loan system in sports

**Big companies can have a surplus of talent.**

**Many people are brand blinded, weak & visibility managers crave to hire CV based hires.**

**Big Brand X do not want to lose them but have projects or managers in their way.**

**Loaning out to smaller connected brands helps to develop skills and recycle & performance manage**



5

# Traditional



## Hybrid

# Multi Satellite



## Remote Only



# Multi Satellite Offices

**Big HQ only**  
Top Down & Perks

**Big HQ + many satellite offices**  
Top Down & Perks, Hybrid + Shifts

**Multiple local satellite offices + WFH**  
Hybrid + Shifts

**Reduced HQ & credits to work from  
co-working & WFH**  
Hybrid + Shifts & Top Down

**Deals with exclusive local businesses  
to work from their premise & charge  
back food**  
Hybrid + Shifts, Some Top Down & Freelance Army



- 1. Top Down + Perks** - Management decides & makes decisions but you are given huge number of perks
- 2. Hybrid + Shifts** - You will be able to work from anywhere, you will be treated exactly in the office and working remotely. We will provide you equipment to succeed from anywhere.  
**Shifts** - You will not have to work 9-5 you can work 6am - 2pm or 4pm - midnight
- 3. Freelance Army** - Management team + heads of + army of project based freelances



NEW

## Part Time & Side Hustlers

**Part time workers can get a huge amount of work done**

**Side hustles - passionate projects that pays the other half of part time work & adds value and enjoyment to the work week**



# **Quick Concept**

## **Safe Split Cost Rentals:**

**Rental of homes, unused store fronts, shops, library, closed pubs, cafes & restaurants are rented 30 - 120 days at a time.**

## **Collectives & Co-Ops:**

**Where teams, freelance, collectives & companies will work from these spaces.**





**Coinbase News** ✓

@CoinbaseNews

Coinbase is committed to being remote first. We announced we no longer have an HQ and as a next step, we're closing our SF office (our former HQ) in 2022.

11:04pm · 5 May 2021 · Sprout Social

138 Replies 320 Retweets 2,792 Likes



Reply to @CoinbaseNews



**Coinbase News** ✓ @CoinbaseNews 14h

We've committed to having no HQ, and it's important to show our decentralized workforce that no one location is important than the another.

9 18 294



**Coinbase News** ✓ @CoinbaseNews 14h

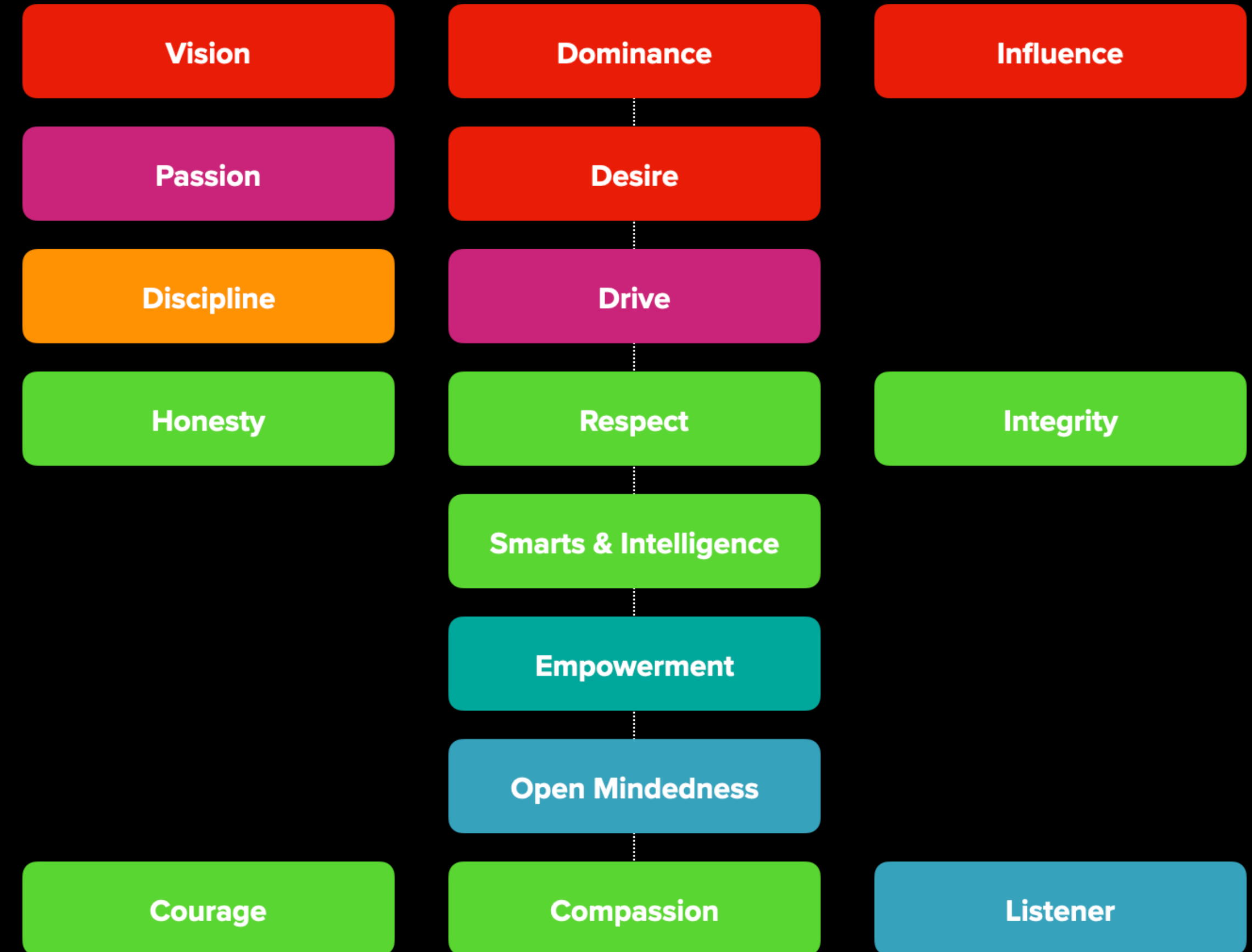
Closing our SF office is an important step in ensuring no office becomes an unofficial HQ and will mean career outcomes are based on capability and output rather than location. Instead, we will offer a network of smaller offices for our employees to work from if they choose to.

21 26 408

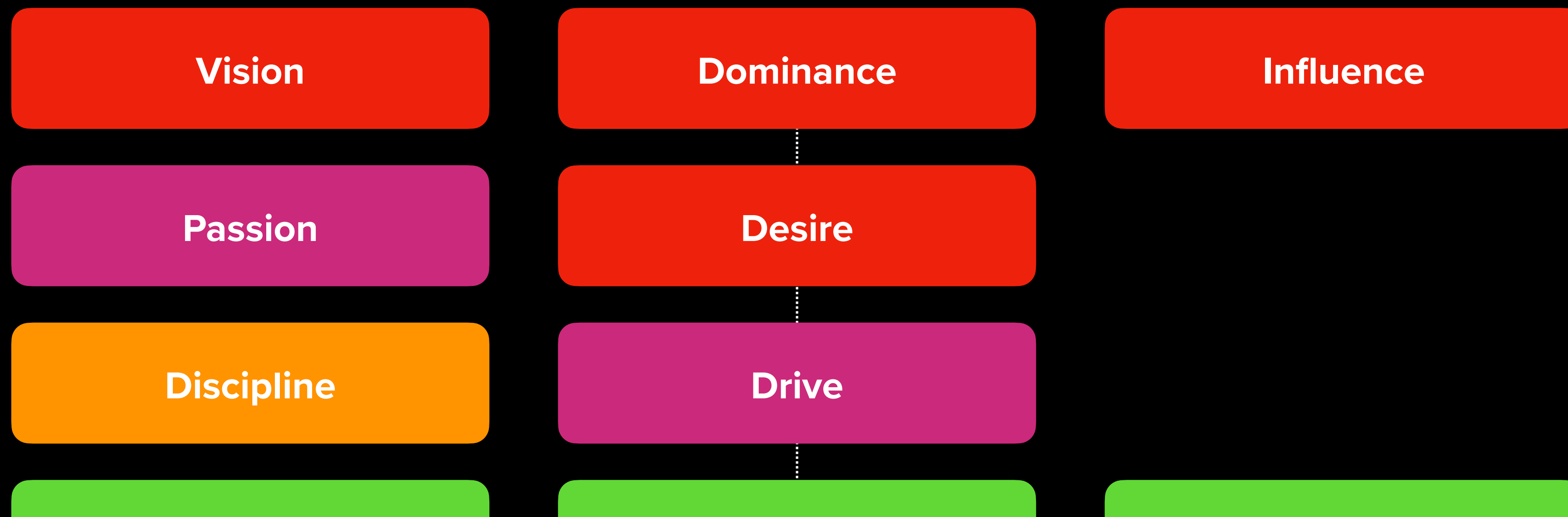
# Coinbase Famous For No Politics At The Office Removes HQ For Satellite Offices - May 2021



# 16 leadership qualities prompted by intelligent coaching







# Automated Prompts To Understand Leadership Requirements





7

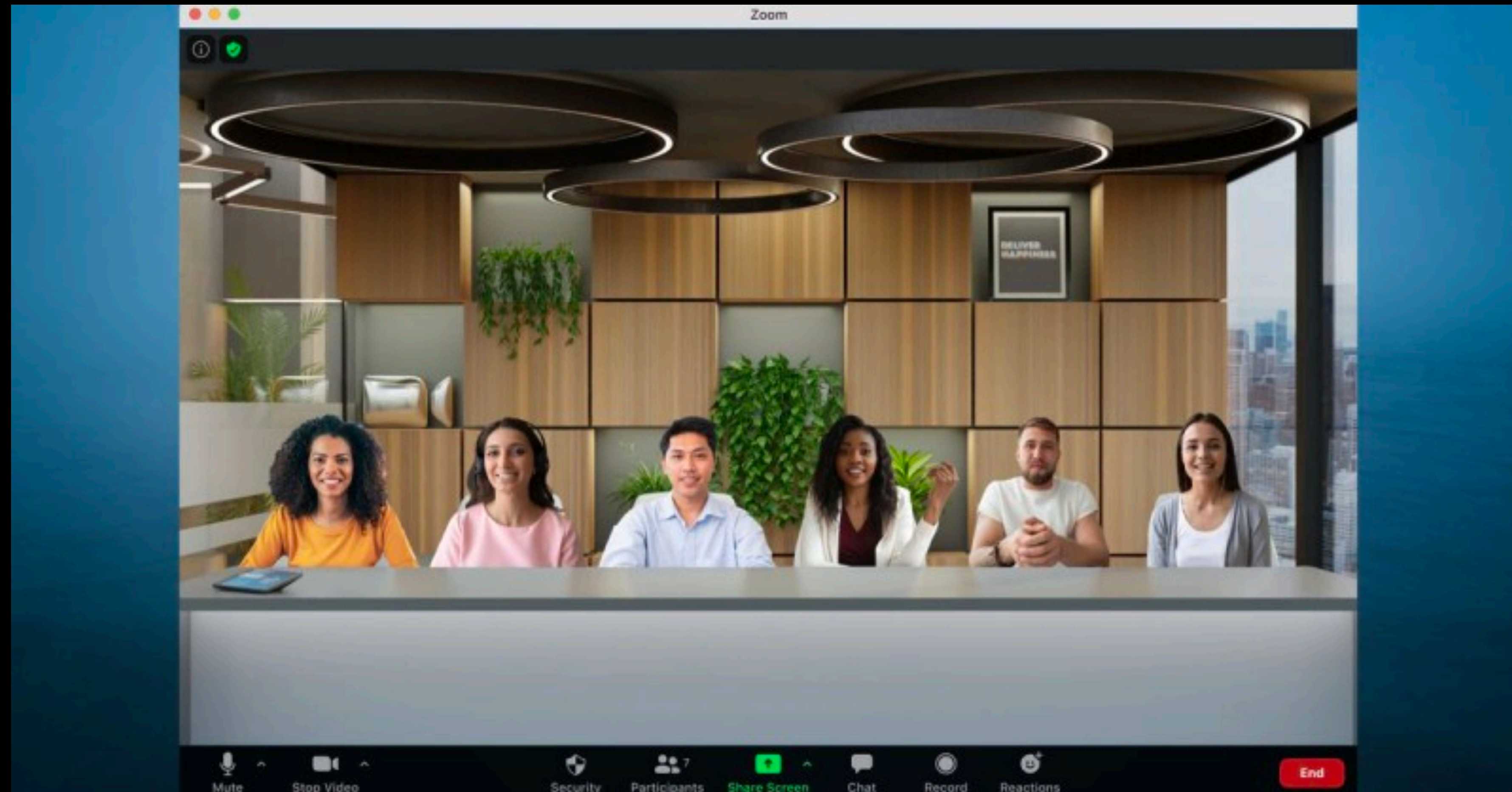
# Hologram Brainstorms Coming Soon

 **FOCUS**



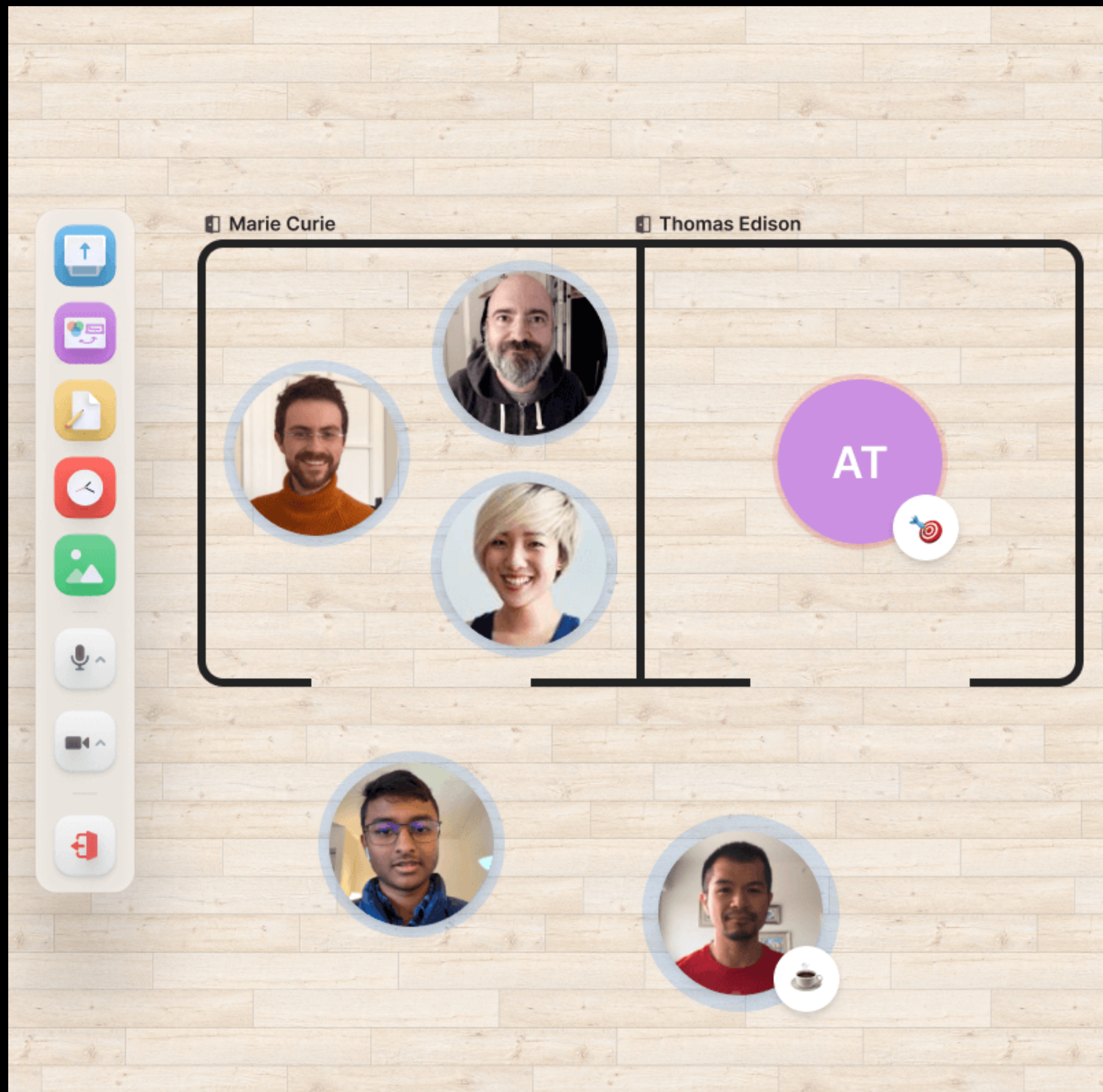
**We Are Going To Be A Floating 2D Head**



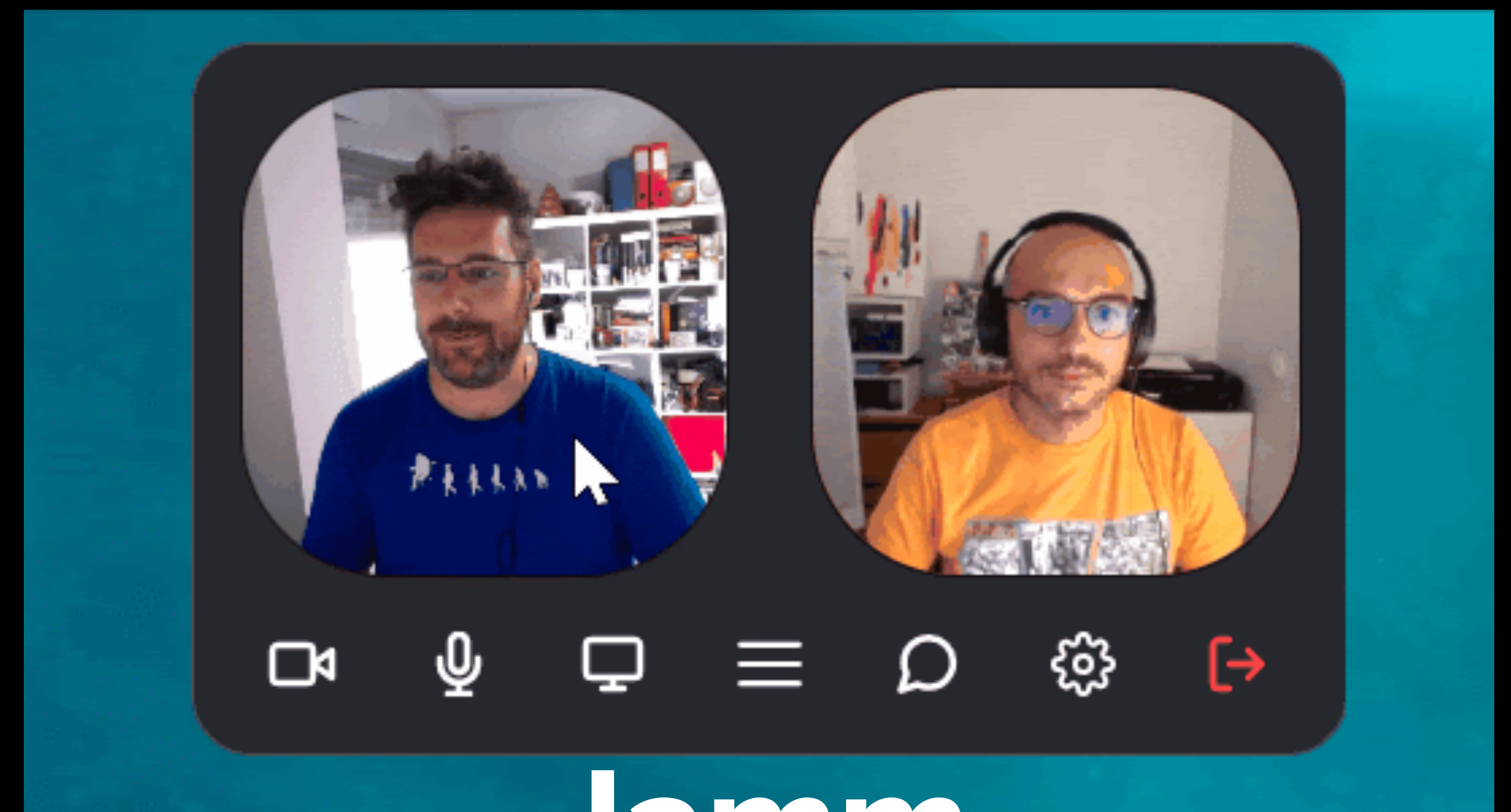


# Zoom Room

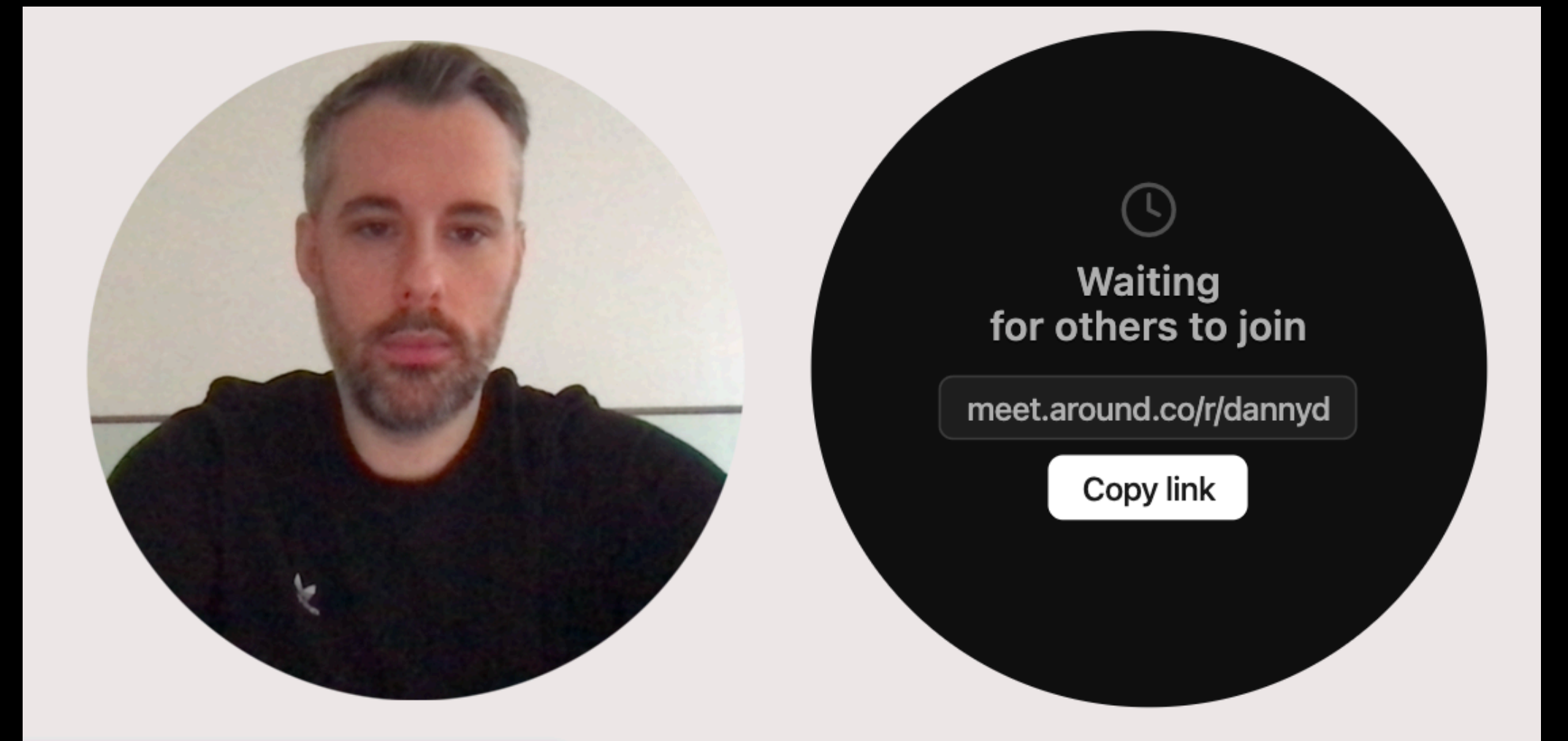




**TeamFlow**

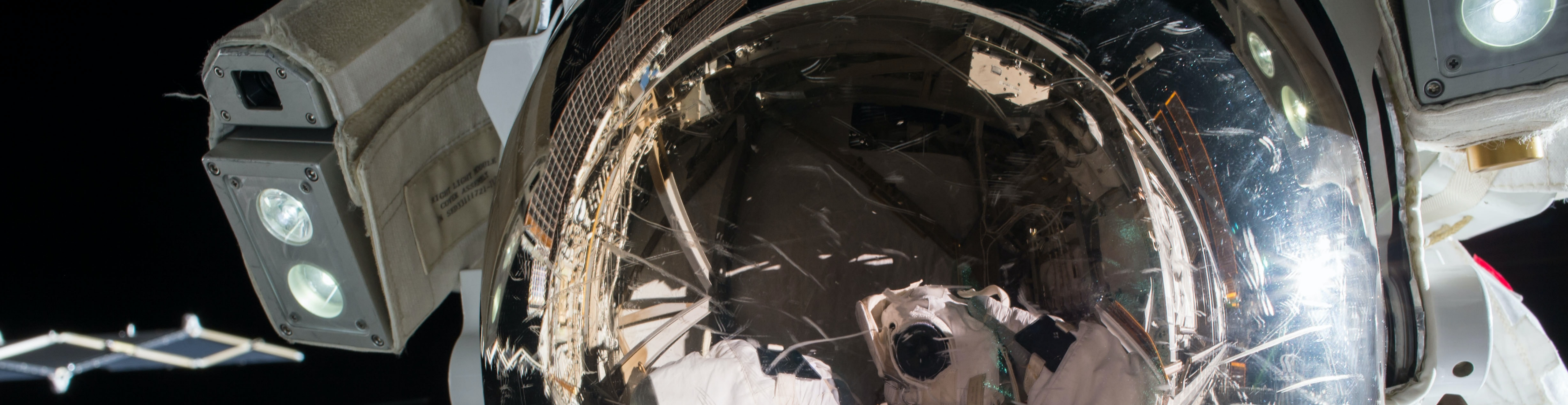


**Jamm**

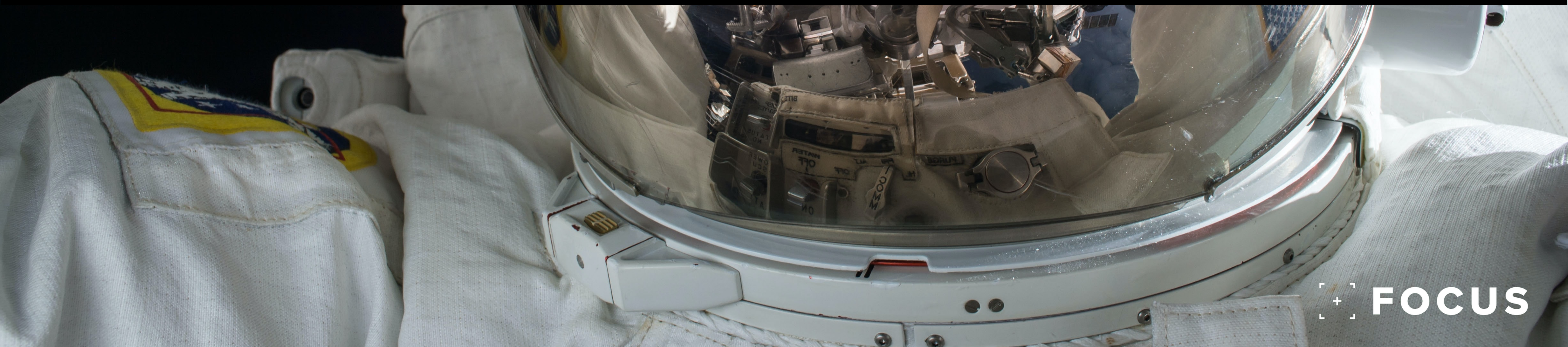


**around.co**





# Where We Should Be





# Fewer

1. Meetings
2. Chats and instant messages
3. Disconnected Departments
4. Internal political players
5. Companies led by competitor obsessions
6. Video calls
7. Blocked calendars
8. Managers
9. Hierarchies based on traditional org charts



# Improved Ways Of Working

## Screenshot Time



1. Agreed upon principles
2. Better asynchronous communication
3. Use audio, video updates and walk throughs
4. More shared knowledge
5. Remove gossip (internal disinformation)
6. Better documentation hint  
create a decision document
7. More coaches and mentors  
(replace 🦌 managers)



# Learn to understand how people use platforms it's in the workplace

➡️ “Story formats” (short engaging videos) are here & will stay

🚚 Chat is the default for many (text, IM & DM) - change to deliberate conversation

👥 Remote removes connection many are ok, many are not, humans need connections. Consider a dedicated culture community manager

🕒 Although the attention span of a goldfish was fake news.

Everything needs to be shorter, easy to digest, comment, questions & share.

🔍 Quick answer vs detailed & earned answer

▶️ Video first = harder flow but more creative with more engagement options



# Tools That Can Help You Improve & Future Proof

- Internal wiki / knowledge centre - Notion, Confluence, Asana
- Improve Communications
  - Jamm - *Video first virtual workplace*
  - Remotion - *Video face to face meetings designed for spontaneity*
  - Pragli - *Integrated tool for chat and calls designed for presentations - avatar based HD calls*
  - RealTalk - *Realtime talk with bubbles over browser windows*
- Virtual HQ's - it will take a brave company to build
  - Branch - <https://branch.gg/>
  - Gather Town - <https://gather.town/about>
  - Teooh - <https://www.teooh.com/>



# Screenshots Time

## **Apps we use & for what purposes!**

- Email: Spark
- Video Calls: around.co
- 1-2-1's: around.co + Templated Google docs
- Quick Updates: Discord
- Quick Standups: Video Updates via Loom
- Documents: Google Docs
- Projects: monday.com
- 4 Person Meetings: around.co + Google docs
- Brainstorms: Miro or butter.us



# Framework To Help You Become Successful

*Ways to think...*

| Hybrid First              | Internal          | External                      |
|---------------------------|-------------------|-------------------------------|
| Virtual office            | In office         | Remote office                 |
| Book location             | Book into office  | Book out of office            |
| Virtual mindset           | Physical mindset  | Safety mindset                |
| Most flexible             | More set times    | Less flexible - many nuances  |
| Hybrid learning           | Hybrid learning   | Hybrid learning               |
| In sight - fight for mind | In view - in mind | Out of sight - fight for mind |
| Pre recorded              | In person         | On demand                     |



A silhouette of a person stands on a hay bale, arms raised in a 'V' shape, against a vibrant sunset sky with streaks of orange, pink, and purple. The person is positioned on the left side of the frame. A black horizontal bar spans the middle of the image, containing the text 'Obvious Important Tip' in white. The bottom of the image shows the silhouettes of more hay bales and a line of trees.

# Obvious Important Tip



**TELL PEOPLE HOW TO  
BE SUCCESSFUL!**

**Why let people struggle  
from the moment they  
walk in?**

**Why not coach and mentor  
them?**

**Gain insights and qualified  
feedback away from BAU  
pulse surveys**



**So Are You With Me  
In Improving The  
Broken Ways Of  
Work?**

**Vote: [http://bit.ly/  
brokenworldplace](http://bit.ly/brokenworldplace)**

**Scan to vote 📌**





**So, are you going to join me?**

**On  Focus' mission to fix the  
broken world of work?**



# Q&A Time

## Connect With Me

 The Future State Podcast [thefuturestate.co.uk](http://thefuturestate.co.uk)

 Must Read Newsletter - [mustreads.co.uk](http://mustreads.co.uk)

 Leaders Letter - [https://www.focus.business/  
newsletter](https://www.focus.business/newsletter)

 [dannydenhard.com/linkedin](http://dannydenhard.com/linkedin)

 [dannydenhard.com/twitter](http://dannydenhard.com/twitter)

 [contact@focus.business](mailto:contact@focus.business)