Ideation Workshop / Futurecast
1:45 – 2:30pm: Framing the Issues
• What are the issues impacting work in 2025?
• What are the issues impacting workforce in 2025?
• What are the issues impacting workplace in 2025?

2:30 – 2:45pm: Flushing out the challenges
• Discuss and consolidate their thoughts on the challenges per issue.

2:45 – 3:00pm: Break

3:00 – 3:30pm: Flushing out the opportunities
• Discuss and consolidate their thoughts on the opportunities per issue.
• Report in on the challenges and opportunities.

3:30 – 4:15pm: Solutions
• Discuss potential solutions
• Report in on the challenges and opportunities.
What is the workplace of the future?

What is Innovative?

What lies ahead?

How do we future-proof?
“When it comes to the future, there are three types of people; those that let it happen; those that make it happen; and those that wondered what happened.”

John M. Richardson, Jr
94% of ideas are not generated at work

JOHNSON CONTROLS COLLABORATION 2020 STUDY
We know the future skills needed...

**Future Work Skills 2020**

While all six drivers are important in shaping the landscape in which each skill emerges, the color-coding and placement here indicate which drivers have particular relevance to the development of each of the skills.

**Drivers—disruptive shifts that will reshape the workforce landscape**

**Key skill needed in the future workforce**

**extreme longevity**
Increasing global lifespans change the nature of careers and learning

**computational world**
Massive increase in sensors and processing power make the world a programmable system

**superstructured organizations**
Social technologies drive new forms of production and value creation

**Sense-Making**

**Design Mindset**

**Virtual Collaboration**

**New Media Literacy**

**Cross Cultural Competency**

**Social Intelligence**

**Cognitive Load Management**

**Computational Thinking**

**Novel and Adaptive Thinking**

**New media ecology**
New communication tools require new media literacies beyond text

**globally-connected world**
Increased global interconnectivity puts diversity and adaptability at the center of organizational operations

**rise of smart machines and systems**
Workplace robotics nudge human workers out of routine, repetitive tasks
And the human skills needed...

1. **COMPLEX PROBLEM SOLVING**
   - To put it simply, it’s about using analysis to make decisions and implement solutions.

2. **CRITICAL THINKING**
   - Increased complexity and sophistication of businesses in the coming years will mean more and more employers will be looking for critical thinking abilities in the candidates they interview.

3. **CREATIVITY**
   - Employers will want to hire creative employees because they are the ones who will come up with innovative ideas that would help the company grow.

4. **PEOPLE MANAGEMENT**
   - Good communicators, people with empathy and the right tone and body language score high on this count.

5. **COORDINATING WITH OTHERS**
   - The report defines this skill as “adjusting actions in relation to others’ actions”. In other words, flexibility of approach in relation to your co-workers.

6. **EMOTIONAL INTELLIGENCE**
   - Those high on emotional intelligence can help defuse stress and conflict, and enhance communication to achieve maximum effectiveness at work.

7. **JUDGMENT & DECISION-MAKING**
   - Do you think on your feet? Are you willing to be held accountable? Can you be relied on to choose between possible solutions to a problem instead of sitting on the fence? If the answer to all of the above is yes, you are ready to work in 2020.

8. **SERVICE ORIENTATION**
   - WEF forecasts that service orientation, defined as “actively looking for ways to help people” will become an important core skill in the near future.

9. **NEGOTIATION**
   - The ability to negotiate and reconcile differences between people and bring them together will always be a prized talent.

10. **COGNITIVE FLEXIBILITY**
    - The ability to mix-and-match ideas, systems, processes, materials and data to create new products or ideas is going to be a sought-after skill in future.

“Solving problem they understand = commodity.

Finding problem they didn't know they had = value add.”

Daniel Pink
Design thinking, ideating and being creative is about allowing yourself to make mistakes.

The Art of Design is knowing what to keep.

The Science of Design is knowing how to measure it.
Minds are like parachutes, they only function when they are open.
How to become more engaged, open and mindful?
Mindfulness is defined as intentionally paying attention with openness, kindness and curiosity.
Divergent Thinking

Convergent thinking is linear, involving going through a list of steps to get to a single answer.

Divergent thinking is exploring thinking is exploring different directions from an initial problem statement to generate many possible ideas.

Divergent thinking helps to generate ideas, and identify a wide range of potential solutions.
This is the group to do it!
Kids Creativity halves every 5 years.
Adults often practice “unnovation,” the refusal to identify, create, embrace or adopt new ideas, leading to the unnecessary and un-timely end to a business, which is ultimately overtaken by external progress.
“What we truly lack is courage.”
EVOLUTION OF AN IDEA?

Impossible → Impractical → Possible → Expected → Required
MAPPING THE INNOVATION PATH

Front End

MISSION
- What do we value?
- Activities support that?

SCAN
- Observation
- Interview

CHALLENGE
- What if…?
- Assess disruptors

IDEATE
- Brainstorming
- Identify preferred spaces
- Possible solutions
- Put into context

SHORTLIST

EXPERIMENT
- Pilot space
- Reassess

IMPLEMENT
- Change Management

PROMOTE
- Measure
- Communicate

Back End
How much of what we deal with in the workplace today wasn’t an issue 5 years ago?
What trends will drive the workplace in **2025**?
“The future is already here — it's just not very evenly distributed.”

William Gibson
Rules for the Day

- Leave preconceived notions at the door
- Don’t horde ideas - share
  - If you want to go fast, go alone; if you want to go far, go together.
- Be mindful.
  - Be in the moment, don’t multitask.
- Truly hear, don’t just listen. Let it soak in.
- Remove boundaries and limits.
  - Don’t be an Eeyore.
  - No “yet buts…”
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1:55 – 2:30pm: Framing the Issues
Assign each tables one of the topics below:

• What are the issues impacting work in 2025?
• What are the issues impacting workforce in 2025?
• What are the issues impacting workplace in 2025?

Give everyone 5 minutes to create their own list. 
Note on yellow post-its.

Turn over cards.
Tables discuss and consolidate their thoughts for 10 minutes.

Take 15 minutes for facilitator to report in per category, per table.
• Put the issues up on the big board in categories.

Discuss common themes for 5 minutes.
<table>
<thead>
<tr>
<th>WORK</th>
<th>WORKFORCE</th>
<th>WORKPLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sharing economy</td>
<td>Wellbeing</td>
<td>Climate change</td>
</tr>
<tr>
<td>Co-working</td>
<td>Human sustainability</td>
<td>Environmental sustainability</td>
</tr>
<tr>
<td>Experience driven economy</td>
<td>Demographics</td>
<td>Generations at work</td>
</tr>
<tr>
<td>Global connectivity</td>
<td>War for talent</td>
<td>Transparency</td>
</tr>
<tr>
<td>Pace of change</td>
<td>Trust</td>
<td>Privacy</td>
</tr>
<tr>
<td>Big data: little data</td>
<td>Robotics</td>
<td>Distractions</td>
</tr>
<tr>
<td>Geopolitical factors</td>
<td>Distributed work</td>
<td></td>
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<tr>
<td>Automation</td>
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<td>AI</td>
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<tr>
<td>Augmentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobility</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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2:30 – 2:45pm : Flushing out the issues
Take 5 minutes to vote on the top 10 issues to tackle. Assign one issue to each table.

Tables discuss and consolidate their thoughts for 10 minutes to:

**Identify the challenges**
Note on orange post-its.

2:45 – 3:00pm : Break
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3:00 – 3:30pm: Flushing out the issues
Take 5 minutes to recap the issue and challenge identified by the group.

Tables discuss and consolidate their thoughts for 10 minutes to:

**Identify the opportunities?**
Note on purple post-its.

Take 15 minutes for facilitator to report in on the challenges and opportunities per category, per table.
• Put the issues up on the big board in categories.

People from other tables with different issues to address can add their thoughts on the challenge and opportunities.
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3:30 – 4:15pm: Solutions
Take 20 minutes to discuss:

What are potential solutions?
Note on blue post-its.

Take 20 minutes for facilitator to report in per category per groups, per table.
• Put the issues up on the big board in categories.

Take 5 minutes to recap on issues and potential solutions.
So when it comes to the workplace of the future, the questions are...

Are you going to let things happen? Make things happen? Or wondered what happened?