#### **Innovation Pioneers**

22 of September 2021

### **Metaverse of Work**

#### **Definitions**

#### Metaverse

Zuckerbergs new vision for Facebook. But also Epic, Decentraland, Google, Microsoft and others have projects to elevate public interest in VR/AR and Gaming experience into everyday use of virtual worlds and mixed reality.

#### Hybrid

The term Hybrid is often used to describe when people meet/collaborate and some are participating digitally and some are physically present. But it's also points towards the decision on how many days should be spent at the Office vs WFH. Also called "Flex".

#### Third Workplace

The alternative to "Working from Home" or "at the Office" will be named **the third workplace**. A whole series of various spaces used to collaborate, deepwork or perform tasks where its necessary for the individual to have a supporting environment. Similar to "Hub & Spoke"

 "[The metaverse is] an embodied Internet that you're inside of rather than just looking at. We believe that this is going to be the successor to the mobile Internet." 1



Mark Zuckerberg Facebook

 "[The pandemic] was a tectonic shift. And the future of work is changing dramatically. It is going to be more flexible. Work is no longer just a place," 2



Sundar Pichai CEO Google

The Metaverse Is Coming And It's A Very Big Deal<sup>3</sup>



Cathy Hackl Futures Intelligence Group

<sup>1.</sup> https://www.newyorker.com/culture/infinite-scroll/facebook-wants-us-to-live-in-the-metaverse

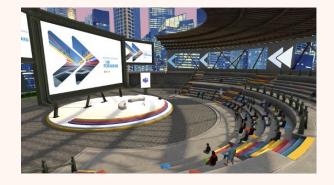
<sup>2.</sup>https://finance.yahoo.com/news/google-ceo-sundar-pichai-on-the-future-of-work-131001210.html

 $<sup>3. \</sup>underline{https://www.forbes.com/sites/cathyhackl/2020/07/05/the-metaverse-is-coming--its-a-very-big-deal/?sh=58c6ab43440f. A state of the state of the$ 



## This will be a new world with few limitations in need of governance





"Google and Microsoft have held internal trainings, external conferences, and fun activities in the Virtway platform"



## virtway events







## 100% interactive

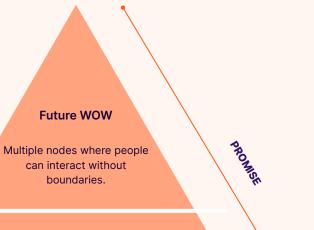
## Mixed Reality

Microsoft MESH och Google Starline





## A new strategy for the Third Workplace



"I foresee in the future that hubs of multi-creativity or multi-skilled, hyper-specialised hubs, will be connected to each other in trusted ways that will boost productivity.

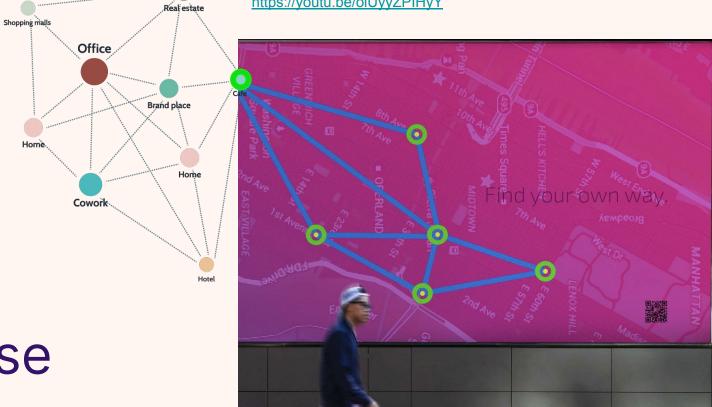
#### **TIMO MASHIYI-VEIKKOLA**Anthropologist, futurist and strategist

# What values are created Connecting employees, organizations, and spaces, to empower them, so everyone can be in their flow. Emotion Connected, eager, respected, inspired, valued Benefits with the Third Workplace Less commute, reliable networks, optimal working conditions, and a social layer to spark creativity and collaboration. FUNCTIONAL Platform Technology to manage organisations third-workplaces

# 02 Our Challenges

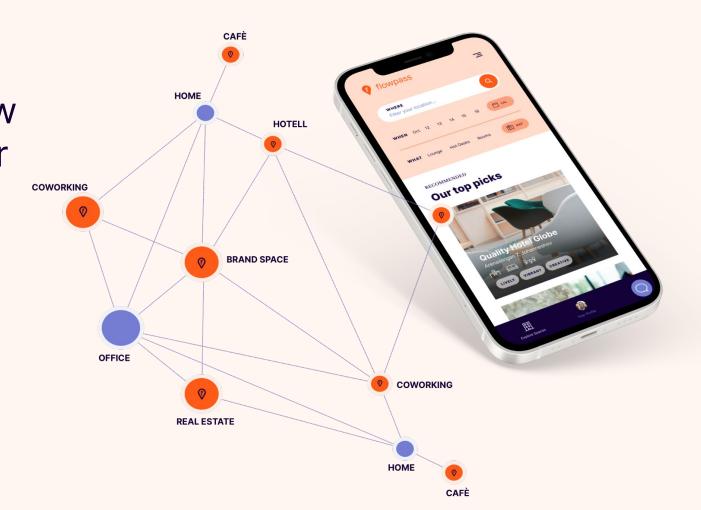
https://www.inc.com/scott-mautz/a-2-year-stanford-study-shows-astonishing-productivity-boost-of-working-from-home.html

Amazing TEDx video with the professor of the study: Nicholas Bloom. <a href="https://youtu.be/oiUvyZPIHvY">https://youtu.be/oiUvyZPIHvY</a>



Case

Summary: Need of a new framework for how the team should work, where and with what tools



#### Creating a new workplace strategy **PARADIGM SHIFT** What activities are happening in the space. The How (Deepwork, flow state, with answers: The Where - integration of the physical and social collaboration to do the best work possible) workplace (office, home and third workplace **PLACE** Seamless Social Connection **PROCESS** What would be the ideal method of interaction? Who are the users and what are **PEOPLE** DIGITAL The What - tools and services for their needs optimal in- and output

Productivity and Happiness

#### **Evolution of the Workplace**

#### THEN

#### Office of Utility

- We provide you with the tools to do your job
- Assembly lines and open space with cubicles

#### NOW

#### The Playful Office

- Hotdesking, play areas and wellness rooms
- Creating playful conditions conducive of innovative, creative thinking

#### **NEXT**

#### The Liquid Office

- Agile spaces for a distributed workforce
- The workplace is a centaur, a hybrid of a physical and digital workspace
- HQ becomes a physical representation of organisational values
- Human-centric design

#### Culture as Enabler

#### **FUTURE OF THE WORKPLACE 2030+**THE EVOLUTION OF CULTURE

#### **THEN**

#### **Culture of utility**

We provide you with the tools to do your job

#### **Culture of productivity**

Optimisation and lean processes

#### NOW

#### **Culture of engagement**

What makes our employees happy at work

#### **Chief Happiness Officer**

Employees are more productive

#### **NEXT**

#### **Culture of meaning**

- Asking why do we go to work?
- How can this provide us with meaning?
- Leading to a deeper level of happiness, higher productivity and deeper engagement
- We care, so we want this organisation to thrive

"With an increasingly liquid workforce, culture is a top priority, allowed to develop from bottom up but require consistent vision and behaviours to communicate company values and traditions

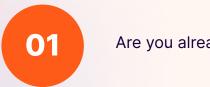
Emotional intelligence, self-regulation and self-awareness are prized attributes with more people working remotely or on a project basis"

Microsoft study:

https://www.nature.com/articles/s41562-021-01196-4)

#### **Smart Office**

#### Extracting thoughts from Model P



Are you already working distributed - how?



What is your concerns or wins



What does increased flexibility mean to you - how should it be implemented



# 03

# Post New Normal Smart Office

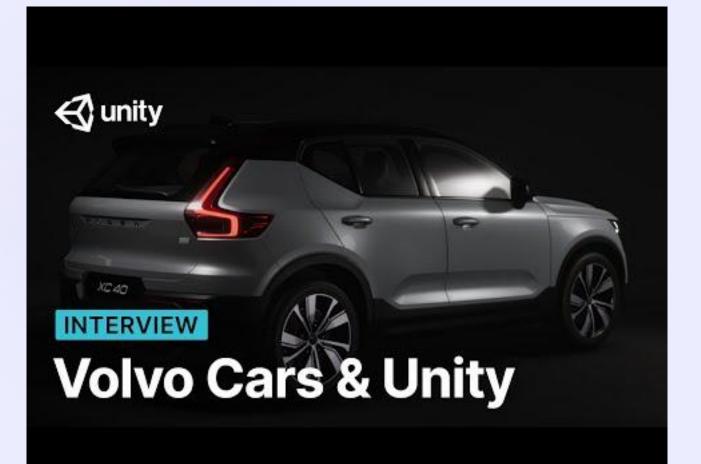
The advent of the smartphone elevated humanity into a new era of technology usage. Younger generations are used to access whatever, whenever and whoever. The expectation for continuous improved and integrated technologies in the Workplace are real. Most organisations struggle with staying on top and at the same time adhering to company policies, security and reliability. Maintaining one's work- and business systems are crucial to drive staff and client engagement, increase productivity and minimize cost of operations.







Volvo Mixed Reality Core Team with finnish Varjo. <a href="https://youtu.be/eo3vuht1-jk">https://youtu.be/eo3vuht1-jk</a>

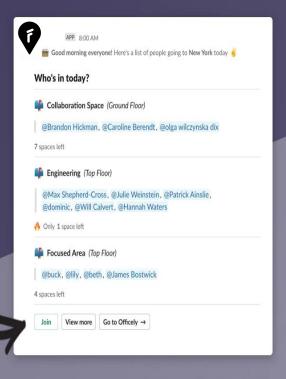






and easily **join** them!











#### **Smart Office**

#### Freeing our minds



Could you benefit from any of these trends and technologies?



What have you already implemented or experimented with



What do your smart office look like



