

Global Mobility Network

2009 Programme



GlobalWorkPlace
INNOVATION
leading workplace futures

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Global Mobility Network

Wednesday 16th September

Surviving The Global Cultural Mashup

How is cultural impact of globalisation affecting knowledge work? Will cultural diversity continue? Or has globalisation's wings been clipped in the recent turmoil?

Wednesday 23 September

Using Place To Breach Workplace Boundaries

Building on insights from the April discussions on cultural integration, what role does workplace design play in helping to breach organisational boundaries?

Wednesday 30th September

Workplace to Zero?

Work-on-the-go continues to become normal practice and environmental concerns are accelerating.

Will the need for permanent workplaces disappear altogether, as work comes to people rather than people going to work? What might take their place?

2009 Topics And Dates

Venue T.B.A. – Central London



16th September:

- 11.00 Introduction to the topic
Alistair Moffat, Nokia Siemens Networks: Using Metaphor And Story To Explore Cultural Differences
Group discussions
- 13.00 Working lunch
- 13.30 Resume group discussions
- 14.45 Summarise
- 15.00 feedback, summarise and close

Using Place To Breach Workplace Boundaries

23th

September

Context

Despite increasing levels of global cultural integration among enterprises and globally dispersed teams, internal functional and professional silos remain stubbornly persistent. This tendency may be increasing as knowledge becomes more specialised in the knowledge economy.

The Gensler 2008 Workplace Survey usefully categorises knowledge work into four work modes:

learning – exploring, problem-solving, discovering, reflecting, integrating and applying

collaborating – sharing knowledge and information, discussing, listening, co-creating

focusing – imagining, concentrating, writing, thinking, reflecting, reviewing, assessing

socialising – talking, networking, laughing, trust-building, recognition, interacting, mentoring

Professor Jeremy Myerson further defined knowledge work when he differentiated between routine, formalised knowledge at one end of a continuum and messy, unformulated creative knowledge at the other end.

It is creative knowledge that the UK excels at, with the routine work increasingly performed off-shore

What's The Issue?

• Building on insights from the April discussions on cultural integration, what role does workplace design play in helping to breach organisational boundaries to enable effective knowledge work ?

Workplace to Zero?

30th September

Context

Work-on-the-go continues to become normal practice and environmental concerns are accelerating. As these trends continue, might we ever see a day when the office as an expensive overhead is no longer needed? It is already clear that businesses with large numbers of people working from home are changing the designs and functions of their office.

For example, a senior BT executive has said that communication technologies the mobile workforce has at home are often better than that available in the workplace. Echoing the Gensler four modes of work, reviewed in the last session, she said that home is where people focus and the office is where they socialise and collaborate.

Learning From Nomads

Networks of nomadic freelancers and self-employed workers give a glimpse of what the office-less future might look like. These people are custom-designing their own experience of work, choosing to work from a variety of public and 'third space' facilities according to what they need to do, who they need to be with and how they feel. These mosaics of individualised work experiences are happening now.

What's The Issue?

- Will the need for permanent workplaces disappear altogether?
- What might take their place?
- What do you think the practical and logistical issues might be for businesses?