

The Future of Work: Predictions for a New (Ab)Normal

Tracy Brower, PhD, MM, MCRW

Author, Bring Work to Life by Bringing Life to Work
Contributor to Forbes.com and Fast Company
Principal, Applied Research + Consulting, Steelcase

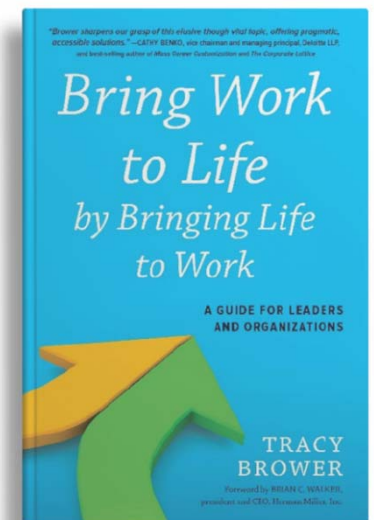
New Normal



Dr. Tracy Brower

tbrower@steelcase.com
Steelcase.com

tbrower108@gmail.com
Twitter: TracyBrower108
LinkedIn: Tracy Brower, PhD
Goodreads: Tracy108
Forbes.com
Fast Company
TracyBrower.com



New Normal

“When the paradigm shifts, everyone goes back to zero.”

Consider paradigms of...

- Safety and security
- Health
- Wellbeing and mental state
- Relationships
- Life cycle
- The experience of home
- Receive (rather than retrieve)
- Entrepreneurialism / talent
- Work experiences
- Travel
- Entertainment (including sports and 'sins')



New Normal

“This will be the most significant reinvention of work in our experience.”

Question:

How significant do you expect the changes
in the work experience to be?

A – Sweeping. Things will never be the same.

B – Moderate. Things will be different, but may not be too
overwhelming.

C – Insignificant. Things will be crazy for a while, but then they
will pretty much get back to normal.



How work will
change

“Asking the right questions is more important than having all the right answers.”

New Normal

What companies do for people

- Expanded support
- Appreciation for importance of mental health
- Improved leadership
- Company culture a focus



5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

New Normal

What your company does for you

- Expanded support
- Appreciation for importance of mental health
- Improved leadership
- Company culture a focus

How will you create a sense of safety and security and for employees going forward?

5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)



New Normal

How people work with each other

- Improved relationships with teammates
- Expanded diversity
- Empathy for work-life



5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

New Normal

How you work with others

- Improved relationships with teammates
- Expanded diversity
- Empathy for work-life

How will the ways people work with others shift in the new normal?



5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

New Normal

“The greatest innovations arise from the most limiting barriers.”

5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

New Normal

Your company's systems and approaches

- Increased speed, reduced bureaucracy
- Flourishing innovation
- Collaboration between companies



5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

New Normal

Your company's systems and approaches

- Increased speed, reduced bureaucracy
- Flourishing innovation
- Collaboration between companies

In what ways will your company's approaches shift in the future?



5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

Question:

To what extent do you expect shifts the way your company adds value to the market?

A – Massively. The pandemic has brought about a reboot and a reimagining of our business.

B – Moderately. Some of what we do will change, but overall we are still delivering value relevant to the times.

C – Minimally. We are continuing to deliver on our fundamental value equations without tremendous change.

New Normal

Career opportunities

- Renewed career opportunities
- Expanded entrepreneurialism



5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

New Normal

Career opportunities

- Renewed career opportunities
- Expanded entrepreneurialism

In what ways will you empower people to contribute in expanded ways?



5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

New Normal

Workplace and technology

- Increased work flexibility
- Better offices
- Comfort with technology



5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

New Normal

Workplace and technology

- Increased work flexibility
- Better offices
- Comfort with technology

In what ways will you need to shift the way you accommodate work and technology?



5 Predictions about how the Coronavirus will Change the Future of Work, Forbes, April 6, 2020: [Link Here](#)

New Normal

Resources and continued reading

[5 Predictions About How the Coronavirus Will Change the Future of Work](#), Forbes, April 6, 2020

[Social Isolation and the Coronavirus: 8 Surprising Reasons You'll be Thrilled to Get Back to Your Office](#), Forbes, April 15, 2020

[The Mental Health Crisis Generated by COVID-19: Why It's Critical and How You Can Retain Your Sanity](#), Forbes, April 14, 2020

[Why Working from Home is So Exhausting and How to Reinvigorate](#), Forbes, March 30, 2020

[What Hard Times Teach Us: 5 Pandemic-Inspired Lessons Learned that Will Make You Better for the Long Term](#) Forbes, April 19, 2020

[Steelcase What's Next Guide](#)



New Normal



Dr. Tracy Brower

LinkedIn: Tracy Brower, PhD

Twitter: TracyBrower108

Forbes.com

Fast Company

TracyBrower.com

tbrower108@gmail.com



New Normal

Hope for a new normal



Thank you.

Steelcase[®]
Applied Research + Consulting