



FJORD TRENDS 2021 WITH MARK CURTIS

VIDEO TRANSCRIPT

Sweet teams are made of this

Our 3rd Fjord Trend for 2021 is sweet teams are made of this, and this trend is all about the reframing of work and the new balance of prosody between employer and employee. What's going on here is work has changed significantly in the last year. For a lot of workers, particularly office workers, the peripheral value of going to an office and networking with people, the soft knowledge that you gain that has been largely lost.

The 2nd thing that has happened has been a significant shift, largely invisible but real, of costs to the worker. Now they may have saved some because they might not in some circumstances be commuting, but they're filling that up with having to buy a new desk, a new chair to sit on, a new technology to work from home, pay for higher broadband, pay for the heating costs of being at home during that time.

The 3rd is stress on space, both in terms of organizational space how do we use this asset, which is empty, but also the family space which work is invaded. And the 4th is the way in which our use of digital has gone up dramatically, but the infrastructure and tools that we're using it with, think all those mute button unmute switch which people forget about doing that infrastructure and source is so poor.

Now there are 3 vectors to think about here when you think about are we going to go back to our place of work or not. It's not about will we not. It's about the percentages will go back and that's going to be affected by the attitude of workers.

Roughly 50 percent consistently saying I'm going to spend more time working from home. The attitude of our companies in many cases like the CEO of Netflix saying please come back we need people back at work, it's a social environment. But in many cases, CFOs would be looking at this and saying do we really want to bear these costs anymore, and governments who are telling companies in many places please get your workers back to work because we're worried about city centers being hollowed out.

Now it's easy to imagine this is just about office workers. It's not. This is about all workers whose jobs are remote or could be remote and those who are reliant on office workers.

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So what comes next? Well 4 big things to think about. One we'll see new technology for homeworking beginning to get adopted over the next 2 or 3 years - that's both software and hardware. We'll see a greater focus on culture. The sense of belonging that we create which is what culture is all about. We know how to do that when we're together. We don't know how to do it when we're apart and that's going to require a lot of hard work and focus.

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