



# The 2020 Workplace

A look at the rapid change of our future workplace  
and what leaders need to do differently.

Facilitated by workplace futurist Rick Von Feldt

# Are you ready for the future?

7 shifts are changing everything you know about the workplace – and about leadership.



Workplace  
Futurist  
Rick Von Feldt  
takes you on a  
journey of the 7  
shifts happening  
today that create  
a very different  
world of work –  
and a very  
different kind of  
leader.

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## Introduction: Welcome to Hyper Change

We are in a time of exponential change.  
Companies are being disrupted in record time.  
Why is it happening? And how do we get ready?

### Shift 1: Faster

Leadership is evolving. We need to be faster.  
We must be faster?  
Old models support slower leadership.  
Emerging models of leadership enable things to happen faster.

1. Creative Destruction – we need to destroy from within
2. Agile – focusing on failing faster, sprinting, rapid prototyping and changing quickly
3. Plural Leadership – organizations are shifting from pyramids to connected networks and roles
4. LIVEd Culture – creating, teaching and living values that are designed for what you want to be.
5. Results Focused Workplace – empowered people determine the how and managers determine the what.
6. Self Determined – motivation shifts from carrot and stick to purpose, autonomy and mastery.
7. Iterative – perfection is slow. We must move faster, be less perfect and learn quickly from mistakes
8. Continuously Repurposing – our ability to move resources quickly to new core outcomes is critical.

Rick Von Feldt is a workplace futurist, leadership teacher and business coach. He works with large and small companies to prepare them for the leadership needed for the Future Workplace.

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## Shift 2: Digital Disruption

### DIGITAL IS ENABLING DISRUPTION

Technology is enabling faster and faster change – nearly a competitive necessity. We will explore emerging technologies such as :

1. Mobility and IOET (Internet of Everything) and WiFi everywhere
2. Sensors in our mobile devices: Wii, Ring and the future of nodes
3. Cloud, platforms and knowledge sharing impacting B2B.
4. Biometrics: Voice, Fingerprints and security
5. Wearables: Apple vs Google vs Facebook vs ?
6. Augmented Reality, virtual reality and Hands free
7. Money goes virtual
8. Big data, analytics, mining and predictive (including genomics, synthetic biology)
9. 3D printers and new advanced materials
10. Rethinking energy – and the impact of energy storage, batteries, energy recovery and renewables
11. Machines working for us, including robotics, and autonomous vehicles and user interfaces

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## Shift 3: OnDemand

How we “go to market” is shifting at record speed. Millennials are driving new consumer practices. Seniors and their needs as they age are making new demands. And entire business models are being disrupted overnight. User interface demands new ways of doing business. We will talk about the share economy, new behavior expectations, freemium models, peer to peer marketing and the on-demand economy.

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Expiration Date: The future is moving fast! If you are reading this, and it is after October 1, 2015, then this information is already old! Contact Rick Von Feldt at: rick@hrfuturist.com for the latest update of these ideas!



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## Shift 4: Interconnected

We have become a 24x7 connected world through social and knowledge tools. Social has been redefined, and requires leaders to use new tools and ways to connect. Knowledge is now open and democratized. It is less of a competitive advantage and more of a tool. We will look at crowdsourcing, the new skill of knowledge retrieval over memorization, the skill of influencing, MOOCs and social strategy mapping for leaders. Why should you post, pin, tweet, link, shoot, kik and IM?



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## Shift 5: Talent Battles

It is officially a battle out there for the best and the brightest – and your biggest competitive advantage. But over 60% of leaders say their business is less because of lack of talent. Are you ready for the battle? Do you motivate differently? Do you create active experiences instead of promotions? Are you effective at virtual management? Are you ready for hybrid skilling, skill identification and future skills? Is your culture amazing and defined? Do you have a talent brand? Are you ready for the battle?



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## Shift 6: Globally Inclusive

All successful companies in the future will have to be global. But do you what that means? Best practices of global companies include managing distributed workplaces, culturally adaptive and the ability for inclusion and dealing with unconscious bias. What does the global mindset look like – and what are the skills and tools needed to be successful?



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## Shift 7: Multiple Cultures

The world is shifting to non-homogenous cultures in the workplace. One style won't fit all. The Millennials won't just say yes to generations before them. They will ask "Why not?" Generations X is in a crisis. And Baby boomers are full of fear. More and more countries now have demographics without a dominant race, as the USA will be by 2025. What are the cultures? How will they work together? How do leader manage multiple cultures in the workplace?



## Top 10 Leadership Skills

Based upon the 7 shifts, what are the ten skills a future leader will need to do?

# The 2020 Leader

## FAST 1

Required to be *faster*

### THE GAME CHANGES

1. Creative Destruction
2. Innovate with 60% perfection
3. Change & Pivot
4. Repurposing
5. Agile
6. Flatter
7. Inspired replaces engaged
8. Situational

## DIGITAL 2

Embrace and deploy

1. Mobile Everything
2. Data Driven
3. Cloud knowledge sharing
4. Virtual
5. Machines work for us

## ENABLE ON DEMAND 3

When I want it.  
Because I can.

How can you:

1. Get out of the way and enable?
2. Attract, Convert and Retain
3. Gamify and make it fun?
4. Create Blue Ocean Strategies
5. Use culture as your brand?
6. Prepare for cross sector competitiveness?

## INTERCONNECTED 4

How can we share, collaborate and influence?

1. Share knowledge.
2. Crowdsource. Ask for help.
3. Are you a conduit or electrical shock?
4. Are you a node or supernode? Get connected
5. How do you socially influence?
6. Do you motivate the team or the individual?

## TALENT WARRIOR 5

You are Your Team.

There is an imbalance of talent.

- Battle for the Best.
- Create Inspiration: Purpose, Mastery and Autonomy
- Create Hybrids
- Create Experiences
- Create Virtual
- Create a better culture

## BEING GLOBAL AND URBAN 6

We lead virtual global teams

Manage Distributed Workplaces

Intercultural Empathy.

Culturally adaptive.

Passion for diversity.

Quest for adventure and differences.

Inclusive. Aware of Unconscious Bias

## MULTIPLES LEADER 7

1. Generationally savvy
2. Situational
3. Less DO & more lead and manage

## 7 Shifts in the 2020 Workplace

1. FASTER. New Rules Apply.
2. DIGITAL. Technology enables dramatic change
3. ONDEMAND. Customer engagement is disrupted
4. SHARED. Groups are enabled by social, knowledge and crowds
5. TALENT BATTLE. Who will win the few?
6. GLOBALLY INCLUSIVE. We are all connected.
7. MULTIPLE CULTURES in the workplace.



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The future is fast.  
This information expires on Dec 9, 2015. Email for an updated version and virtual copy.