Drucker Conference Vienna

FUTURE OF WORK
AT THE HOT SPOTS RESEARCH INSTITUTE

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A collaborative world

Technology
Demography
Globalisation
Society
Low Carbon

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.THE TIMELINE "TECHNOLOGY".

2010
.acceleration.
.falling costs.
.mobile uptake.

2020
.cloud.

2030
.Alfie-
the cognitive assistant...

2040
.transhumans.

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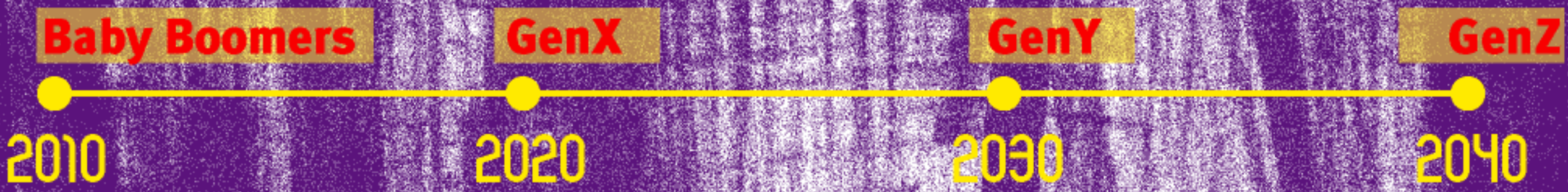
.THE TIMELINE "DEMOGRAPHY".

.Who's leading us?



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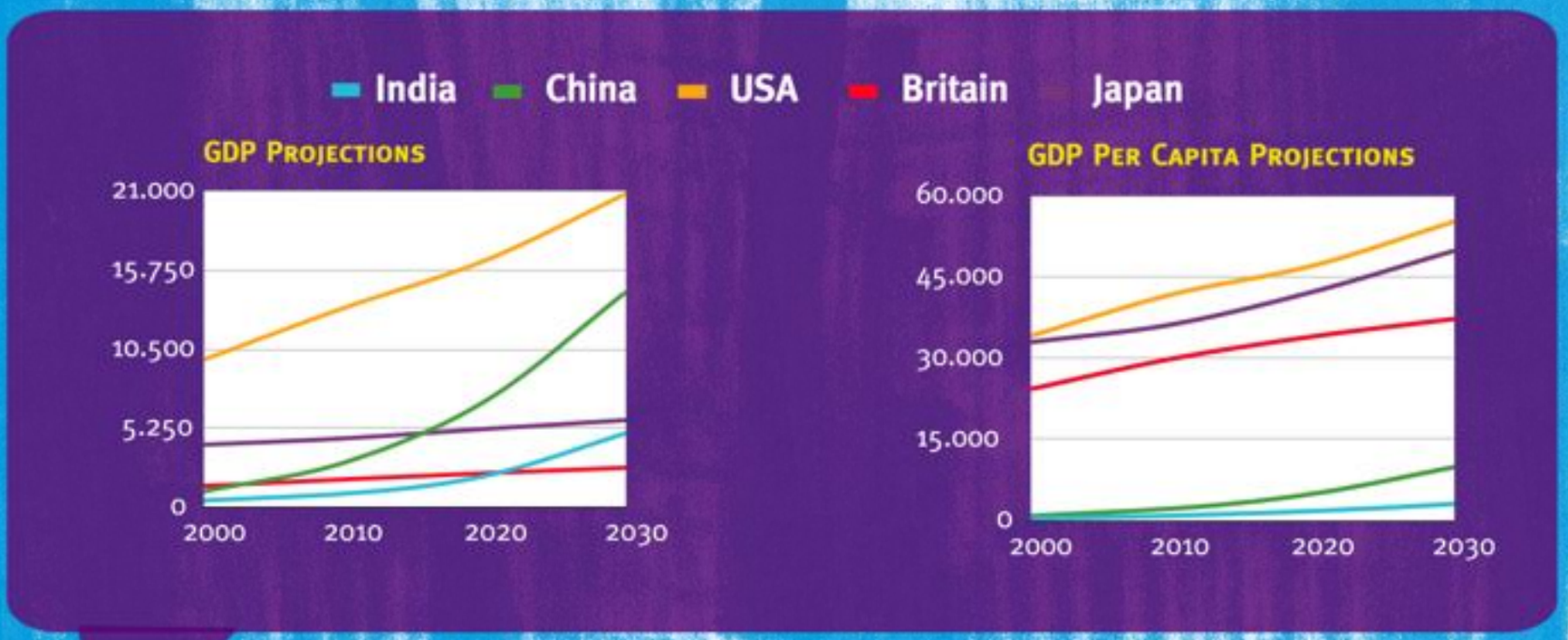
.THE TIMELINE "GLOBALISATION".



2010 2020 2030 2040

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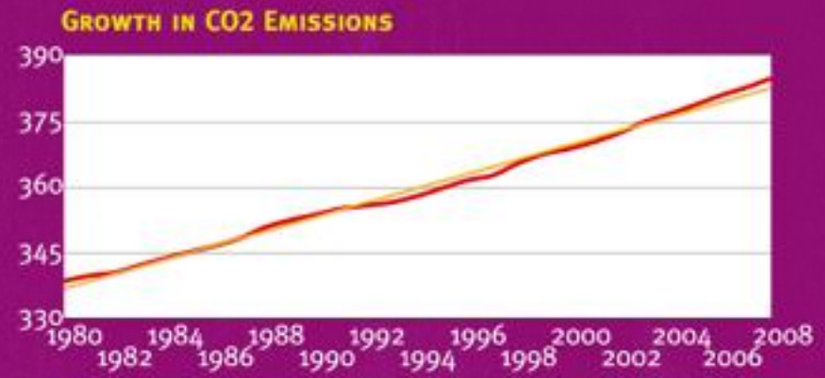
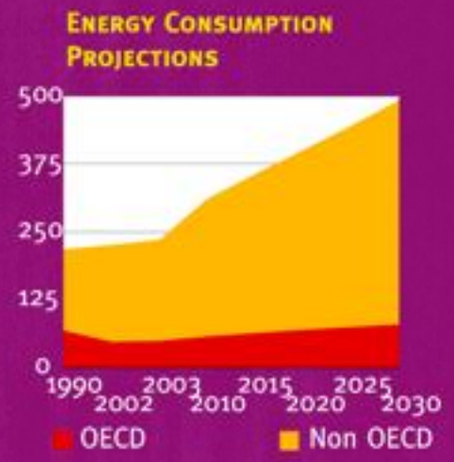
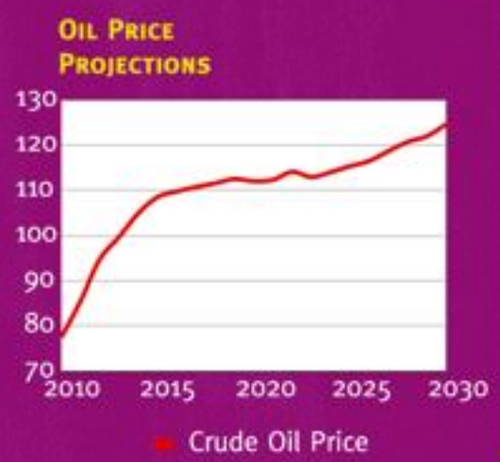
.THE TIMELINE "LOW CARBON".







2010 2020 2030 2050

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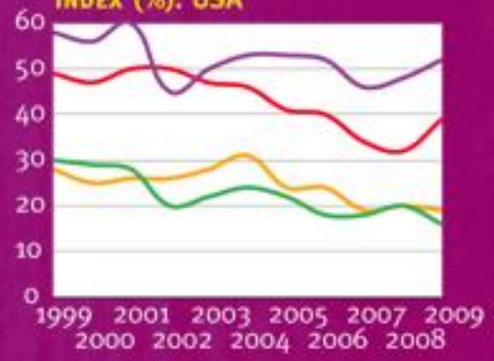
.THE TIMELINE "SOCIETY".

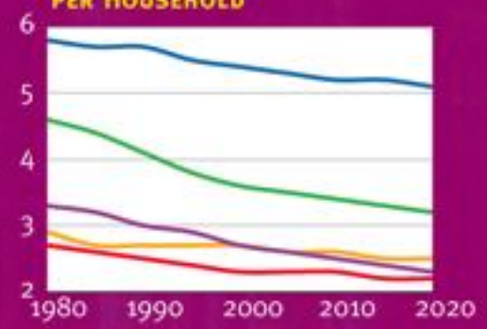
Supreme Court
Religion
Big Business
Organised Labour

China
Japan
Britain
India
USA

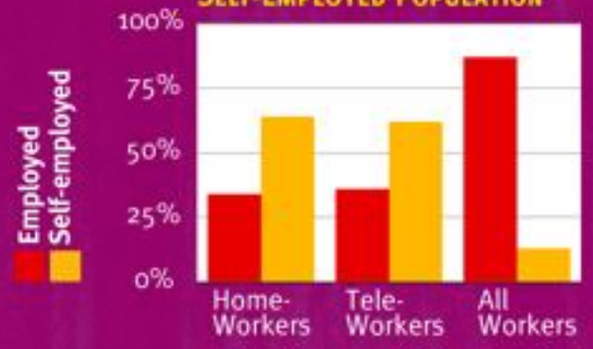
Confidence in Institutions Index (%). USA



Average Number of Occupants per Household



Employed and Self-Employed Population



2010
2020
2030
2040

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.THE PERFECT STORM.

Technology

Society

Demography

Low Carbon

Globalisation

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Collaboration & Co-Creation

Hot Spots of Energy and Innovation

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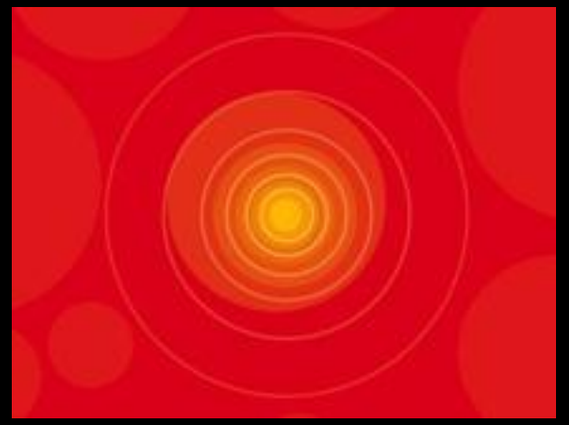

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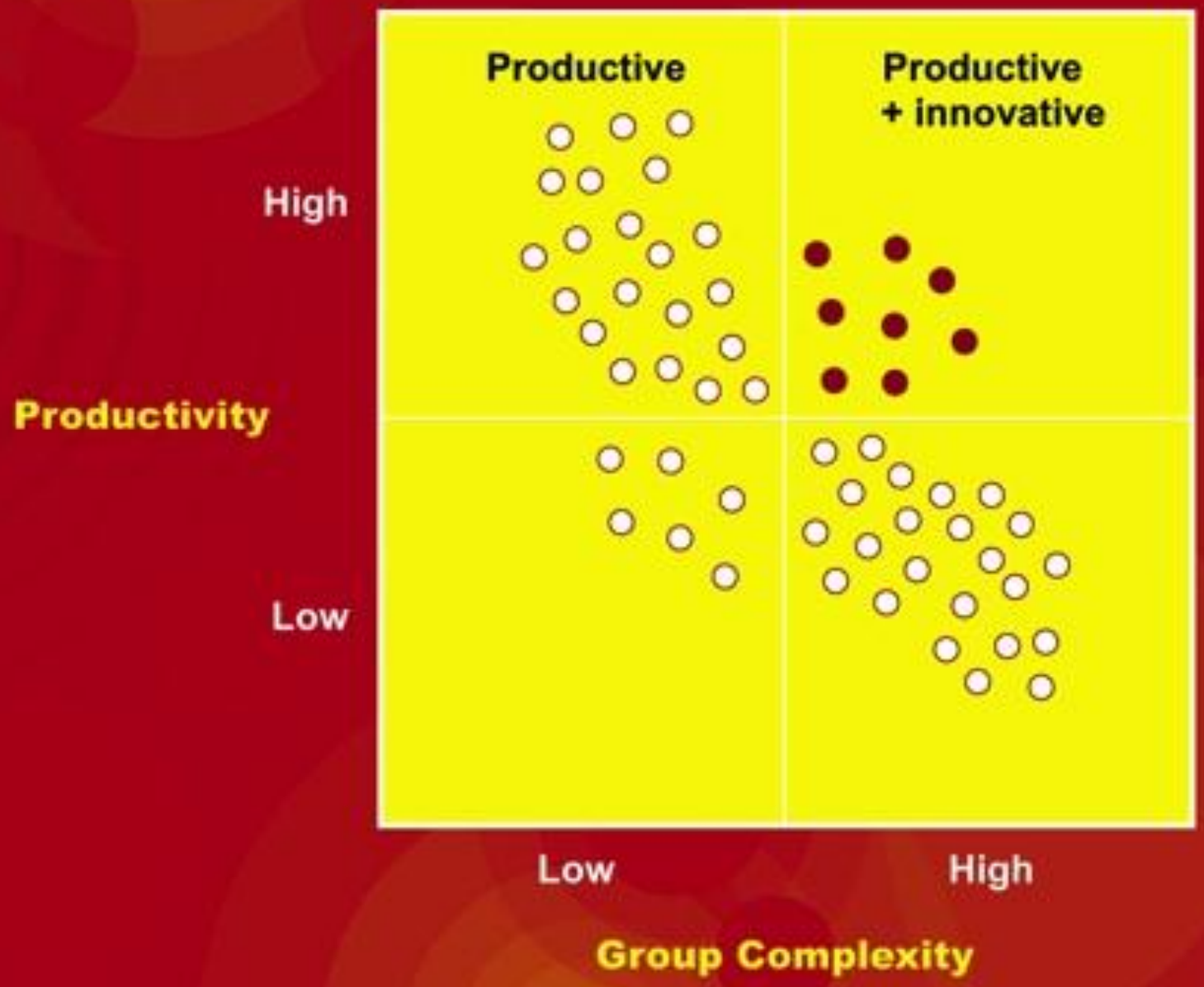

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Complexity of Hot Spots

- Distance between members
- Degree of difference between members
- Proportion of initial strangers



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Designing for cooperative practices and processes
- Selection
- Induction
- Mentoring
- Training

Cooperative social norms

Cooperative language and stories

Delegitimize competitive behavior and habits

Legitimize cooperative behavior and habits

Assumptions about cooperation

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Shifts….

From shallow generalist to serial master

From isolated competitor to embedded networker

From voracious consumer to innovative producer

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