# THE GUY OSMOND PODCAST

WITH SPECIAL GUEST: IAN BAKER

HUMANS AND PLACES

CONNECTING WORKPLACE WITH BUSINESS STRATEGY

HISTORICALLY LOOKING AT OUTPUTS OF WORKPLACE EXPERIENCE OR REFURBS

BUT NEVER A CONVERSATION ABOUT WHY?

YOU'RE DOING WHAT YOU'RE DOING

A DECISION WAS MADE

TOOLS WERE DEPLOYED

BUT... NEVER CONNECTED BACK TO BUSINESS GOALS

POST-PANDEMIC POLARISING CONVERSATIONS ABOUT WFH OR RTO

WITHOUT THAT STRATEGIC, CRITICAL THINKING THINGS JUST DEVELOP

FIND THEIR FRICTION POINT AND REMOVE IT

THAT MAY HAVE NO BEARING ON WHERE THE TALENT YOU NEED IS

YOU MIGHT HAVE AN OFFICE WHERE IT IS BECAUSE THAT'S WHERE YOUR SENIOR LEADERS ARE BUT...

SOME PEOPLE DON'T GET THAT AT ALL

THAT'S BUNK!

THEY DON'T SEE THE BENEFIT IN JOINING THE DOTS

THE LIGHTBULB MOMENT

"I HADN'T EVEN THOUGHT OF THAT!"

THE PANDEMIC RESET LOTS OF THINGS

QUESTIONING WHY WE DO THINGS THE WAY WE'VE ALWAYS DONE THEM

WE NEED TO FIX THAT DISCONNECTION

THE BROKEN LINK TO STRATEGY

THAT'S A MUCH MORE INTERESTING CONVERSATION

BUSINESSES HAVE ORGANICALLY DEVELOPED TO DELIVER THE WORK THAT THEY DO

A

B

C

YOU NEED TO THINK, WHICH ONE IS RIGHT FOR YOUR BUSINESS

WHAT DO WE NEED TO SURVIVE?

THE C-SUITE KNOW THEIR STRATEGY; THEY JUST ASSUME EVERYBODY IS DELIVERING IT

EVERY BUSINESS IS ITS OWN BESPOKE ECOSYSTEM

WE FIND THE INGREDIENTS THAT HELP

OR FIND WHAT ISN'T MAKING IT TASTE NICE

MARMITE

YOU CAN'T CHANGE MINDS IN THE C-SUITE WITHOUT EVIDENCE

THEY DON'T HAVE TO GO ON GUT FEELING

NOT EVERYBODY WANTS TO SHARE THE EVIDENCE

RTO OR WFH?

AVOCADO TOAST

LOVE ISLAND

FIRE A MANAGER

YOU WOULDN'T KNOW FROM READING THE PRESS BUT WE HAVE DATA THAT HYBRID WORKS REALLY REALLY WELL

YOU'LL END UP WITH RTO BECAUSE IT'S AN EASY DEFAULT

WE SHOULD BE CELEBRATING HAVING CHOICE

THE PANDEMIC ACTUALLY GAVE US MORE INGREDIENTS

ONE TEAM MIGHT BENEFIT FROM FLEXIBILITY

ONE TEAM MIGHT DO BETTER BEING OFFICE-BASED

COVID ALLOWED US TO SAY HYBRID IS AN ACTUAL THING AND HERE ARE THE BENEFITS

10 MINS

MANAGERS NEED TRAINING TO SUPPORT PEOPLE WORKING IN A HYBRID MODE

TO MAKE SURE THEY ARE PRODUCTIVE

THERE ISN'T AN INBOX YOU CAN SEE ANYMORE

YOU CAN'T LEAVE IT TO CHANCE, YOU NEED A PLAN

MANAGING HYBRID IS REALLY HARD

CULTURE SERENDIPITY COMMS TAKE A LOT OF EFFORT

EVERY BUSINESS DELIVERS WORK IN A DIFFERENT WAY AND LIAISES WITH CUSTOMERS IN A DIFFERENT WAY

ONCE A MONTH MIGHT BE PERFECT FOR SOME PEOPLE

THERE IS NO MAGIC NUMBER

IF YOU GO WITH THE AVERAGE YOU END UP WITH SOMETHING THAT FITS NOBODY

WE SUCCESSFULLY HAD PEOPLE HOMEWORKING FOR 20 YEARS

BUT WE DIDN'T CALL IT HYBRID

WORKPLACE ISN'T ABOUT THE DELIVERY OF TRENDS

20 MINS

WHO OWNS WORKPLACE?

THE CFO HOLDS THE PURSE STRINGS

KNOWING WHO HELPS YOU UNDERSTAND HOW THE BUSINESS THINKS

ANOTHER ELEMENT TO CONSIDER IS: FAIRNESS

SOME ROLES HAVE TO BE OFFICE-BASED

SOME WON'T GET BENEFITS LIKE REDUCED COMMUTE OR MORE FAMILY TIME

WHAT ABOUT WHAT YOUNG PEOPLE NEED FROM WORK?

MENTORING

UNDERSTANDING HOW PEOPLE WORK

OTHER PEOPLE TO LEARN FROM

MAKING FRIENDS

GETTING OUT OF THE HOUSE

THE C-SUITE KNOW NOTHING ABOUT SOFA SURFING

YOU'RE TRYING TO ALIGN MESSY HUMANS WITH STRATEGY

MR. MESSY

IT WILL GET MORE MESSY AS NEW TECHNOLOGY BRINGS NEW JOB TYPES AND CHANGES THE LANDSCAPE OF WORK

THE EMERGENCE OF THE CHIEF WORKPLACE OFFICER

LARGER ORGANISATIONS POSSIBLY ALREADY HAVE ONE

SMALLER BUSINESSES: PROBABLY SOMEONE ON THE BOARD KEEN ON INTERIOR DESIGN

WALLPAPER *

30 MINS

BUT THERE IS A DANGER THAT OLDER GENERATIONS WILL BE LEFT BEHIND BY TECHNOLOGY

CLOSED

BANK PLC

5 GENERATIONS IN THE WORKFORCE WITH DIFFERENT VALUES?

NOT AS WIDESPREAD AS WE MIGHT THINK

OR SOMETHING AS TRIVIAL AS PROXIMITY TO COFFEE

WE'LL HAVE TO REVALUE WORK

OR SPEND 30% OF OUR TIME WORKING HARDER AT SOMETHING ELSE!

MCKINSEY SAY 30% OF OUR JOBS WILL BE AUTOMATED BY 2030

YOU CAN'T MANAGE WHAT YOU DON'T MEASURE

AI MIGHT HIGHLIGHT MORE NUANCE

PRODUCTIVITY AND PERFORMANCE COULD BE DIVING OFF A CLIFF WITHOUT YOU NOTICING

WORK PLACE

HAS AI CHANGED OUR DEMOGRAPHICS?

YOU CAN'T JUST PUT IT ON A SHELF TO GATHER DUST

ONCE IT'S DONE YOU CAN'T FORGET ABOUT IT!

ARE WE STILL MEETING OUR GOALS?

THEY GET STUCK ON HAVING A BEAUTIFUL LOOKING PLACE TO GO TO BUT STRATEGY STILL NEEDS TO BE PART OF THE CONVERSATION

40 MINS