

An 8 Step Guide to

NAVIGATE THE FUTURE OF WORK



Everyone wants to know what the future of work holds.

While it's important to identify trends, they change rapidly. How can you and your teams keep up, be proactive, strategic and not just react to the future?

Here's a solution:

Instead of worrying about what the Future of Work is going to be, focus instead on making your leaders and teams more future ready to embrace anything that comes up.

Use this 8 step guide to start the conversation about being future ready.



NAVIGATE THE FUTURE OF WORK

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Lead Change Instead of Just Managing It

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Talk About Shifting Mindsets

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Develop the Right Change Practices

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Be Prepared to be Unprepared

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Utilize Digital Insights

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Be Aware of the Politics

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Choose Your Language



Lead Change Instead of Just Managing It

1

Be clear when you are managing change or leading change.

The first is reactive, latter is proactive.

There are times for both.

Take ownership by demonstrating leadership through the process, regardless of your job title.

Talk About Shifting Mindsets

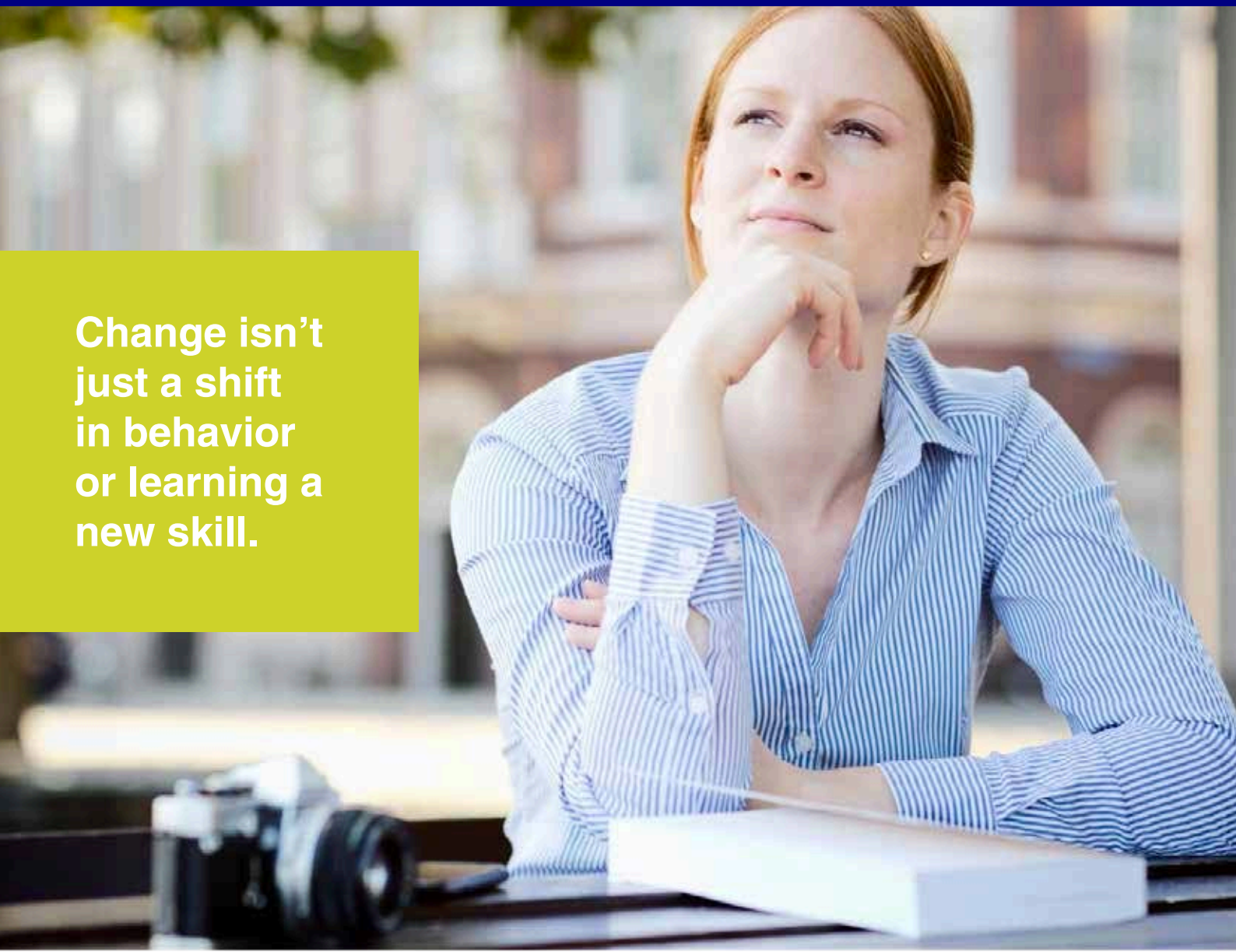
Effective sustainment of change requires a change in mindset.

Encourage a shift in the mindset of your leaders and employees whether it's meeting customer needs, how work gets done, how they work with each other, or the organization's overall business model.

Gather evidence, stories, data, lessons learned to help everyone understand the mind shift that's needed.

2

Change isn't
just a shift
in behavior
or learning a
new skill.



Make the shift
from best
practices to
understand the
“right practices”



3

Develop the Right Change Practices

There are many different change models out there. I've heard a number of change practitioners and vendors say "This is the best model". In my experience, there are usually many options.

Make the shift from best practices to understand the "right practices" for the particular change initiative. Recognize that these practices will need to be adjusted with each new change.

Be Prepared to Be Unprepared

The longer, the more complex the change, the less you will know what the future holds. As a leader, you should be able to ask tough questions of the right people to get the answers you need. You can convey those answers to your team, relieving their fears. But sometimes, there are no answers and we just need to prepare for the unknown.

4

It's okay to say, "I don't know."





Q: If we are under pressure to do more in less time, how do we make good decisions?

5

Utilise Digital Insights

New and emerging technology is a major driver of change. Technology such as artificial intelligence are poised to become commonplace in the workplace. This will lead to better data collection, the automation of repetitive tasks and the ability to make decisions with immediate access to real-time, in-depth information. Agility will be a key to future change success.

Organizations need to be aware of how data moves into and around their business. Take the pre-emptive step of mapping how new technologies like cloud storage and artificial intelligence can simplify and enhance the flow of information within your organizational ecosystem.

Avoid False Positivity

Know the difference between putting on a positive spin versus taking a positive approach, and when to allow people to voice concerns when they're feeling doubtful about change. Using 'spin' denies that negativity and you can possibly close down communication with your team.

Sometimes you have to stay in the negative before you get out of it. In a meeting, you can have a timed discussion of the negative aspects to get them on the table, and then move into positive action, knowing that the negative won't go away at this point. That's taking a positive approach.

6

A positive spin vs. taking a positive approach: Know the difference





Be Aware of the Politics

7

Competing agendas create politics during change and there are always competing agendas!

Those of us leading change are tasked with managing our own egos, reducing uncertainty, figuring out how to satisfy the agendas that are a priority, and making sure people feel heard and acknowledged - knowing we can't problem solve everyone's issues and make their lives better.

Choose Your Language

Don't say: "You need to get on the train".

This phrase will only result in shutting down further dialogue with your team. You'll risk creating resentment with people whose resistance to change just got stronger. You might even convert some believers into nonbelievers!

Do say: "I want to hear your concerns about this change."

By demonstrating an honest interest in people's concerns about change, you'll demonstrate a willingness to engage with your workforce. This will also give you the opportunity to coach, support, and solve any problems that get brought up. You may not be able to satisfy everyone's concerns, but your efforts will still be recognized and remembered by your people.

The truth is that people don't have to get on any "train". **Everyone has a choice.** You could put the most innovative systems, supports, and accountability measures in place, but your people will ultimately decide for themselves whether they will engage with the change. This is a hard principle for leaders to accept, but it's true.

8





Gregg Brown is a change and future of work expert and a global keynote speaker, known for interactive and customized keynotes that not only inspire but create an impact that sticks.

Gregg was part of the ground breaking team that opened the first wave of Starbucks stores in Canada. He has worked with leaders and teams for the last 25 years to build their capability to lead rapid amounts of change.

As a global speaker, Gregg engages audiences all over the planet to build courage to dive into the never-ending waves of change. These audiences include Fortune 500 companies, governments, associations, not-for-profits, through to international humanitarian organizations.

Gregg's ideas on navigating the future of work are in Forbes, Rolling Stone, Newsweek, Entrepreneur and others. Gregg is the author of #1 Amazon bestseller, *Spark Action - How to Lead Change That Matters* which has just been named as one of the top business books to read in 2024 by Thinkers 360.

Learn more at www.BeChangeReady.com

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