

Intohimotyöskentely on uusi musta... työ tulevaisuudessa?

Metropolia, Helsinki

Niko Herlin

5.9.2014



FUTURE

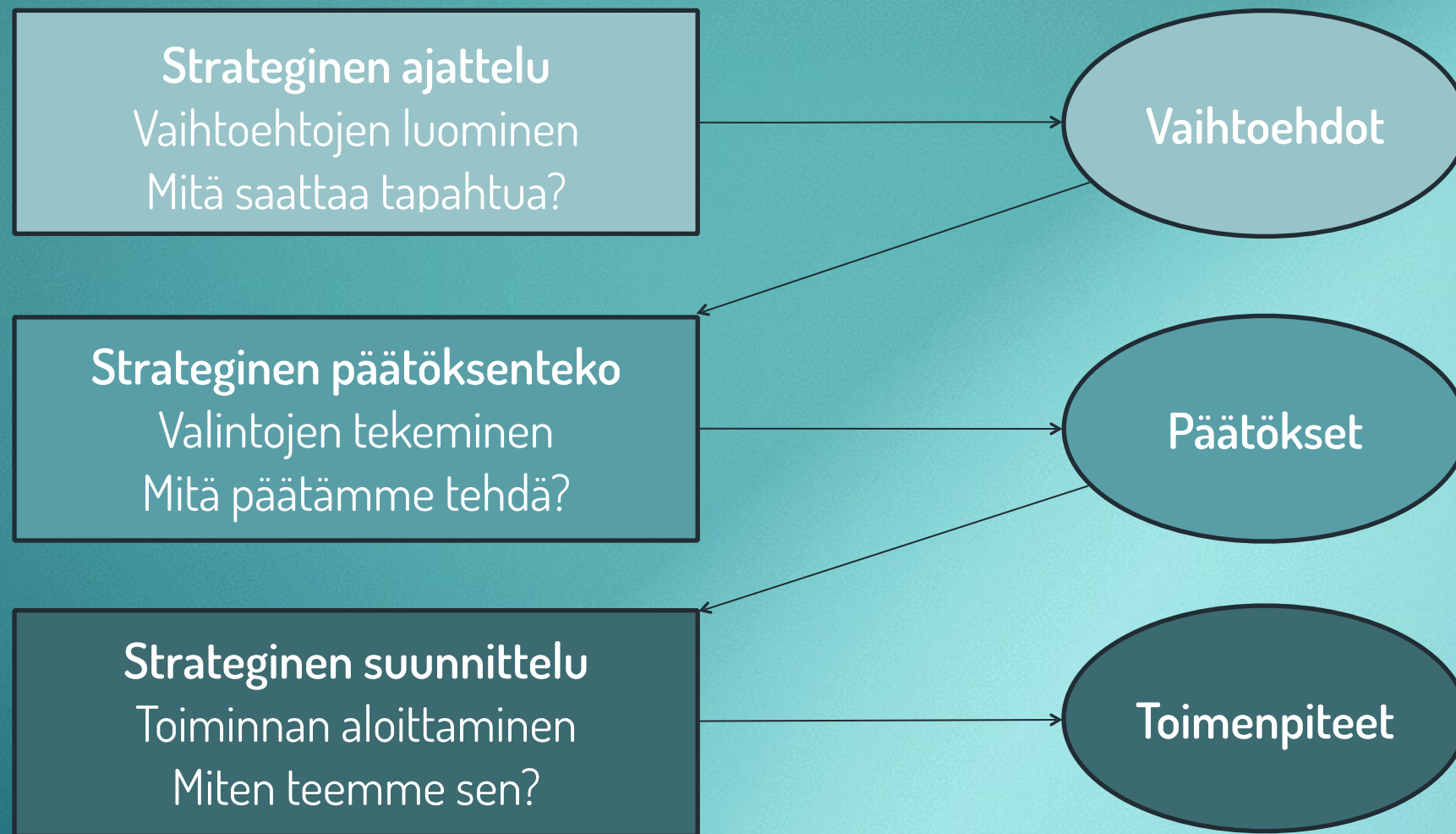
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THE
BESTWAY
to
PREDICT
THE FUTURE
IS TO
CREATE IT

- ABRAHAM LINCOLN -

Ajatteletko strategisesti?



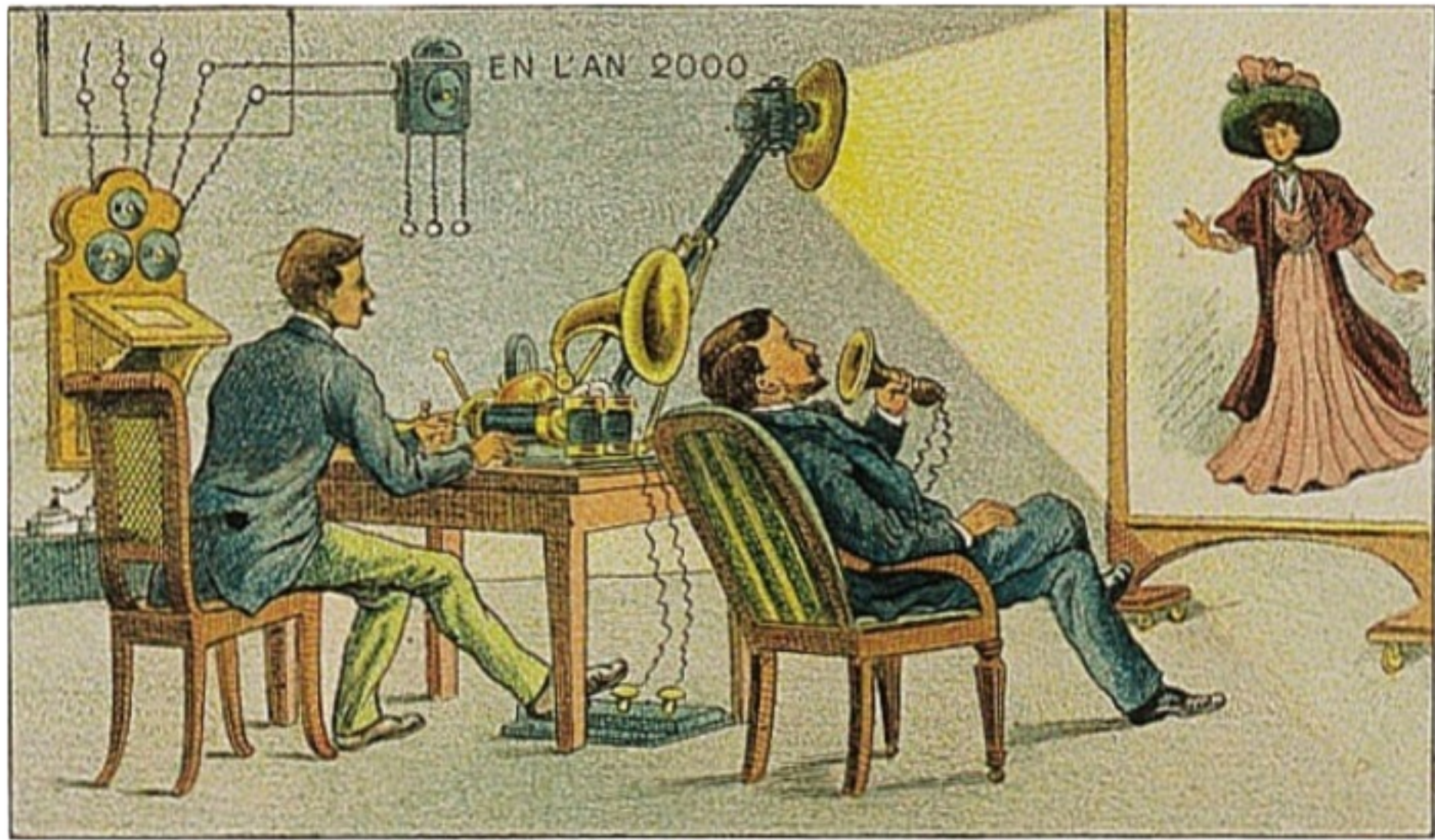
Lähde: Maree Conway

Heikot signaalit

- Hahaha
 - naurattaa
- Häh?
 - ennenkuulumatonta
- Vau
 - hämmästyttää
- Ei käy!
 - herättää vastustusta
- Shh...
 - tabu

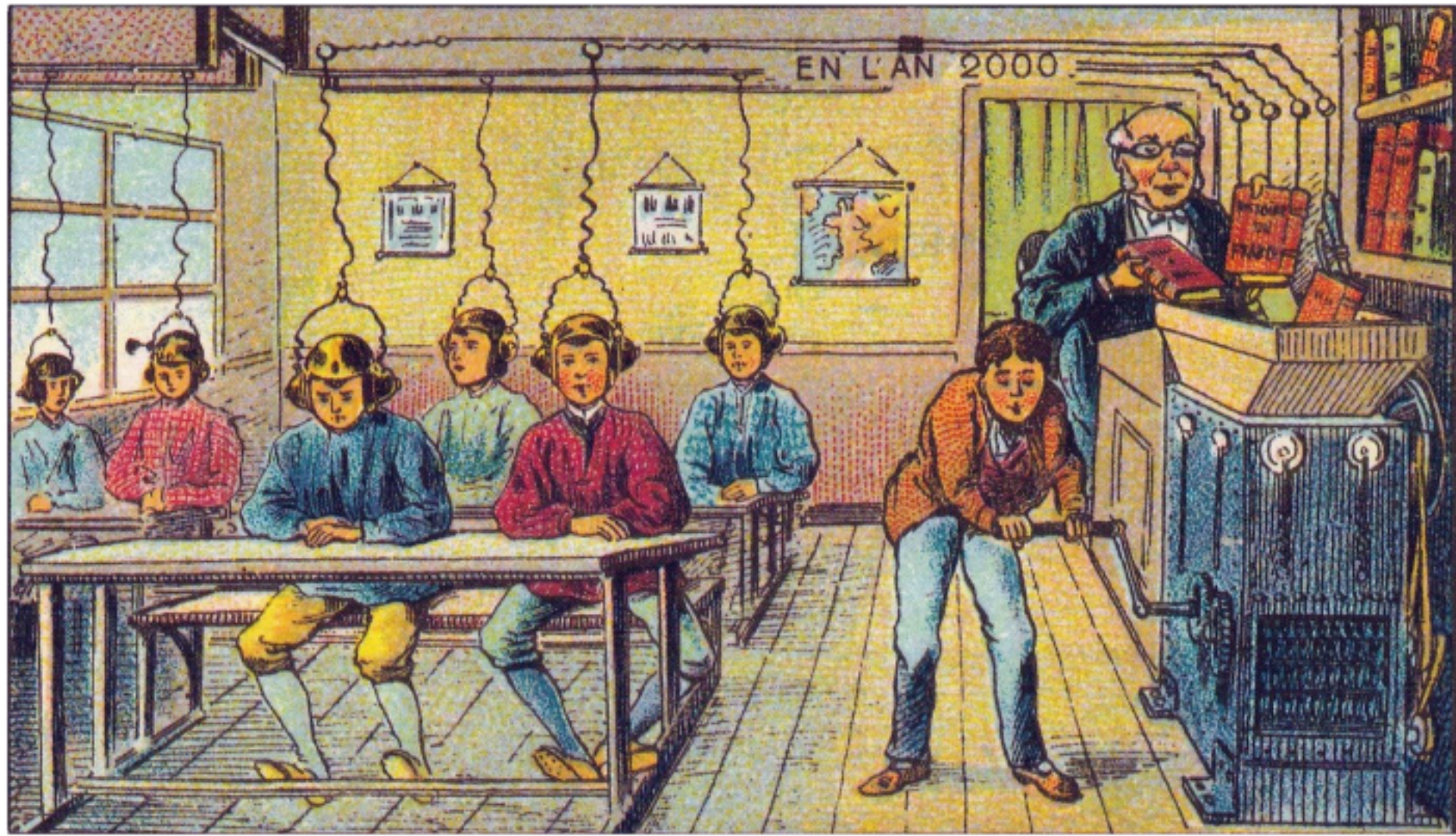
Lähde: Elina Hiltunen

Tulevaisuus vuonna 1910



Kuva: Villemard

Tulevaisuus vuonna 1910



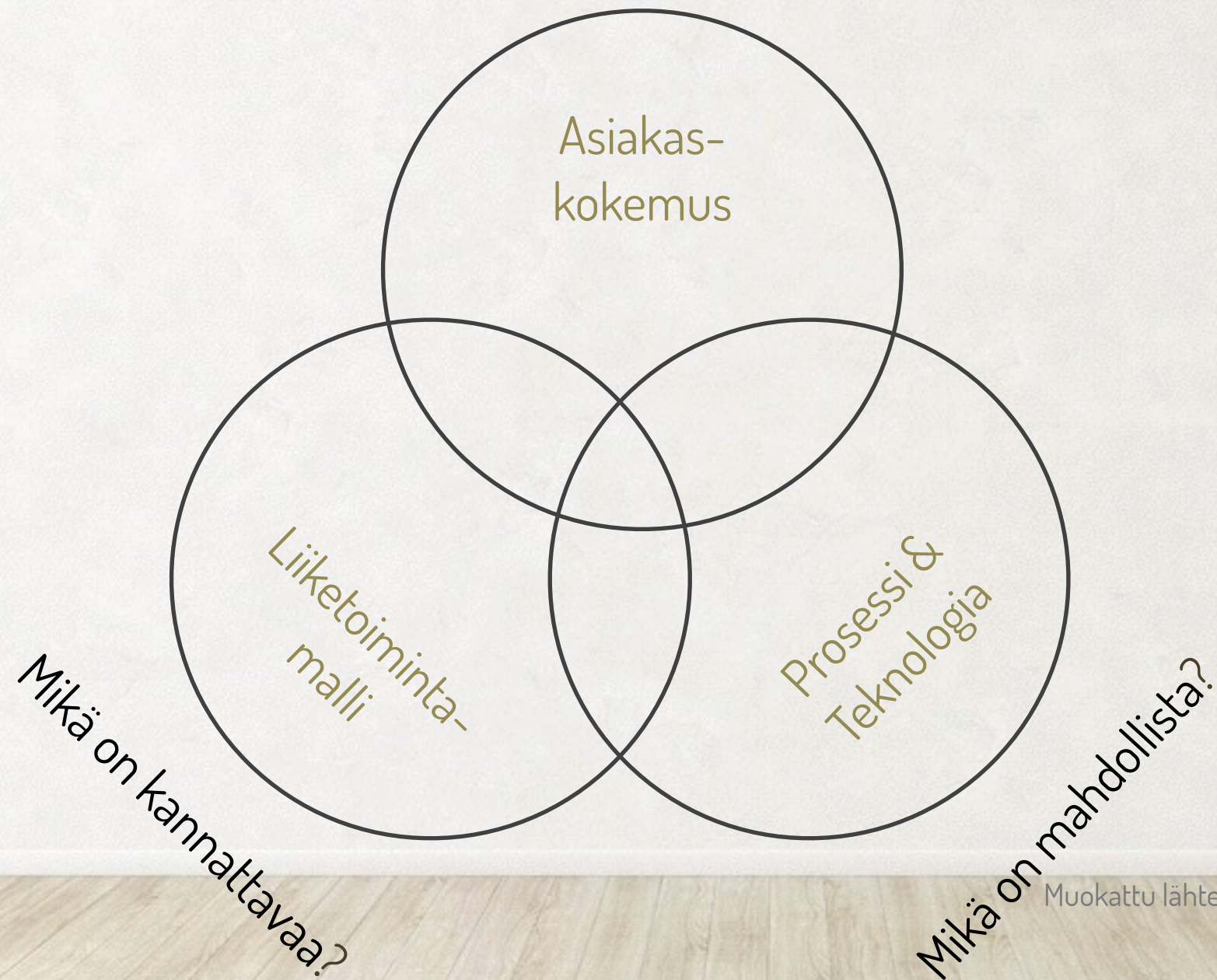
Kuva: Villemard

Mitkä ovat sinun
perususkomuksesi?



Monipuolinen lähestyminen

Mikä on haluttavaa?



Muokattu lähteestä: Tim Brown, Change by Design 2009

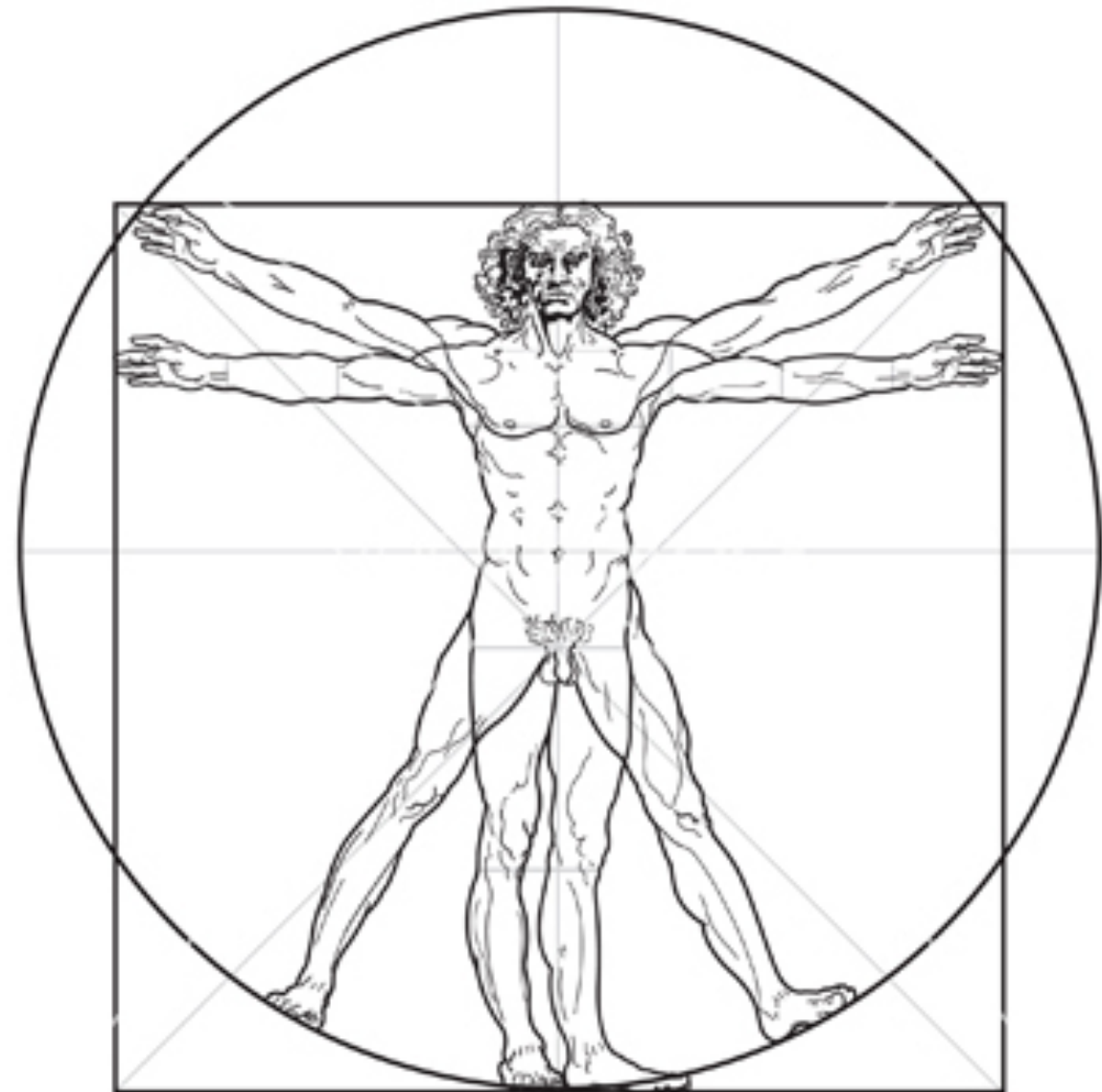


68% of Gen Xers and Ys
believe that work needs to be
radically reinvented

The Curve Report, NBCUniversal Integrated Media , 2013

Renaissance of the Maker

- Learning by doing
- Entrepreneurialism
- Trial and Error
- No fear of failure
- Nownership



57% of respondents
ranked hands-on experience
over a formal education

The Curve Report, NBCUniversal Integrated Media , 2013

Renaissance of the Maker



Software developer fired after bosses learn he outsourced his work to China

Renaissance of the Maker



Working Here is Dangerous and Nearly Illegal

Future Skills

- End of formal education
- Networking
- Social media in job seeking
- Collaboration
- Infographics



65% of today's students will
be employed in jobs that
don't exist yet

- Digital Death Manager
- The Urban Shepherd
 - Microbial Balancer
- Corporate Disorganiser
- Digital Detox Specialist
- Armchair Explorer
- 3-d Printing Handyman
- Un-schooling Counselor

8 New Jobs People Will Have In 2025 according to FastCompany

Future Skills



Digitally Waking the Dead



Jaakko Arvilommi

Chief Experience Officer at Rumilus Design

Finland | Telecommunications

Current Rumilus Design, Self employed

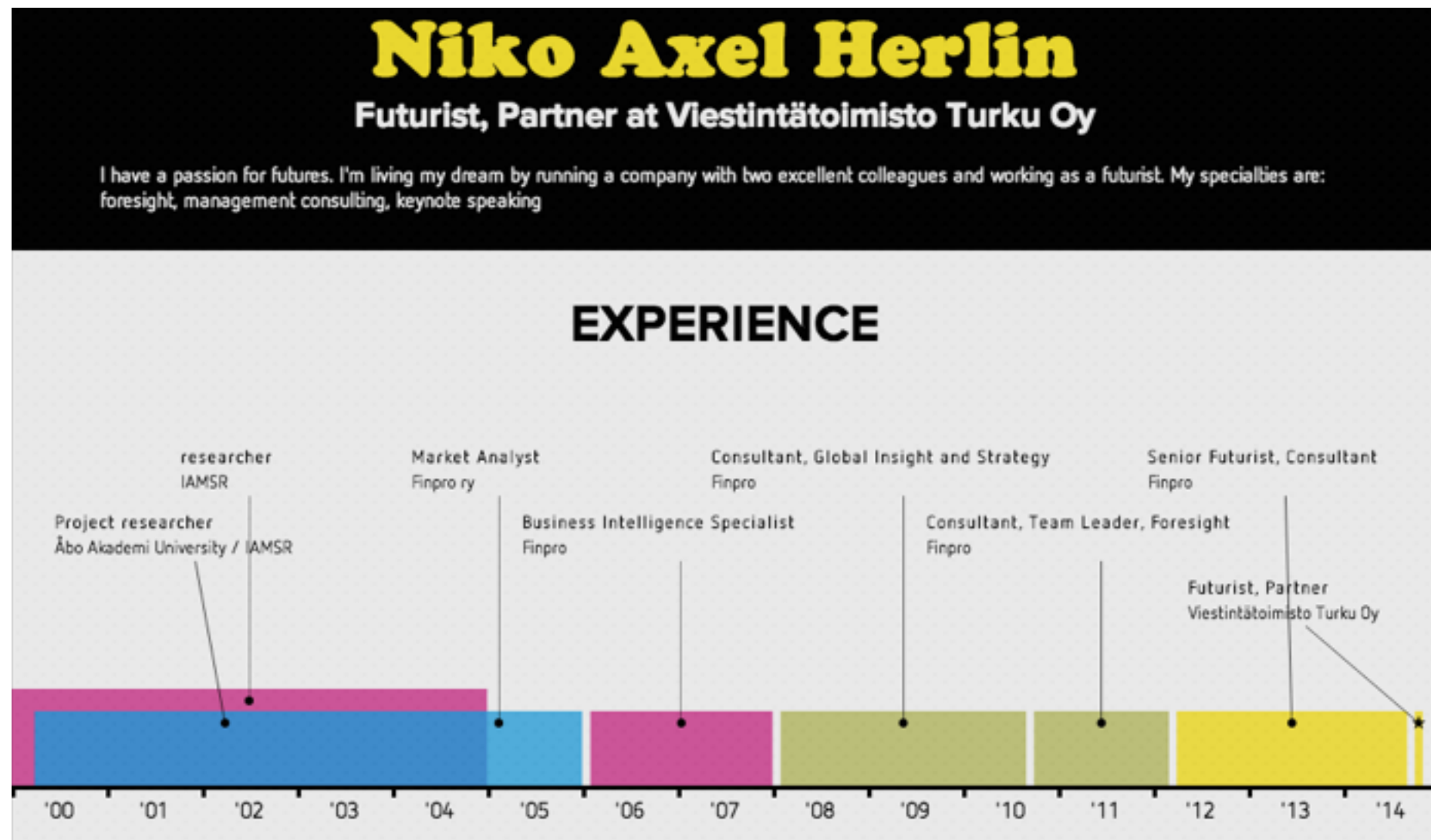
Previous Nokia, City of Turku

Education Turun yliopisto

Connect

Send Jaakko InMail

CXO – Chief Experience Officer



Visualize.me, Visual Web-based Graphical Biography

Future Skills



Hire for Attitude Over Technical Skills, the Airplane Test

Highly Human Jobs

- AI
- Robots at work
- Automation and "off-peopling"
- Manufacturing moving to highly robotized countries



57% of respondents ranked
creativity over intellect

The Curve Report, NBCUniversal Integrated Media , 2013

Highly Human Jobs



Google plans to put the robot cab driver on the road

Highly Human Jobs



Meet Linda, the robot security guard

Get What You Measure

- New forms of leadership and rewarding
- Trust and freedom
- Constant feedback!
- Eye on the informal
- Power of emotions
- Subjective measures



89 % of Millennials want
their workplace to be social
and fun, much more so
than Boomers (60 %)

Get What You Measure



<http://happily.com/managers>

Site helps managers track employee happiness

1. Deliver **WOW** through service
2. Embrace & drive change
3. Create **FUN** & a little weirdness
4. Be adventurous, creative, & open-minded
5. Pursue growth & learning
6. Build open & honest relationships with communication
7. Build a positive team & family spirit
8. Do **more with less**
9. Be passionate & determined
10. Be humble

Zappos core values

Passion Work

- Anywhere, anytime, anyhow
- Bleisure
- Role of the employer: Passion enabler



Half of Millennials would
“rather have no job than a job
they hate”

MTV, No Collar Worker Study, 2012

Passion Work



Semco: Regular “Are you nuts?” Meetings

Passion Work



‘Unlimited Vacation’ Policy at Ryan

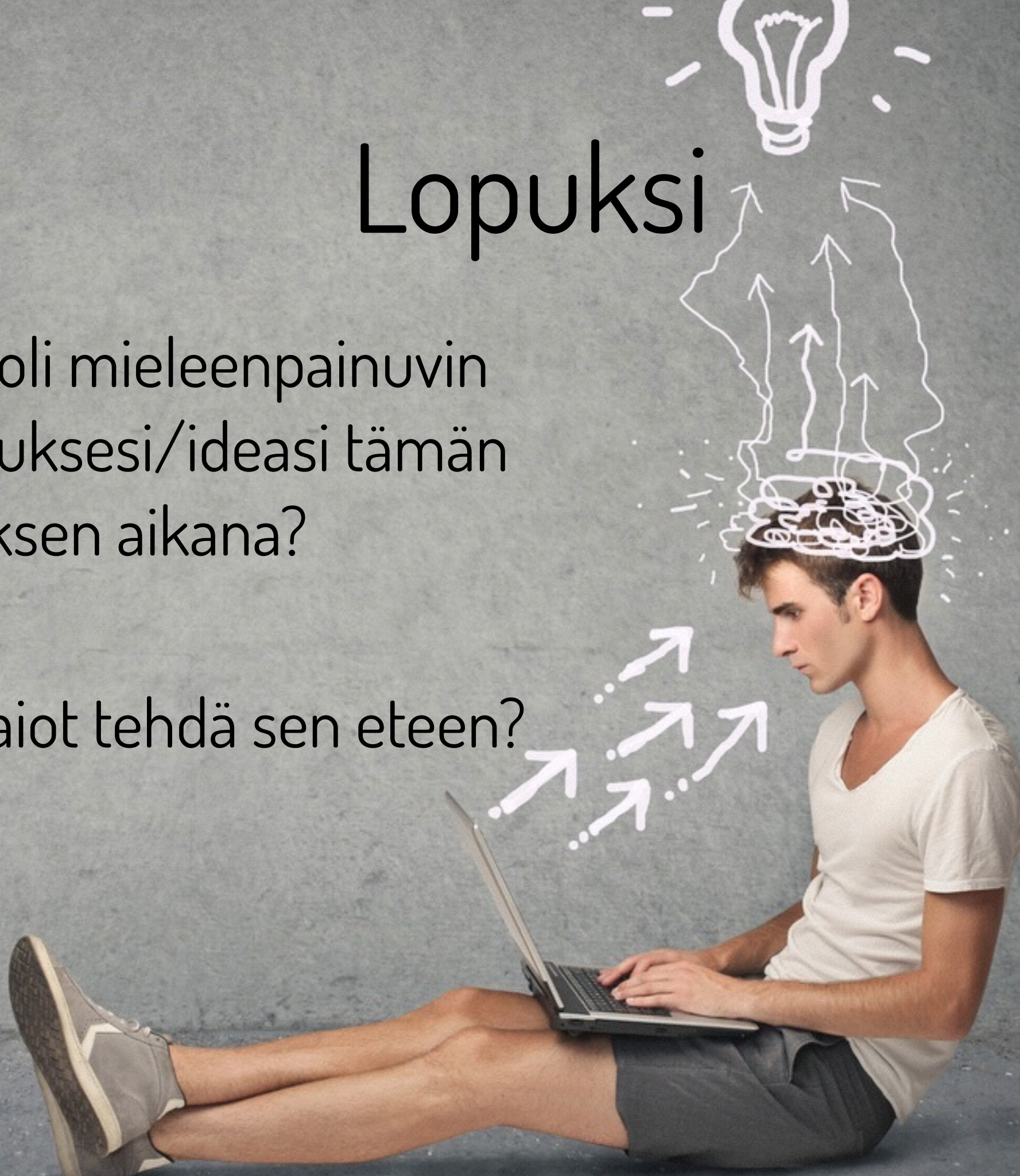


Zappos pays a 4000 \$ bonus if you quit during the trial period

Intohimotyöskentely on
uusi musta!

Lopuksi

- Mikä oli mieleenpainuvuin oivalluksesi/ideasi tämän esityksen aikana?
- Mitä aiot tehdä sen eteen?



Yhteystiedot

Niko Herlin

futurist, partner

+358 40 555 8088

@nikoherlin

www.viestintatoimistoturku.fi