



Workplace Futures A Prospective Through Scenarios

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Keynote

by Rick Bertasi, VP Global
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The Global Economy in which we operate is a major factor shaping the Future. The recent emergence of the Net Generation and the rise of business-web (b-web) has created a collaboration economy provoking unprecedented evolution in the way we aggregate a value chain, source suppliers and deliver services. Tapscott and Williams in Wikinomics qualifies this phenomenon as a “Category 6 Business Revolution”, calling for new strategies and business models to innovate and rewrite the rules of competition. They call it the world of “wikinomics” (“in which the perfect storm of technology, demographics, and global economics is an unrelenting force for change and innovation”).

Where are we going? How should we, Johnson Controls Global WorkPlace Solutions, a large multi-billion corporate enterprise, operating over 130 countries and managing over one billion square feet of facilities globally for some of the world’s largest companies, anticipate the future? We have worked alongside some customers for almost 20 years, evolving and flexing our solutions as their business has changed. At each stage, we have provided the expertise and resources that have delivered tangible value and created business advantage. We know implementing business change quickly, with minimum disruption and risk, is key to corporate agility. But anticipating what will affect our customers business in the future could be even more beneficial. This report represents one of our efforts to do so.

This Futures Workshop was designed to capture the views and opinions of thought leaders through prospective scenarios. Professor John Ratcliffe argues later in this report that “workplace change and innovation has become critical to the future of organisations in a dynamic, economy-driven and knowledge-based society”. Like John, we agree managing change is a vital dimension underpinning successful transition - to new work styles, patterns and locations all within the aegis of facilities management.

In this workshop we used three future scenarios to explore and inspire imaginative and shared thinking. The objective is to provide a rich picture of the future through each scenario and engage our clients and partners on a thought provoking journey which opens all of our minds to future changes to support our clients’ business success.

In this report you will have a chance to explore our findings and discover what the future of the workplace may look like through our three very distinct scenarios:

Scenario One: Jazz

“Complexity managed by ‘marketising’ decision processes”

This scenario assumes an unprecedented acceleration of economic growth, relentless pressure for short-term gains and fierce competition on a global scale, driven by rapid technological advances and further market integration.

Scenario Two: Wise Counsels

“Harnessing the knowledge economy for sustainable development”

This scenario assumes global economic stability and an effort to attain environmental balance and social progress.

Scenario Three: Dantesque

“Social reaction to over rapid change”

This scenario assumes global economic stagnation, cultural difference and insecurity.

Of course, these three scenarios are false choices. The true future could have features of each scenario above in multiple forms which are not covered herein. But Jazz, Wise Counsel and Dantesque give enough food for thought to start exploring the future.

Let me know if you find this of help or interest. I can be reached at richard.s.bertasi@JCI.com.

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