mediaX net-Working Seminar

SMART WORKSPACES 3.0

Session 1 - July 6, 7, 8
Session 2 - August 16 & 17

“The future is already here . . . it’s just not very evenly distributed.”
William Gibson

Stanford University

@mediaXStanford
Yesterday’s office was built for an age in which organizations were hierarchical, product life cycles were long, and the speed of change was slow.

Prepare for Disruption

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SMART WORKSPACES 3.0
It has already begun.

Today, the relationship between people, production, and productivity is in flux, transforming information flow, the nature of work and the environments in which work takes place.

We are in the midst of major transformations in the nature of work and culture of productivity.

The shifting parameters of productivity, geographically-separated collaboration, and work environments challenge both large and small organizations on a daily basis.

By 2020, expectations about when, where, and how we work will have changed.

"Millennials, who are already emerging as leaders in technology and other industries and will comprise 75 percent of the global workforce by 2025, want to work for organizations that foster innovative thinking, develop their skills, and make a positive contribution to society."
Big Demands & High Expectations, Deloitte Millennial Survey, 2014

Prepare for Investment
Technology, demographics and innovation are driving this change.

Mobile and ubiquitous communications, smart devices, massive data, deep learning, bioengineering, immersive experiences – all are transforming the nature of work, the environments in which work takes place, the tools that workers use, and the determinants of success.

The “office” is no longer tethered to a physical location.

Embedded, mobile and wearable sensors monitor and facilitate routine tasks.

Presence, attention and engagement have become workforce indicators, and employee wellness and vitality programs provide recruitment leverage. Retention is up for grabs.

Augmented and virtual resources are reshaping the process of collaboration and reconfiguring individual and group use of dynamic knowledge assets. Continued learning is a threshold condition.

Smart workspaces call for a “user-centered” focus on how information and technology enhance worker experiences and performance.

Leaders need new approaches to inspire the highest contributions from work performed by teams of multi-cultural millennials, legacy-bound seniors, and the generations in between.

Engineers and designers need curiosity, agility and creative vision to harness innovative ideas and solutions that are responsive to these exponential changes.

Prepare to Leverage Abundance
"I learned that even with big projects that involve a lot of creativity and high stakes - structure and fun equals success." – Executive Participant, 2014.

The mediaX net-Working Seminar on “Smart Workspaces 3.0” is designed to articulate these challenges by bridging the perspectives of innovation executives, thought leaders, story tellers and change makers.

“Smart Workspaces 3.0” will provide a multifaceted, hands-on exploration of the issues and possibilities surrounding smart workplaces, including presentations from Stanford and industry thought leaders, innovation leadership training, and professional networking.

The net-Working Seminar builds on Stanford’s multidisciplinary expertise at the intersection of people and information technology. It will be led by the innovation leadership facilitators of THNK – The Amsterdam School of Creative Leadership.

Participation in the program is by invitation to mediaX members, partners, and special guests.
"The greatest part of the program for me was the systematic method for innovation." – Executive Participant, 2014.

The net-Working Seminar incorporates two Sessions, each lasting two to three days, with a six-week practice and reflection period in between. Participation at both sessions is expected.

mediaX will provide participants with agenda-setting background materials in advance of the first Session. During the Sessions, participants will work in small teams and engage in fully experiential learning. Assignments during the interstitial period between the two Sessions will encourage reflection and practice through independent activities.

Session 1 will involve a half-day on July 6th and two full days July 7th & 8th. Session 2 will take place on August 16th and 17th.

Participants will leave the net-Working Seminar with deep knowledge of current research, nuanced understanding of the emerging opportunities surrounding smart workplaces, and a hands-on toolbox filled with creative, user-centered critical thinking skills and techniques.

We promise you a glimpse into the future, enhanced self-awareness of leadership strengths and opportunities for growth, as well as a network of experienced colleagues.

Registration is requested by June 21st. For questions and to register, please email Addy Dawes.