

Digital Workforce: Strategies to Work, Collaborate, and Lead Effectively Across Remote Teams



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Practice management recommendations should be carefully reviewed and adapted for the particular project requirements, firm standards and protocols established by the design professional.



Presented by

Ryan Jenkins

Next Generation Speaker

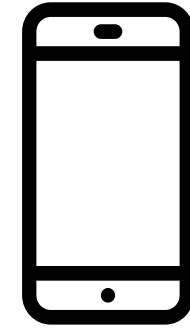
Speaker, Author & Inc Magazine Columnist

- Internationally recognized generations keynote speaker and generations expert
- Has been helping organizations gain clarity around Millennials and Generation Z so professionals can effectively work and lead across generations for over 8 years
- Featured in Forbes, Fast Company, and The Wall Street Journal



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DIGITAL WORKFORCE

STRATEGIES TO WORK, COLLABORATE,
AND LEAD EFFECTIVELY

by Ryan Jenkins

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ARE YOU...



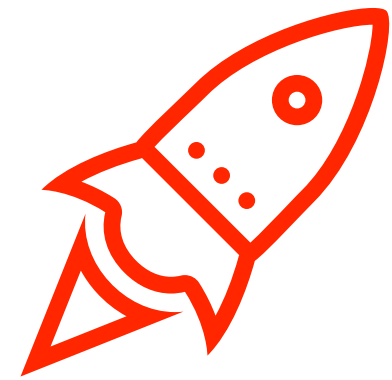
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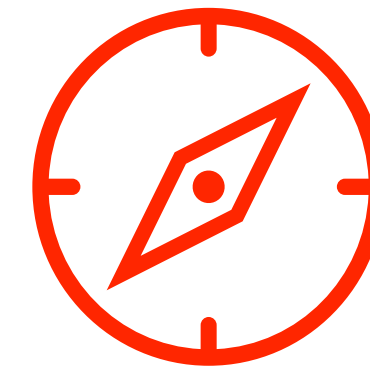
Working
remotely?

Remotely
working?

AGENDA



COLLABORATING
remotely



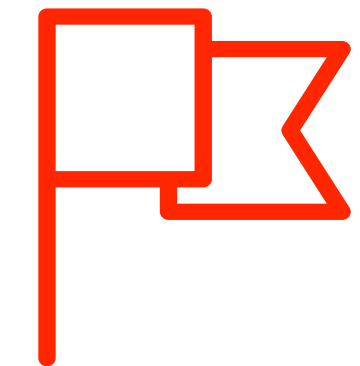
Q & A
wrap-up



WORKING
remotely



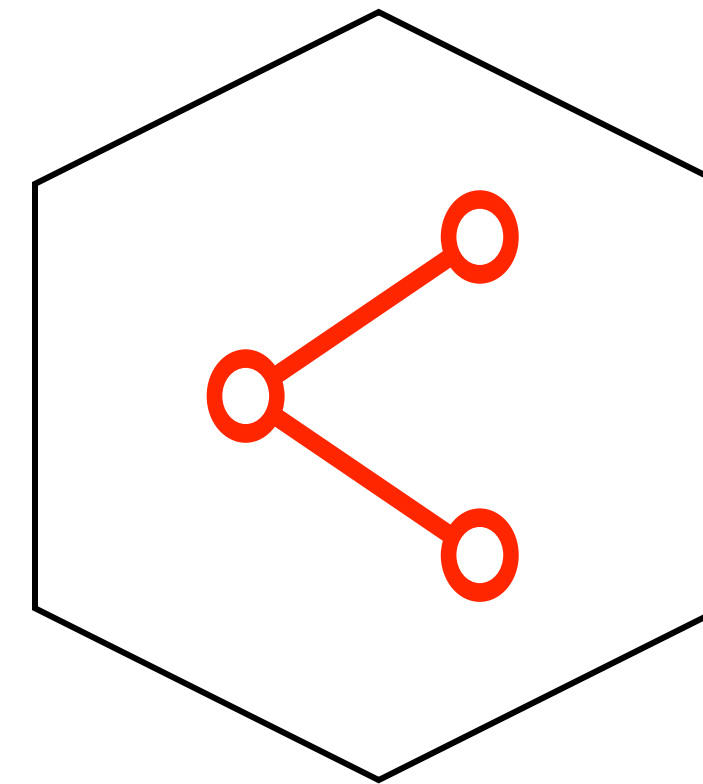
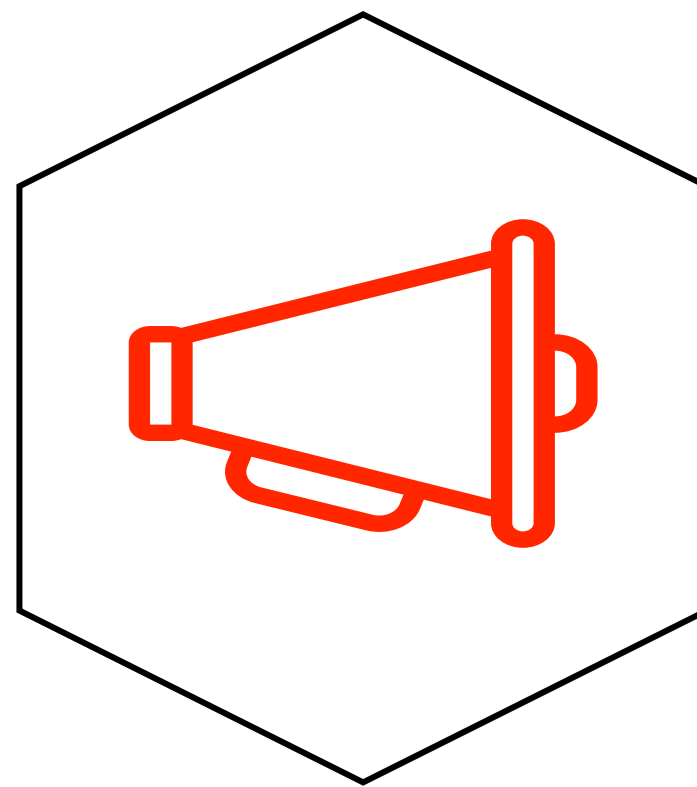
LEADING
remotely



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DIGITAL DISRUPTION

W H A T ' S C H A N G I N G
A N D W H Y



TECH IS CHANGING EVERYTHING

DID YOU KNOW?

	IMPRESSIVE STATS	BUT EVEN MORE SHOCKING...
	Halo Top grew from \$230,000 in 2013 to more than \$100 million last year.	They have NO company office . All 75 employees work remotely and use the chat app, Slack, to communicate.
	SoftWear Automation's "sewbots" can produce 1,142 t-shirts in 8 hours .	That is the work of 17 humans completed without any human intervention.
	Fortnite launched an iOS mobile version and it was downloaded by 100 million people in 5 months.	From in-game purchases alone, they netted \$1.2 billion in revenue in 10 months.
	Bird operates in 120 cities, has over 2 million unique riders , and recently surpassed 11.5 million rides.	They've only been in business since September 2017 .

TECHNOLOGY IS CHANGING...



COMPANY STRUCTURE

Labor is
no longer
centralized.

The modern
workforce is
global and
distributed.



INFORMATION FLOW

Information is
no longer
centralized.

People are
informed and
empowered.



LEADERSHIP APPROACH

Influence is
no longer
centralized.

A network
approach is
replacing
hierarchy.



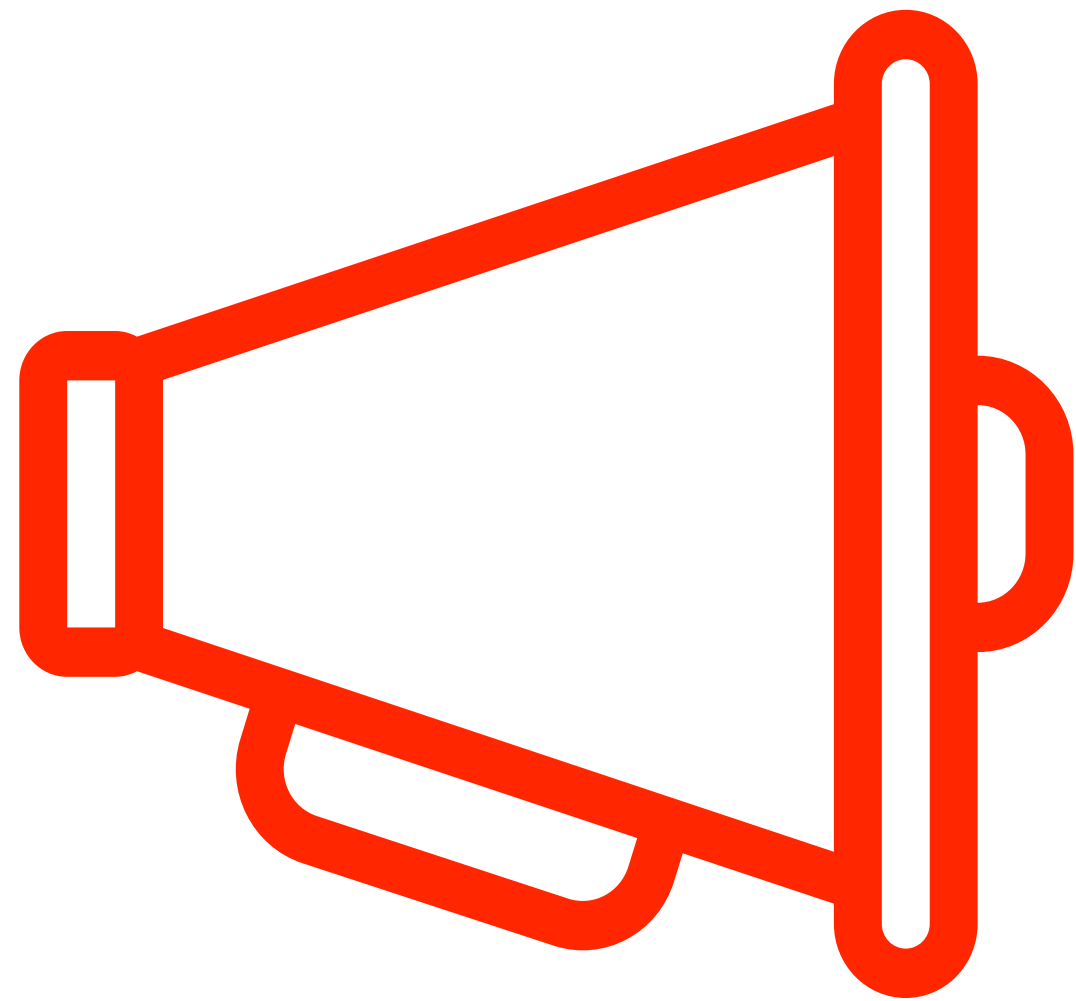
ROLES & RESPONSIBILITIES

Skill is
no longer
centralized.

A.I. and robotics
will force
re-skilling.

W H Y

EVERYTHING IS CHANGING SO FAST



INCREASED
INFLUENCES

&

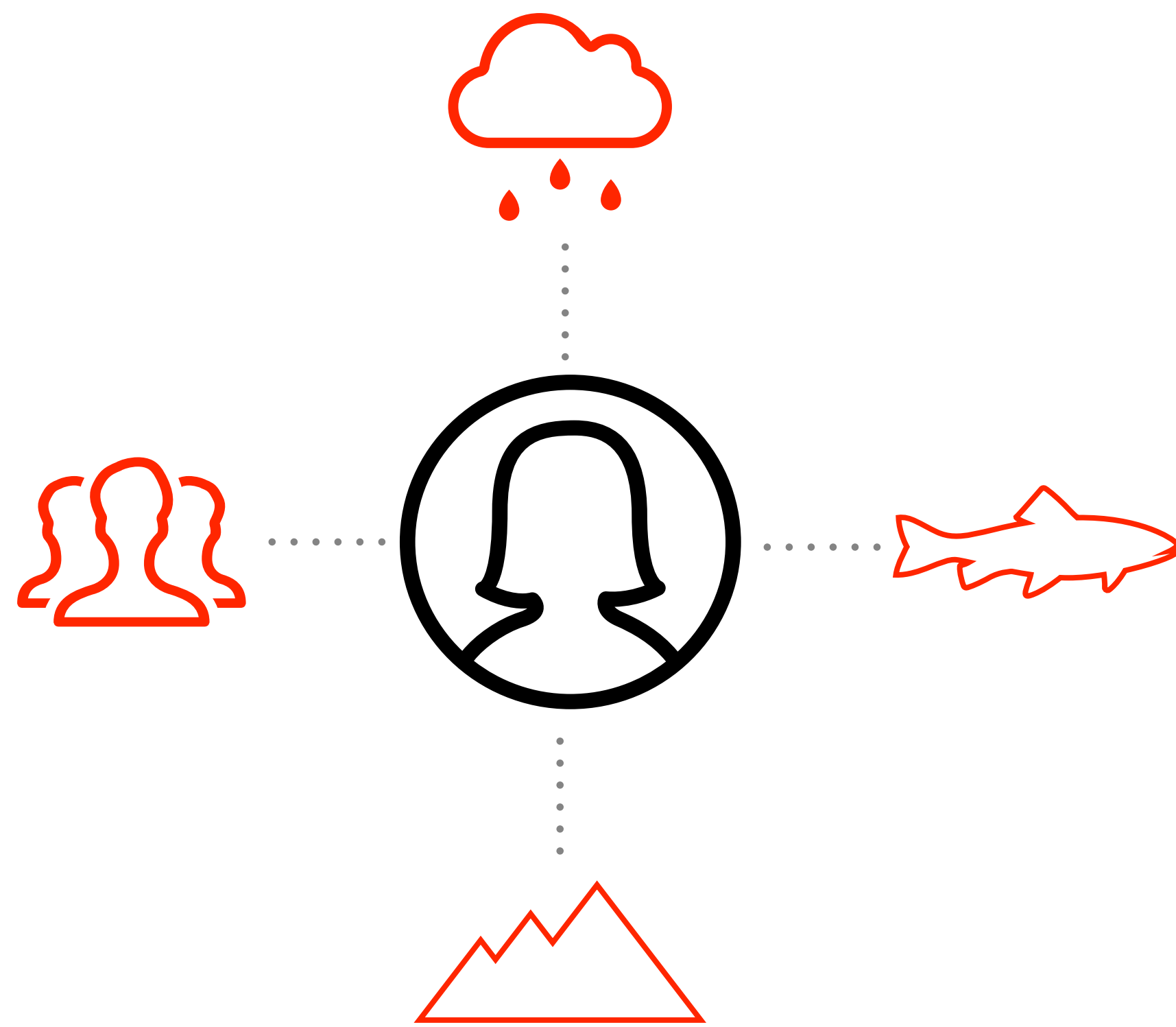


ABUNDANT
ACCESS

W H A T ' S C A U S I N G A L L T H E C H A N G E ?

INCREASED INFLUENCES

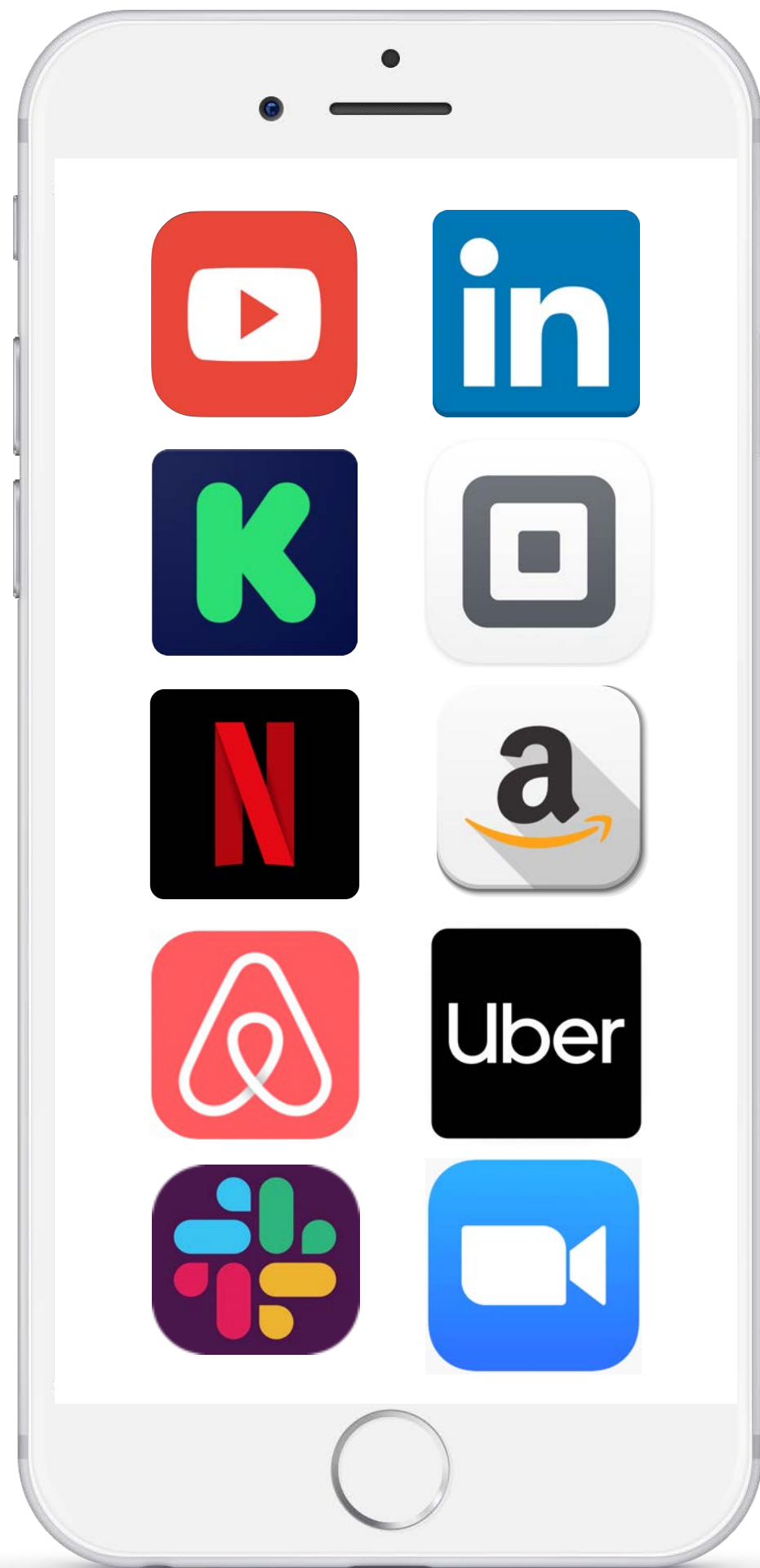
PAST



PRESENT



WE NOW HAVE **ABUNDANT ACCESS TO...**



Connectivity: Launch a business or brand w/ a webcam & Wifi.

Opportunities: Learn a new skill via YouTube or secure a job via LinkedIn

Capital: Kickstarter and Square enable anyone to secure funds to grow an idea or business.

Products & Services: Front door delivery of the world's best-reviewed products and stream movies anywhere.

Travel & Transportation: Exploring the world has never been more seamless with Airbnb & Uber.

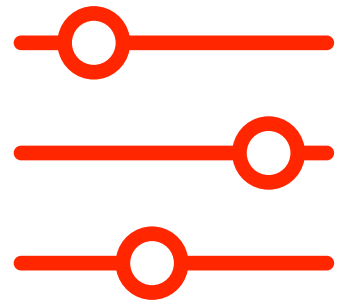
Tools: Slack and Zoom make it possible to be more efficient and productive personally or professionally.

Access leads us away from average.

If there are better employers, superior services, or improved products out there, they will be found.

HOW DO I STAY RELEVANT?

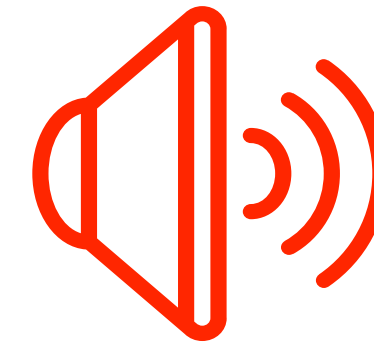
I N A W O R L D P R O N E T O D I S R U P T I O N



Right now.
Someone (or
something)...
is messing with
the **prevailing
model** of your
industry.



**Seek
uniquely
better.**



**Listen to
outsiders.**

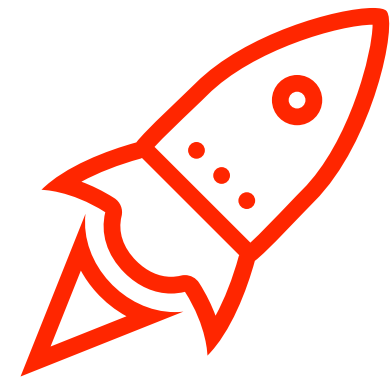
Outside:
-organization
-industry
-generation

HOW TO STAY RELEVANT

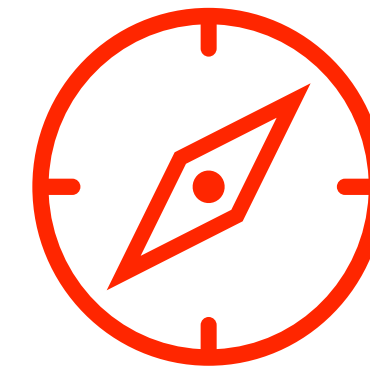
A N D R E M A I N A G I L E

more **CURIOUS**
less **CERTAIN**

AGENDA



COLLABORATING
remotely



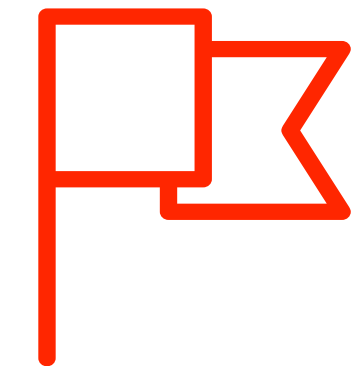
Q & A
wrap-up



WORKING
remotely



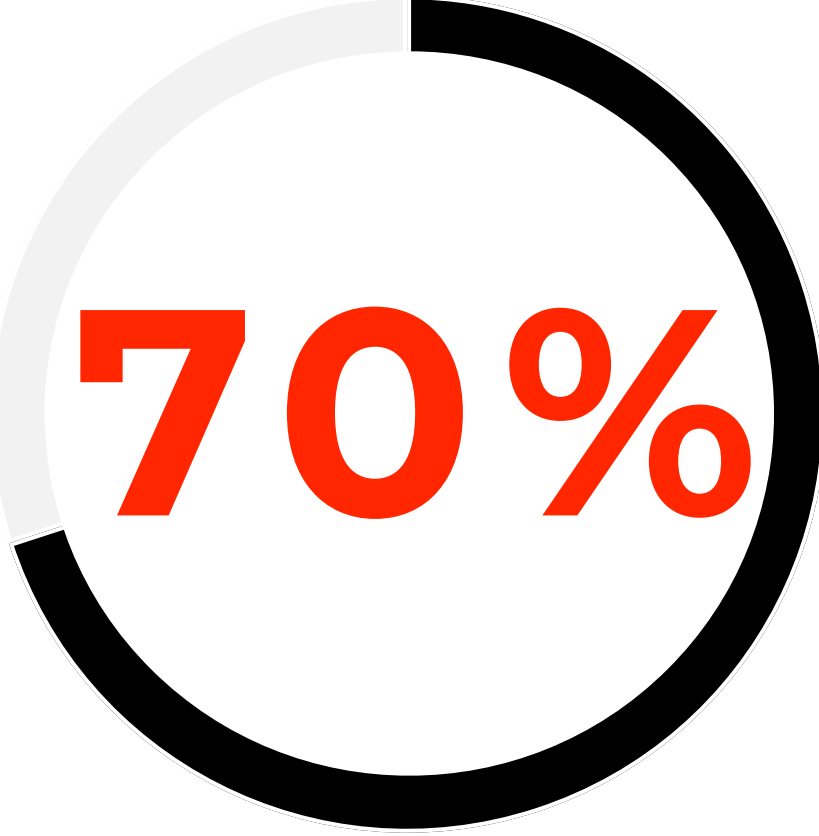
LEADING
remotely



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WFH vs IN THE OFFICE

F O R Y O U R C O N S I D E R A T I O N



70%

of people want to **work in the office** for the **majority of their week**.

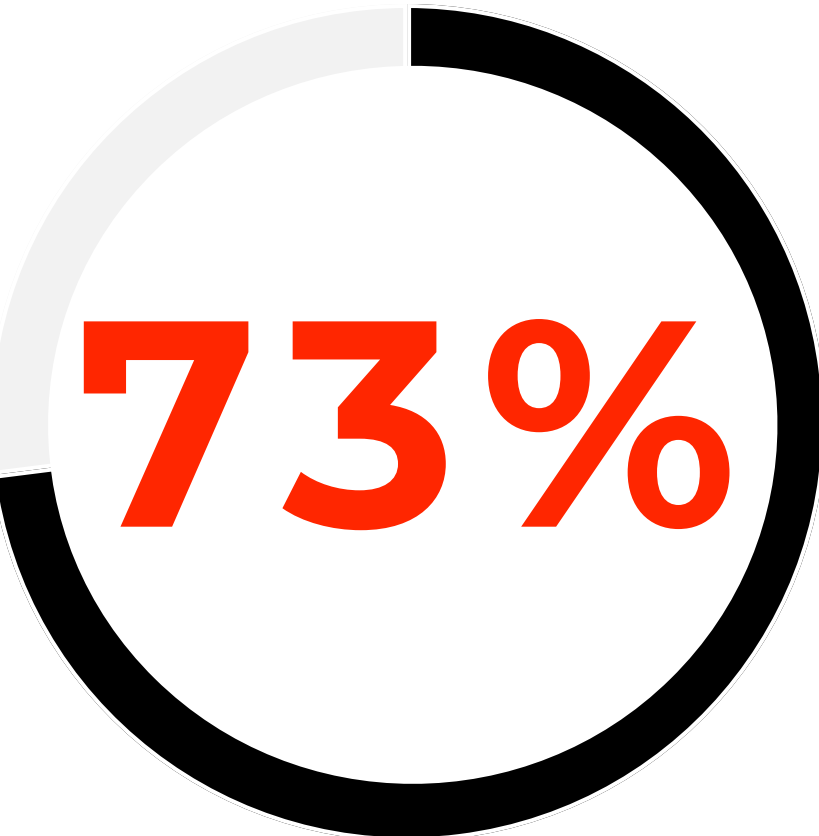
Gensler

US Work from Home Survey



OVER
50%

said “**collaborating with others**” and “**staying up to date on the work of others**” is more difficult while WFH.



73%

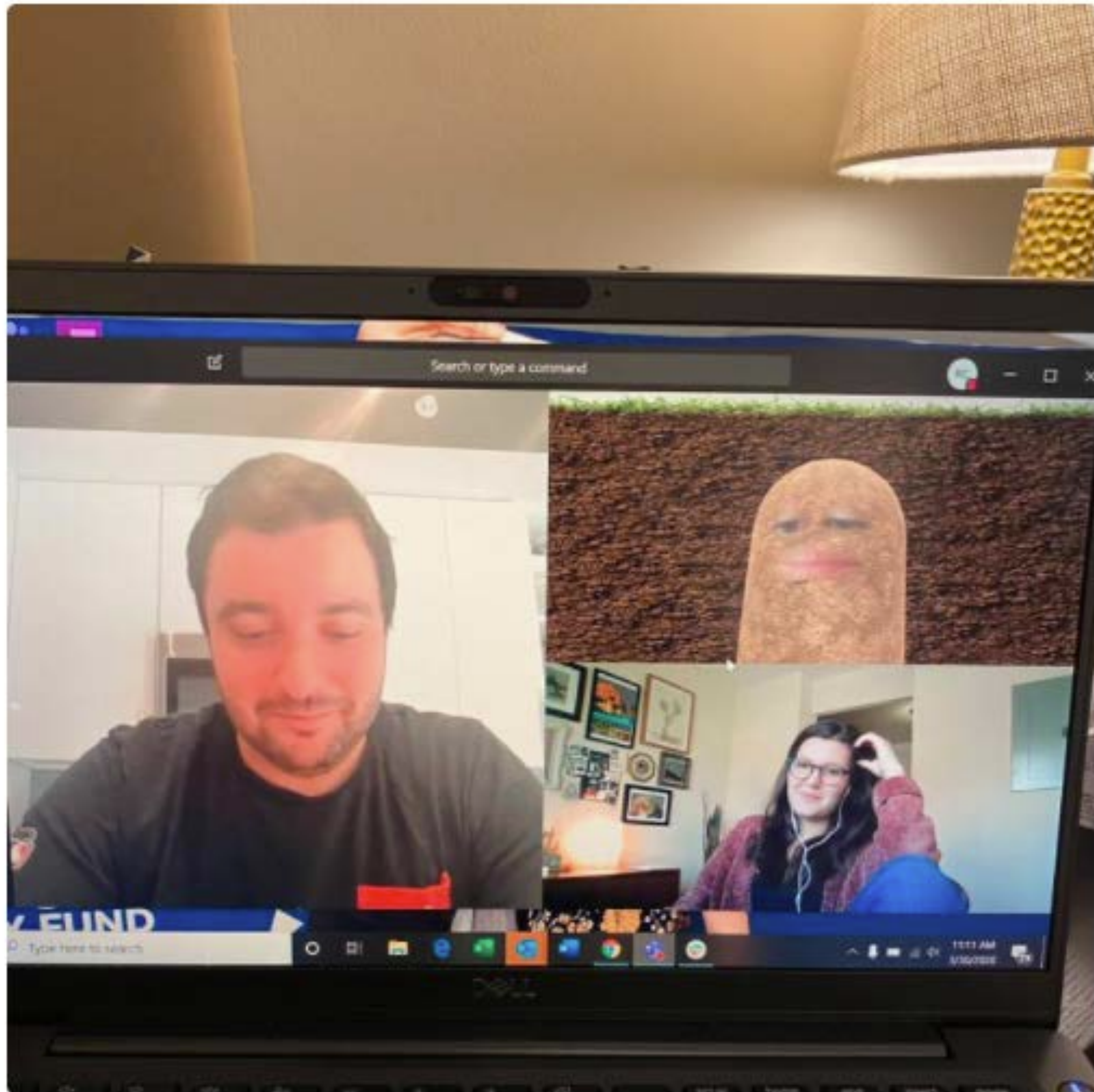
of people want **more flexibility to work from home** as needed.

**COUPLE
HIGH-TOUCH
W/ HIGH-TECH**

Serve up the **technology people expect**, while delivering the **human element they crave**.

MEET POTATO BOSS

A R E M O T E W O R K I N G B L U N D E R



Twitter caption on 3/20/20:

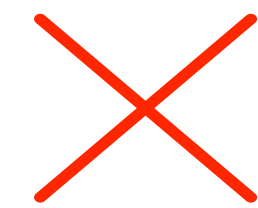
“My **boss turned into a potato** on our Microsoft Teams meeting and can’t figure out how to turn the setting off, so she was just **stuck like this the entire meeting.**”

The post received **over 1,183,000** retweets and likes.

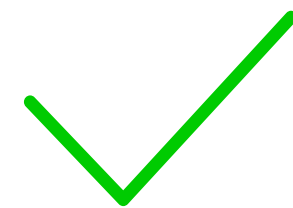
WORKING REMOTELY

C R E A T I N G D E E P E R C O N N E C T I O N S

When working remotely, to
create deeper connections
with colleagues or clients...



Turn ON video



Turn OFF video

.....

People **read other
people's emotional
more accurately** when
the lights were turned
off and when the
video feed was off.



When virtual cues
are absent we tend
to spend more time
focused on the
**content, context,
and tone of voice.**



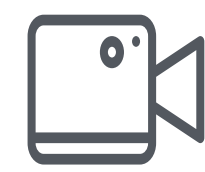
**Video off.
Connecting on.**

WORKING REMOTELY

S T R A T E G Y



TURN OFF VIDEO



When **trust is established**, consider turning off your video.



If someone asks you what video platform you prefer, tell them...**audio only**.

WHAT DO THESE ITEMS HAVE IN COMMON?



Desk

A “**work only**
occurs here”
boundary.



Headphones

A “**do not**
disturb”
signifier.



Slippers

An “**out of**
work mode”
signifier.



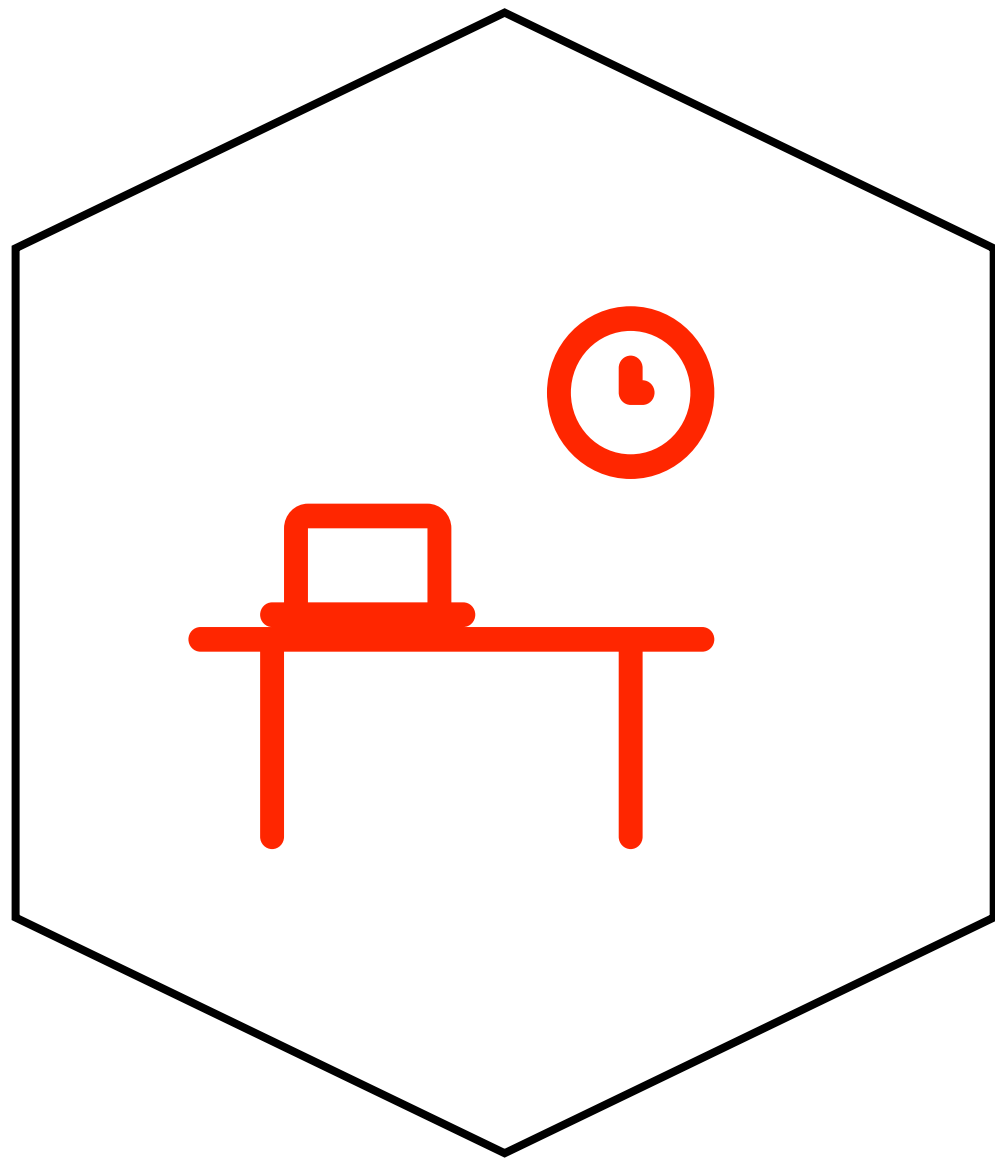
Stationary Bike

A “**fake**
commute”
routine.

These are examples of **boundaries, routines, and signifiers** for remote workers.

WORKING REMOTELY

S T R A T E G Y



ESTABLISH CLEAR BOUNDARIES, ROUTINES & SIGNIFIERS



Designate **specific places** where work occurs.



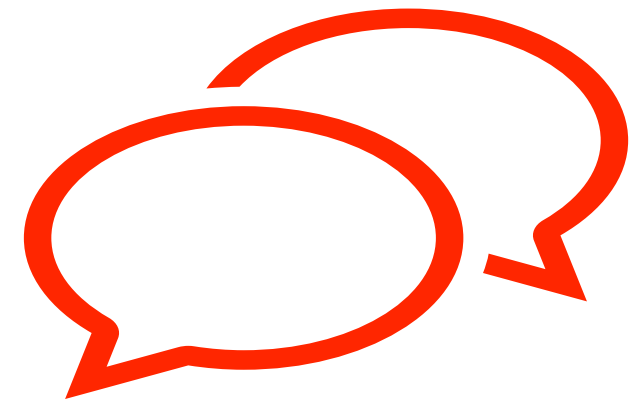
Mimic routines of regular work (commute, coffee, etc.)



Communicate with family or roommates the **signifiers of deep work**.

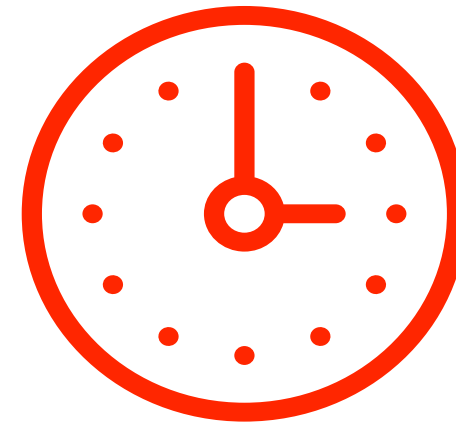
BURSTINESS

A P P R O V E N P R O D U C T I V I T Y B O O S T E R



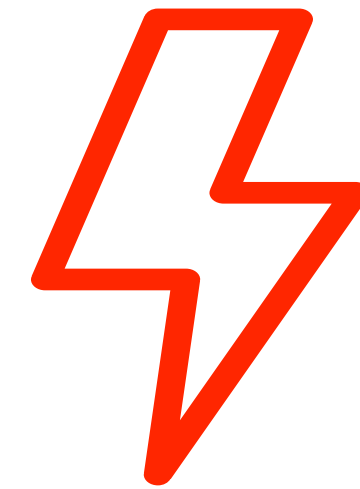
WHAT

When two or more people are **online at the same time** while working remotely.



HOW

Identify a common time (say 3-4pm EST) that everyone working on a team or project is online at the same time.

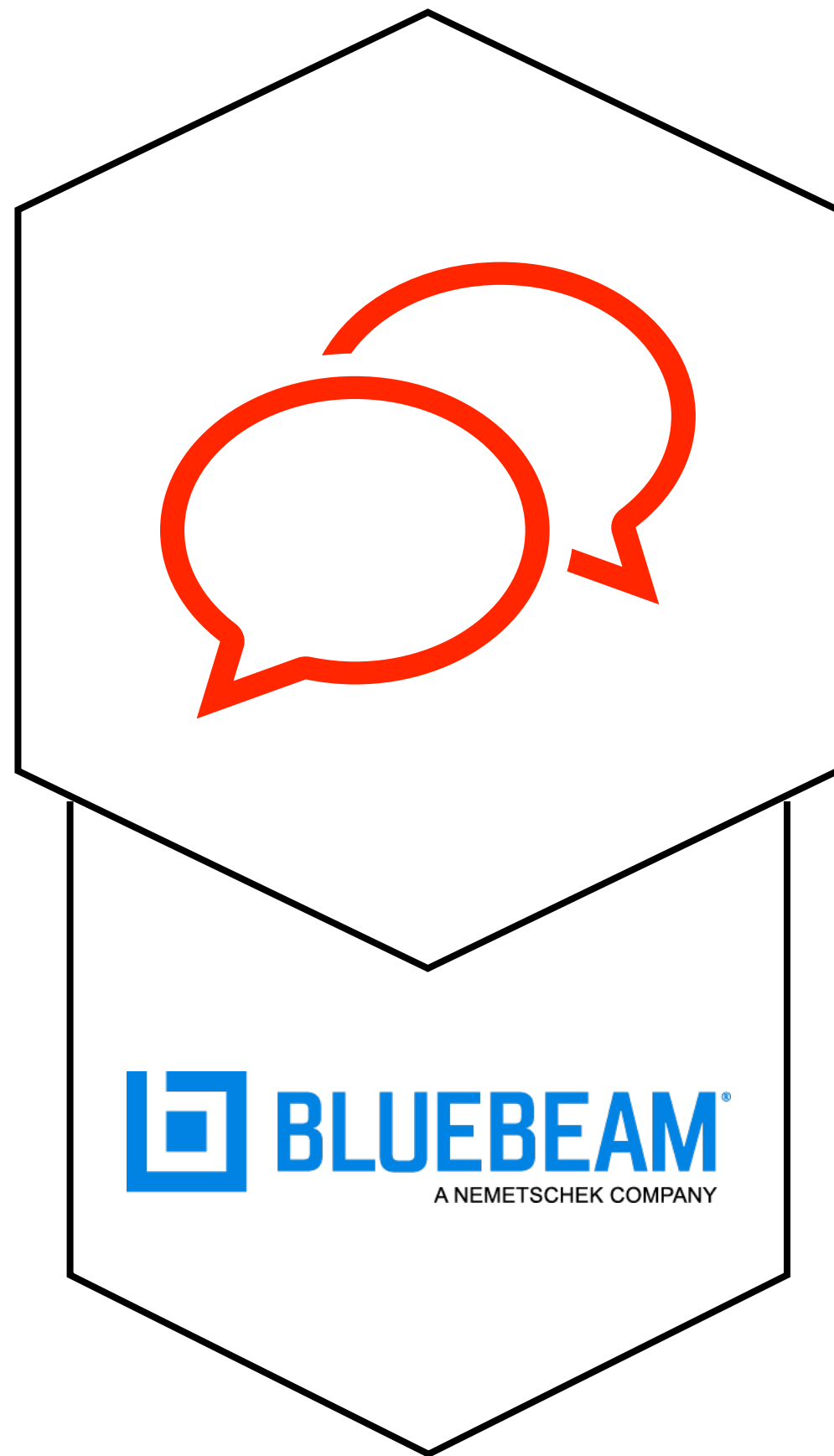


WHY

Productivity, motivation, and engagement increases when you know someone is ready to respond.

WORKING REMOTELY

S T R A T E G Y



PRACTICE BURSTINESS



Sync work schedules. If you can't be in the same place, at least **be working around the same time.**

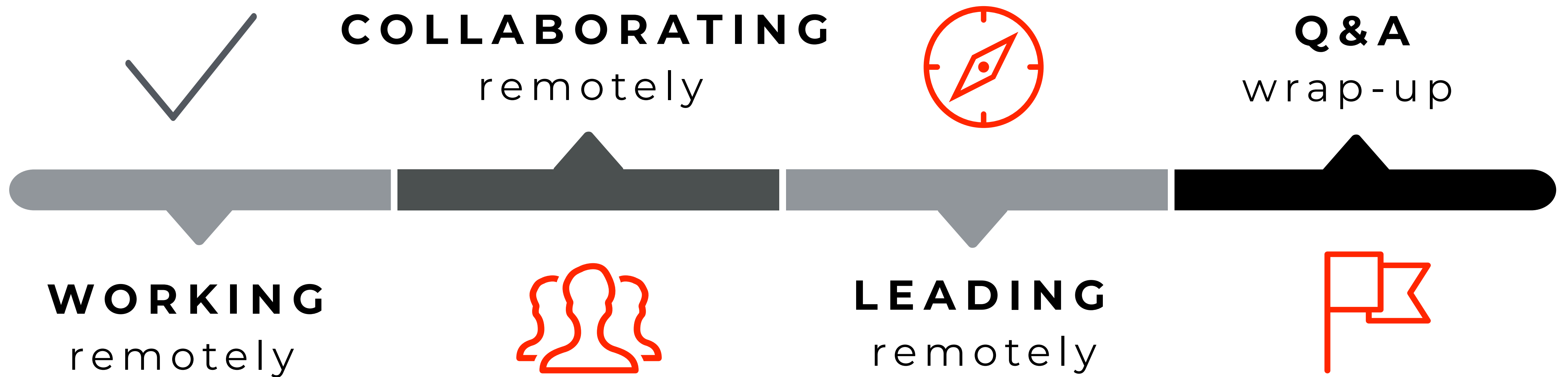


Communication will **burst with ideas and energy.**

.....

Bluebeam Revu allows an architect, contractor and engineer to **collaborate and communicate in real-time** on the same PDF drawings.

AGENDA



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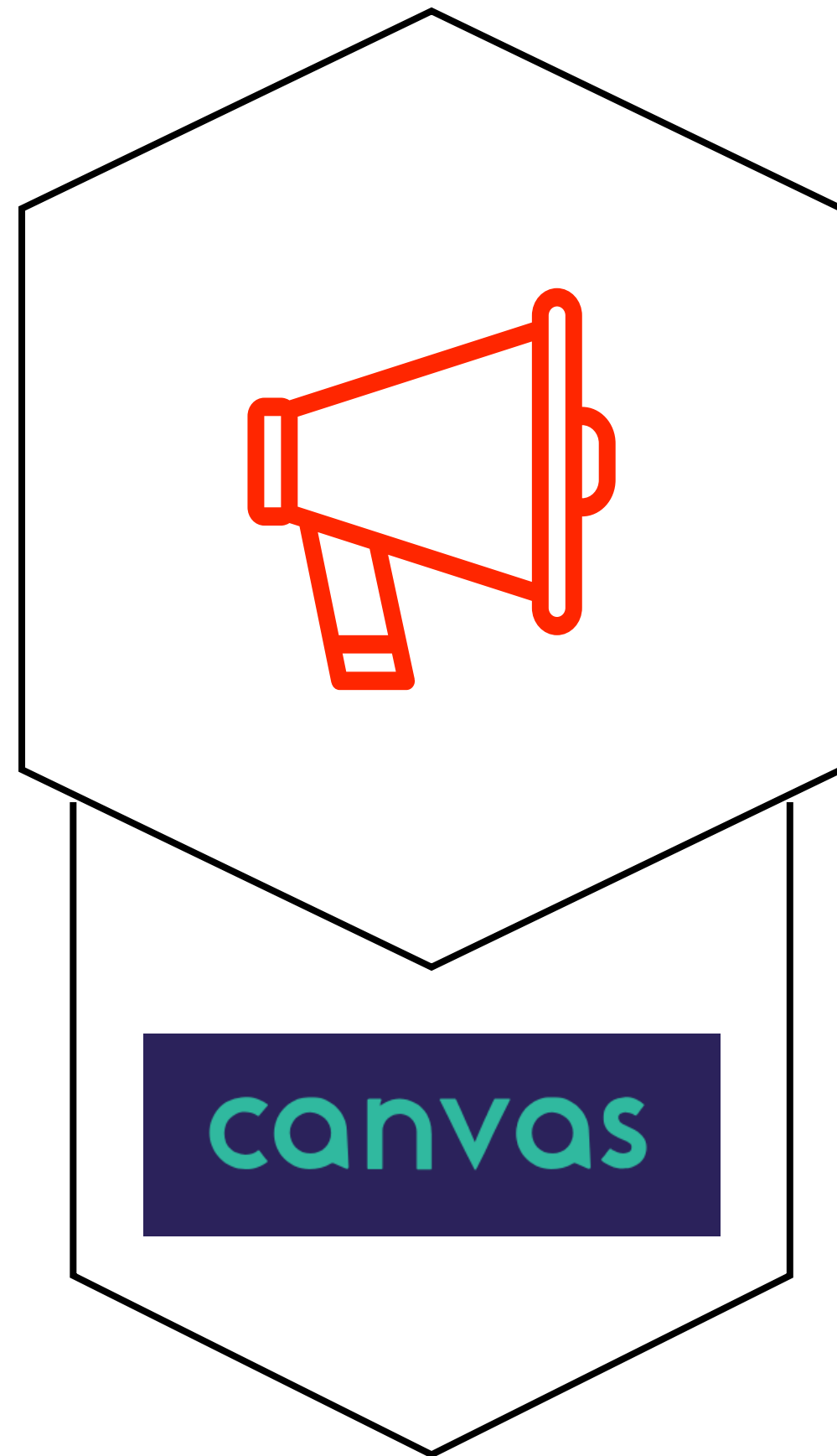
COMMUNICATION DIVIDE

J U S T 1 E X A M P L E



COLLABORATION

S T R A T E G Y



DEFER YOUR COMMUNICATIONS



Use generations as **clues**.



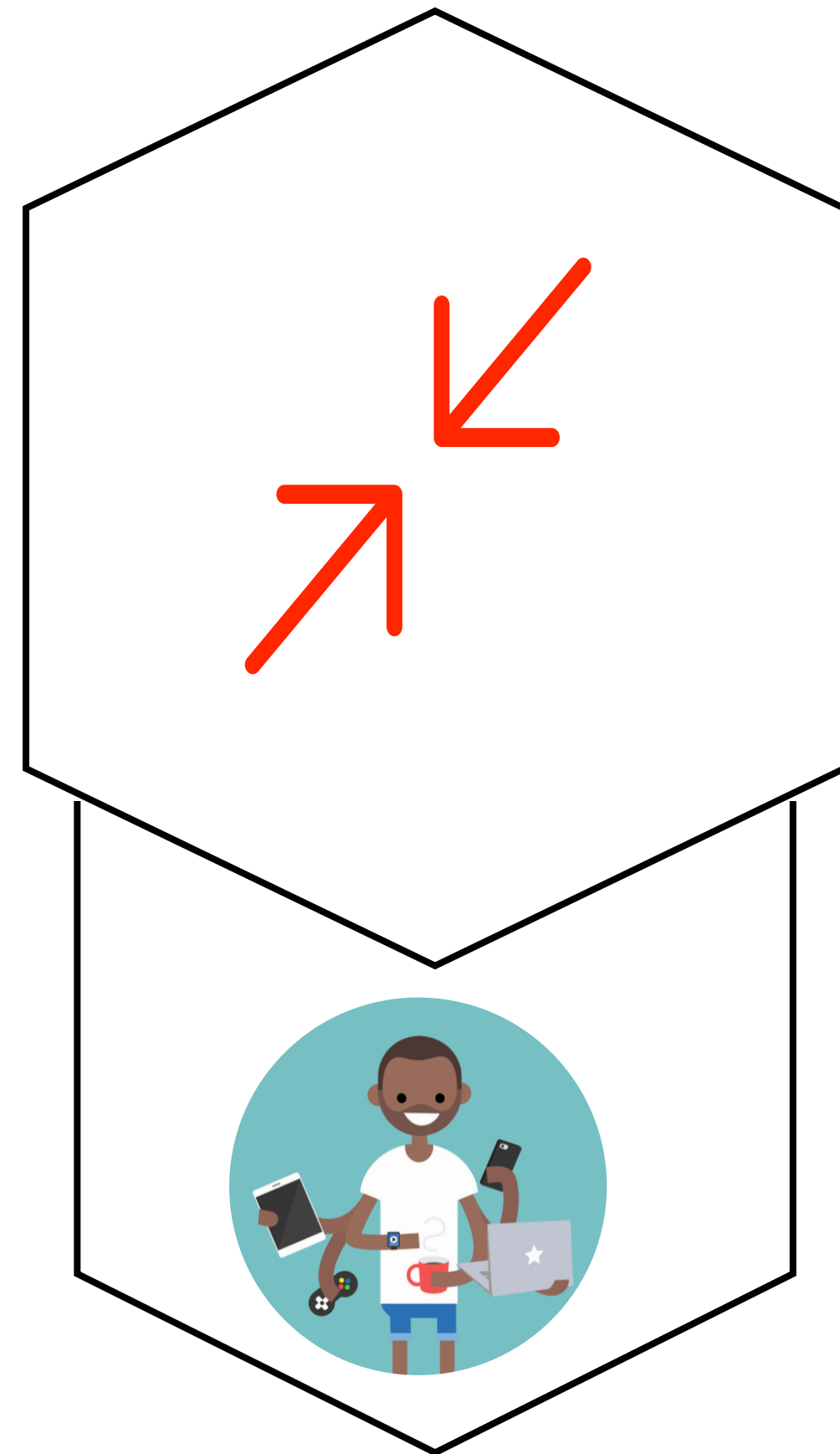
Ensure **mobility** throughout all communications.



Canvas, the world's first **text-based interviewing platform**, shifts recruiter's conversations to the preferred channel of Gen Z candidates, texting.

COLLABORATION

S T R A T E G Y



MIRROR YOUR COMMUNICATIONS

 **Respond** to communications using the **same channel** in which it was received.

.....

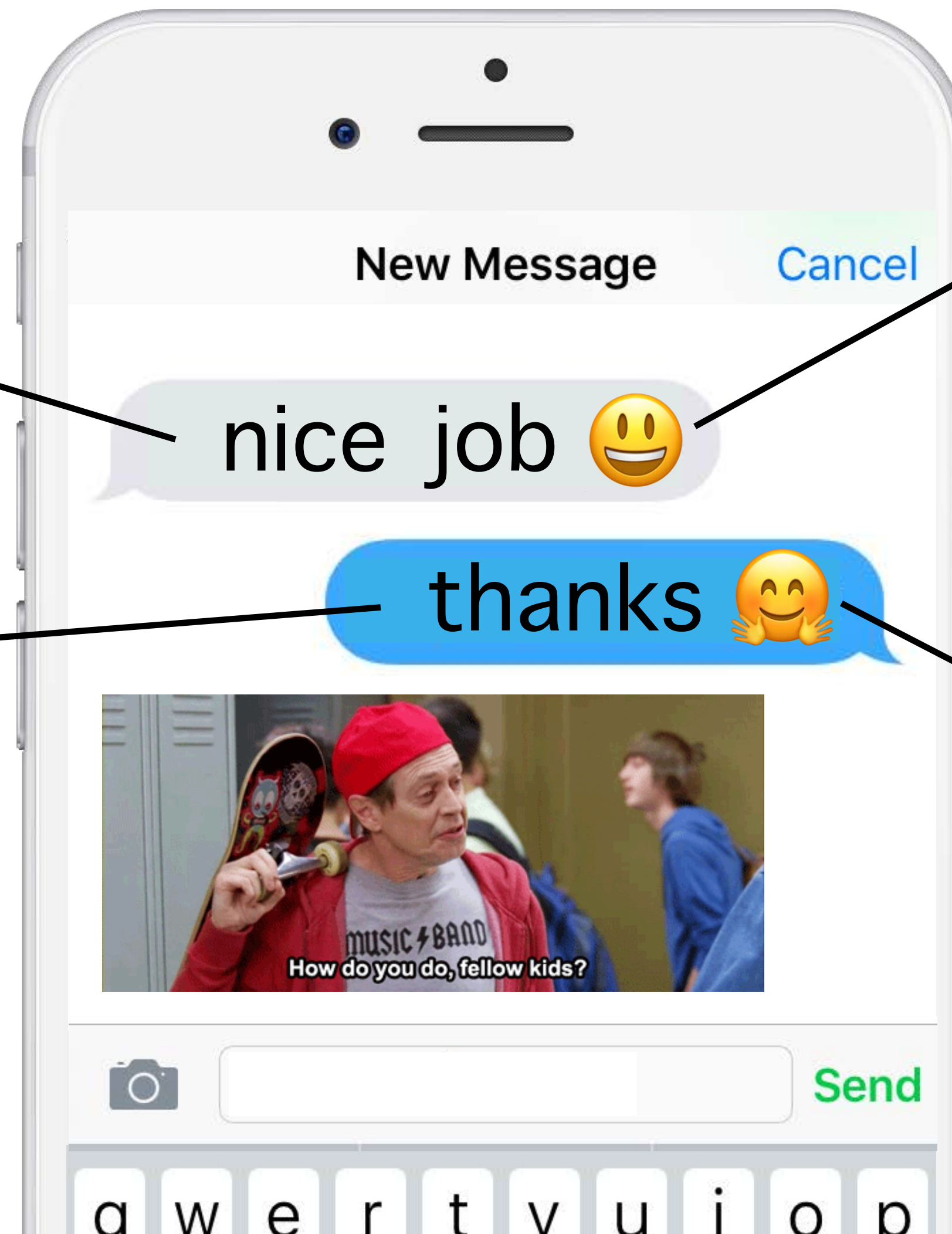
A real estate agent recently **called me** and left a very vague voicemail. I **texted** back. They called me repeatedly. To me they are **out of touch**.

DIGITAL COMMUNICATION

C R E A T E C L E A R M E S S A G E S

60% of the time
2-word messages
are interpreted as
sarcastic.

Humans have a
tendency to
assume the worst
when the **intent** of
communication
isn't clear.

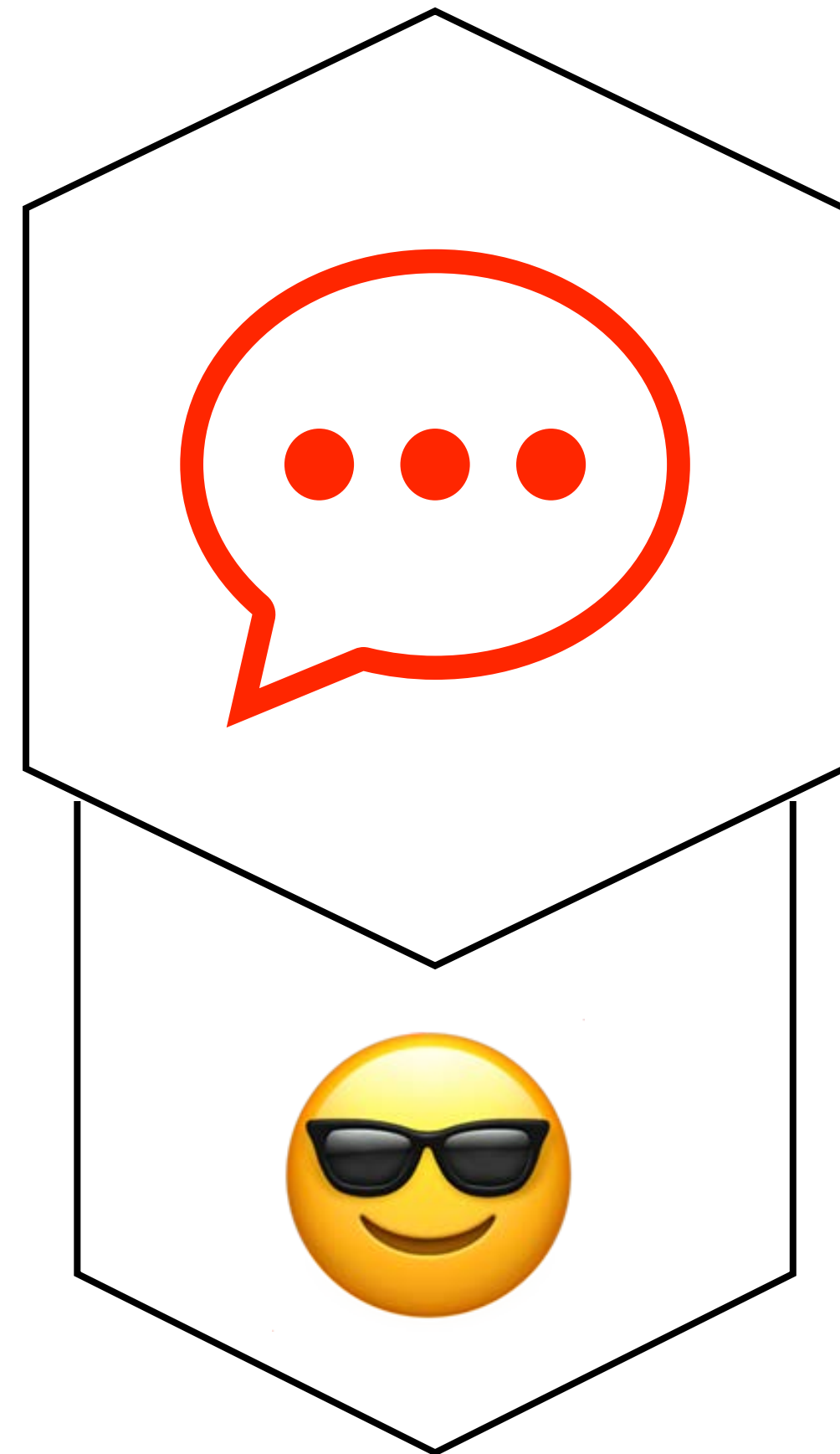


Only 17% of the
emerging
generations
consider emojis
unprofessional.

The **same part of
the brain** that
processes human
faces also
processes emojis.

COLLABORATION

S T R A T E G Y



CLARIFY THE EMOTIONAL INTENT



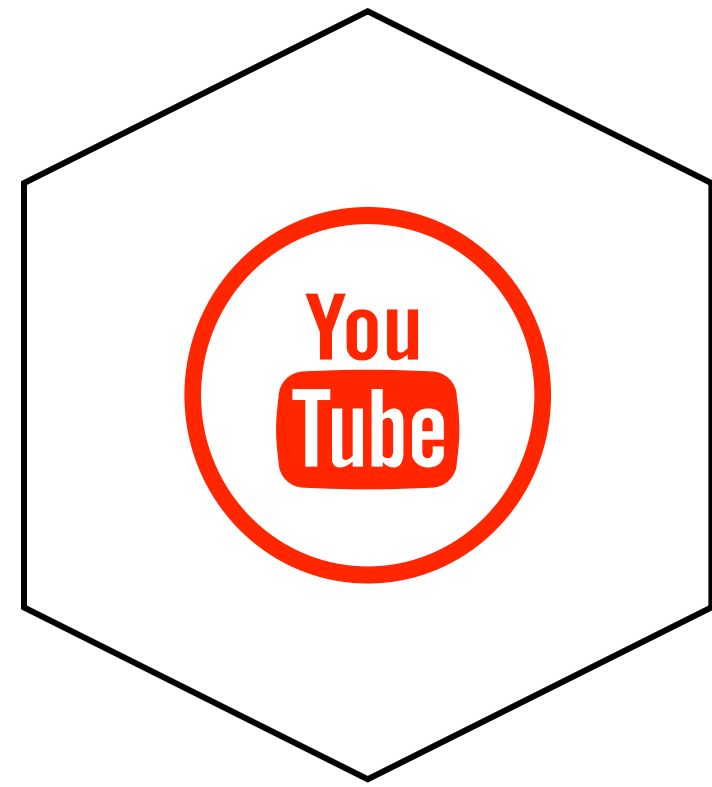
Use emojis (or be more descriptive) to ensure negative biases don't **hijack the intended meaning** of your digital messages.

.....

Not sure what emoji to use to communicate an emotion? Use **emojipedia.org** to find the right emoji.

DIGITAL COMMUNICATION

T H E I M P A C T O F V I D E O



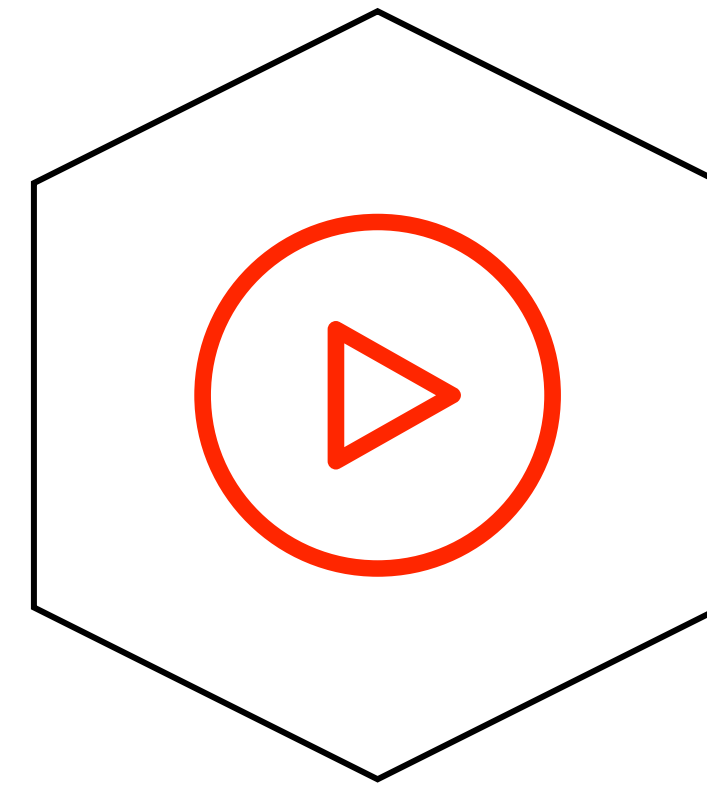
#2

most-used search engine in the world is YouTube (#1 among those under 35 yrs-old).



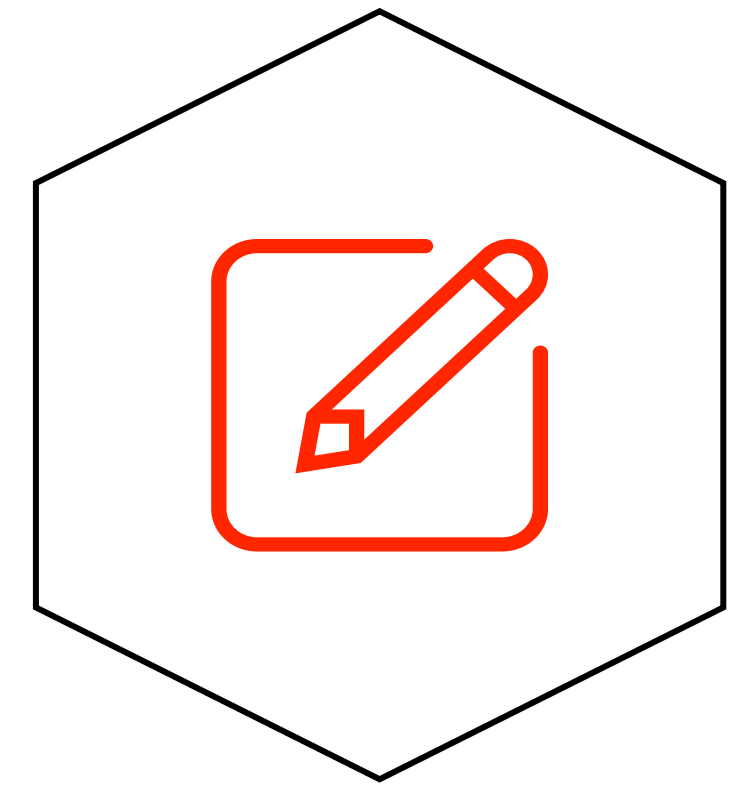
90%

of people say watching product videos help them make purchase decisions.



500%

increase in booked meetings when video is used.

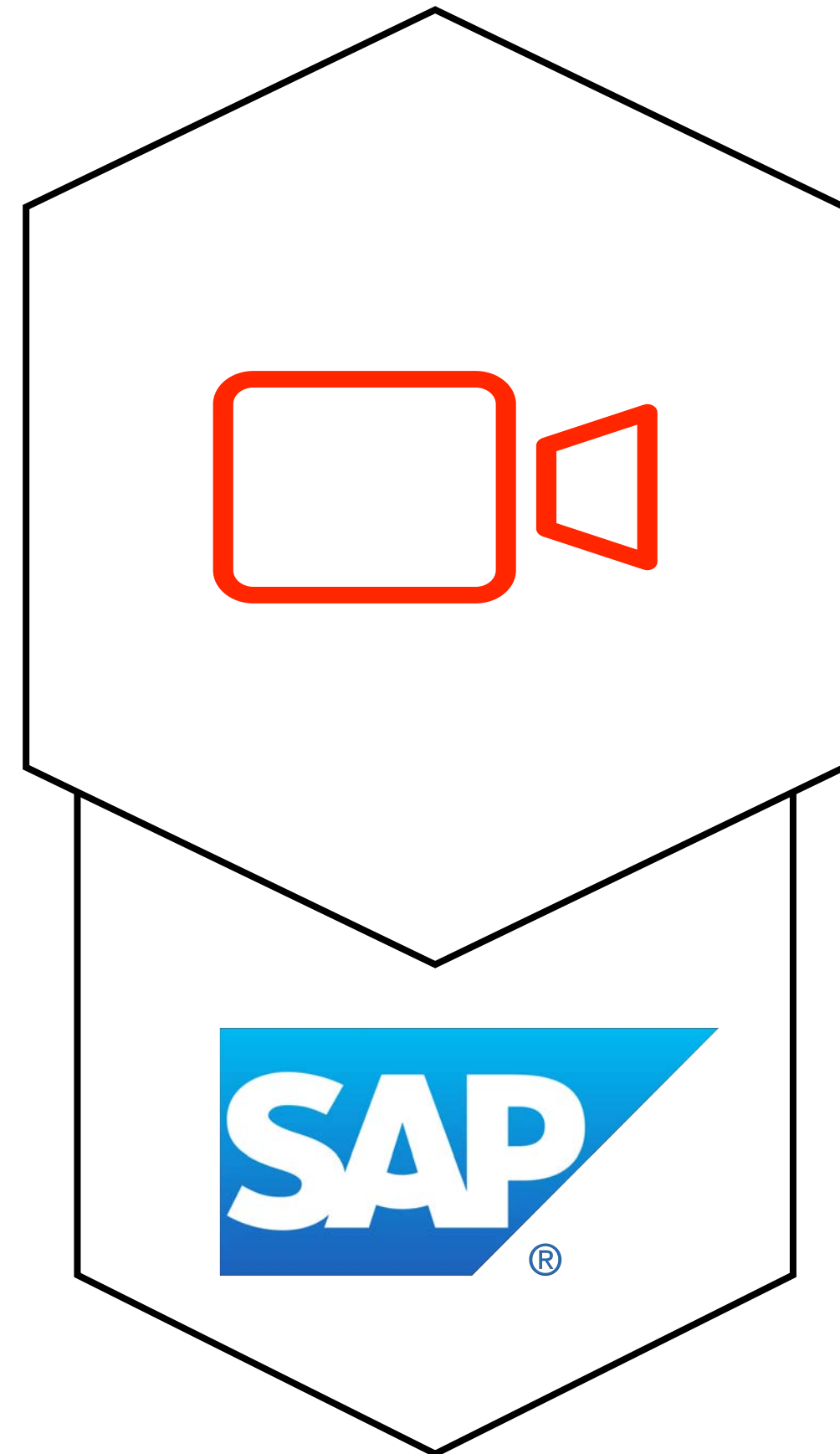


59%

of company decision-makers rank video as their preferred way to learn.

COLLABORATION

S T R A T E G Y



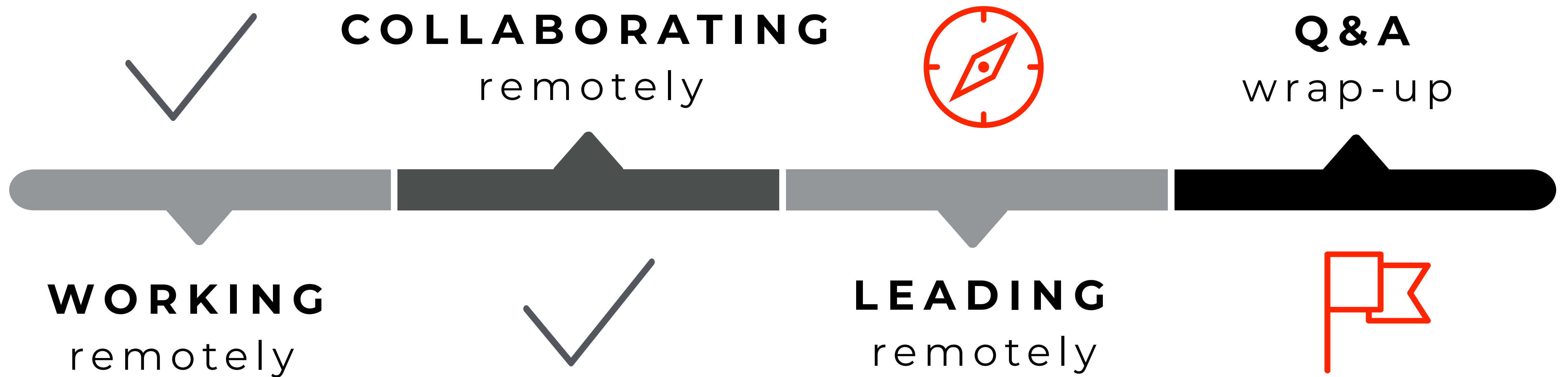
USE VIDEO TO ENGAGE TEAMMATES OR CLIENTS

- 👁 Help buyers **visualize themselves** working with you and/or purchasing your product/service.

.....

SAP recently shared 40 **compelling recruiting videos on YouTube** of real employees sharing their perspective of the company's culture, values, perks, & benefits.

AGENDA



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LEADING REMOTELY

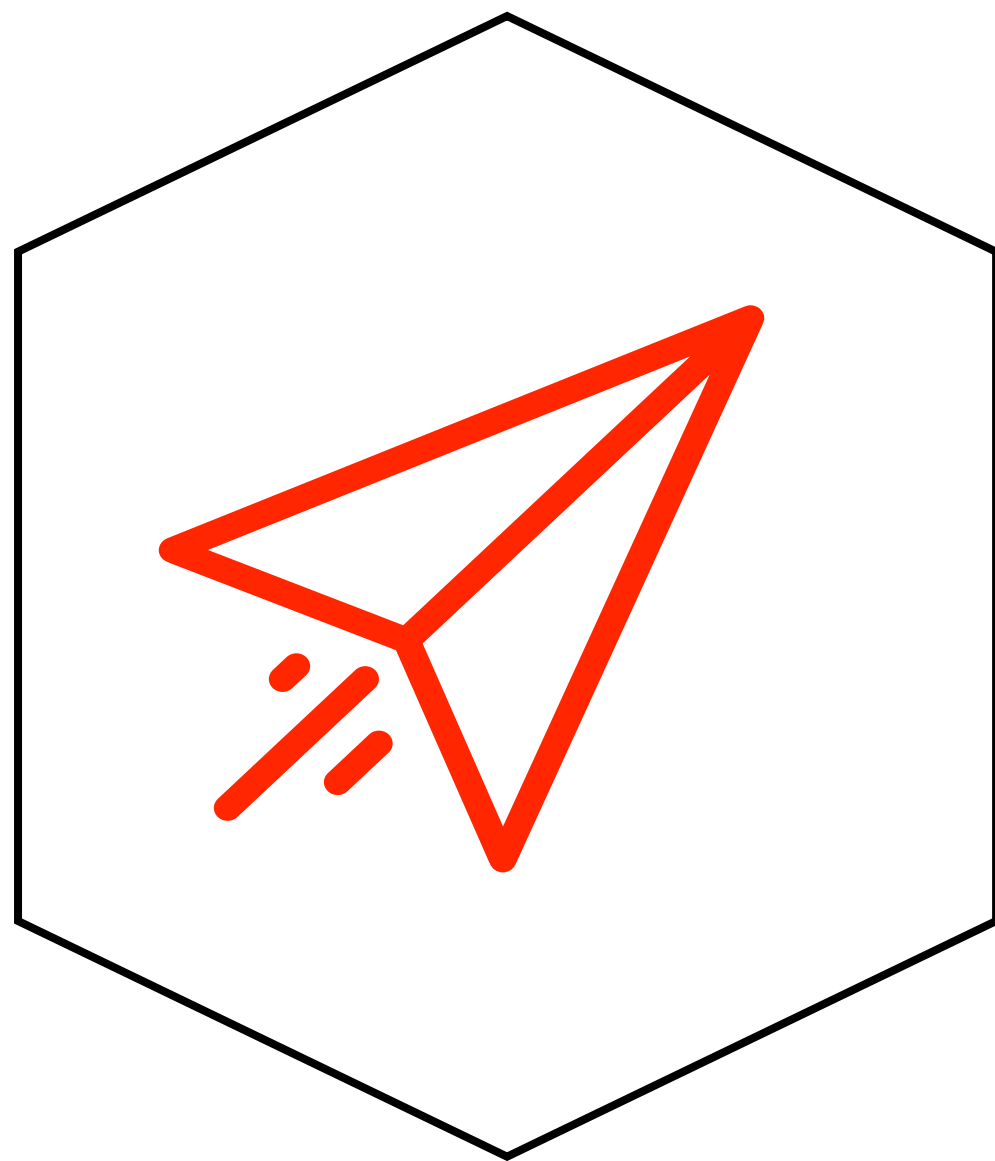
C O M M U N I C A T I O N I S C R I T I C A L



A **lack of consistent connection** can leave remote workers feeling **isolated and disconnected** from the organization's goals and mission.

LEADING REMOTELY

S T R A T E G Y



CONNECT CONSISTENTLY



Schedule **routine virtual meetings** and/or provide **predictable and transparent updates**.

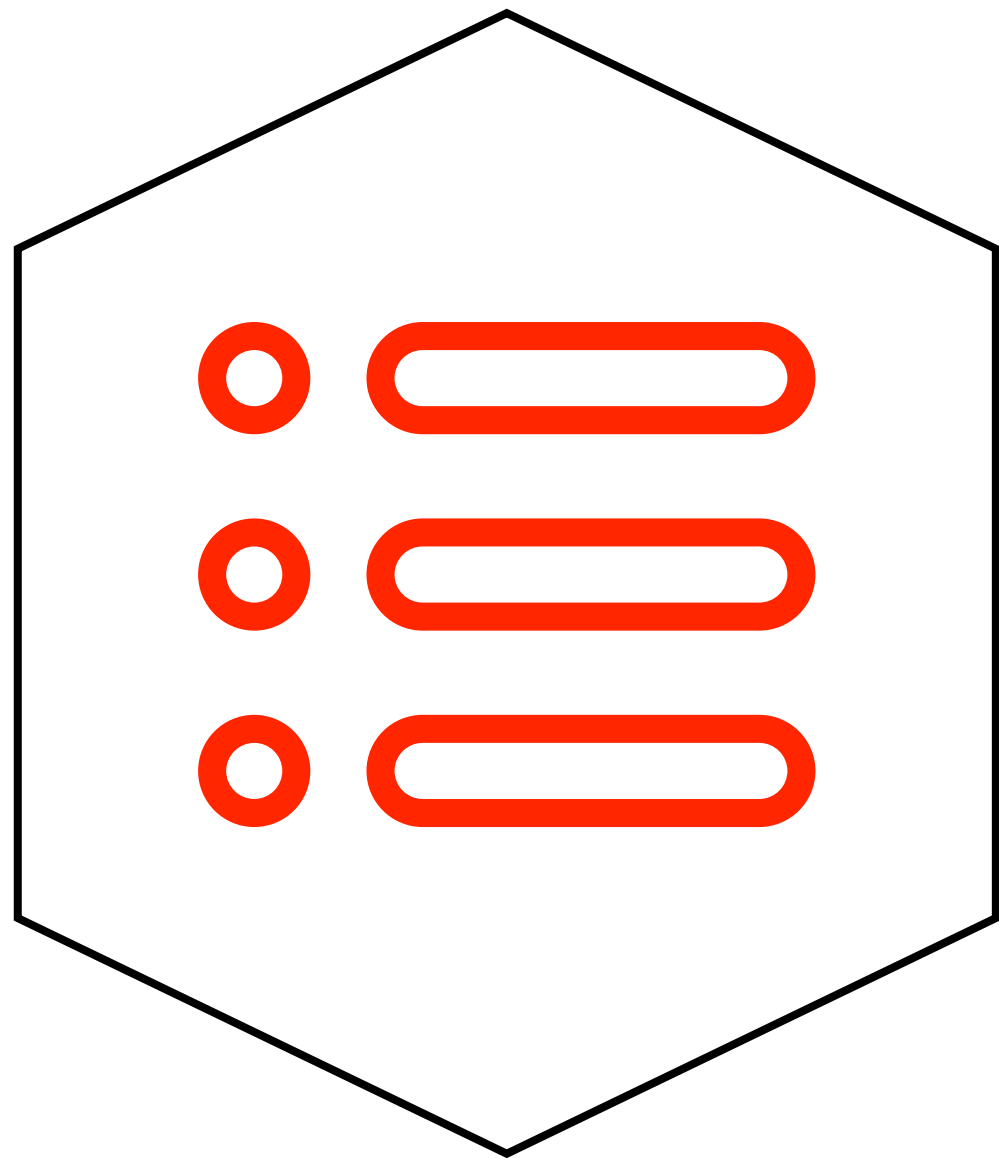


Consider an **"open status policy"** (similar to an "open door policy") where your online status (busy, away, available, etc.) is accurate so that remote workers know when they can connect with you.

LEADING REMOTELY

S T R A T E G Y

SET CLEAR EXPECTATIONS



 Areas to set expectations for remote workers.

- ✓ Mission and vision
- ✓ Yearly, monthly and weekly goals
- ✓ Hours of operation
- ✓ Available resources and tools
- ✓ Preferred communication methods, channels, and timing
- ✓ Team availability (when, where and how to be reached)

THE EVOLUTION OF WORK

A N D W H A T ' S N E X T



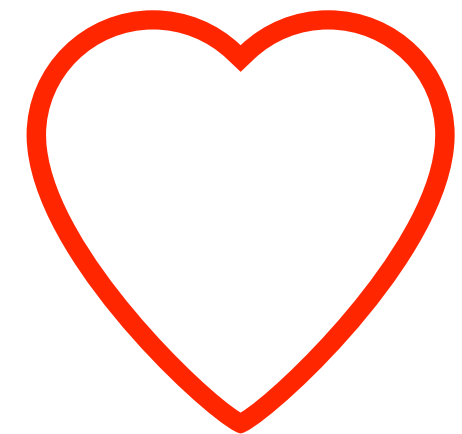
**INDUSTRIAL
AGE**

Required
strong
workers.



**INFORMATION
AGE**

Required
knowledgeable
workers.



**NEXT
AGE**

Requires
emotionally intelligent
workers.



Emotional intelligence is a **competitive advantage** in the AI-enabled, uncertain, and high-flux world of tomorrow.

LEADING REMOTELY

E Q I S N E E D E D



“Managers often fear remote work will lead to **laziness and low performance**. But the greater danger is for remote employees to **overwork themselves and burn out**. It's the manager's responsibility to guard against this outcome.”

~**David Hansson**,
Author of *Remote: Office Not Required*

EQ LEADERSHIP

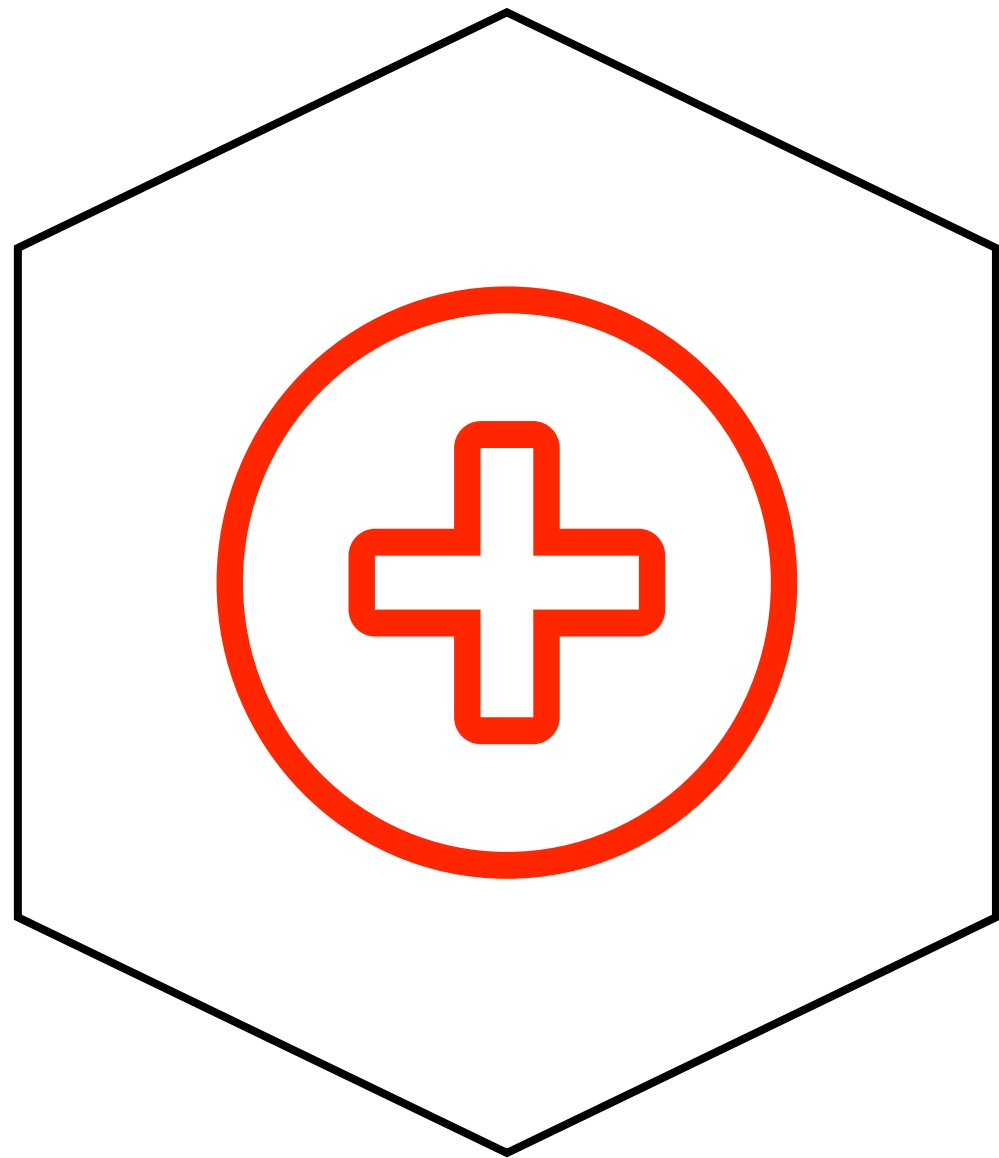
G O O D E X A M P L E

Remote Working - COVID-19 Company Principles:

- 1** You are not “working from home,” you are “at your home, during a crisis, trying to work.”
- 2** Your personal physical, mental, and emotional health is far more important than anything else right now.
- 3** You should not try to compensate for lost productivity by working longer hours.

LEADING REMOTELY

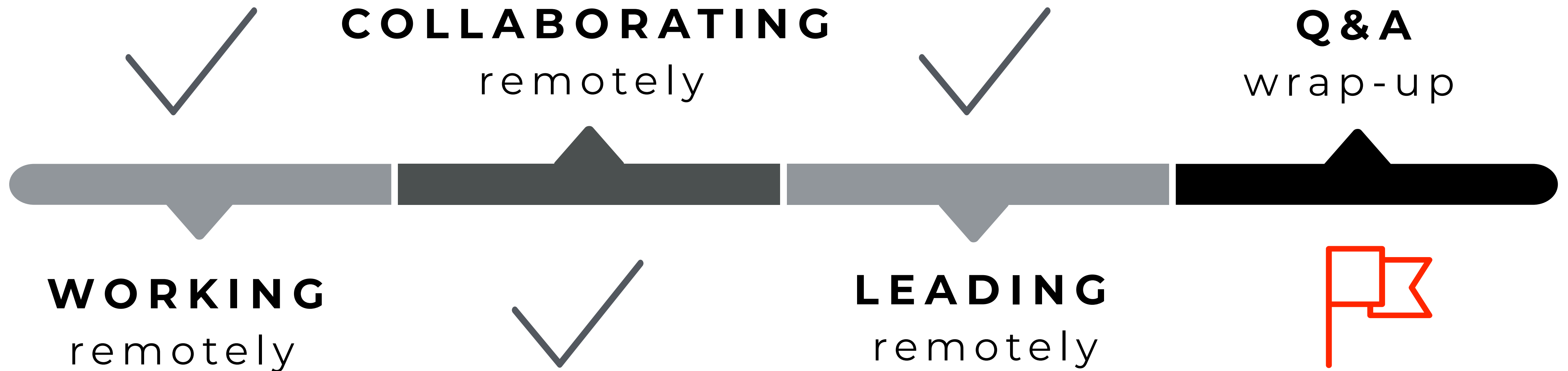
S T R A T E G Y



MONITOR WELL-BEING

- 🔄 Help employees take the **appropriate time for themselves** and maintain work-life balance.
- 📋 Utilize tools like OfficeVibe, CultureAmp and TINYpulse which can **effectively monitor employee morale and engagement**.

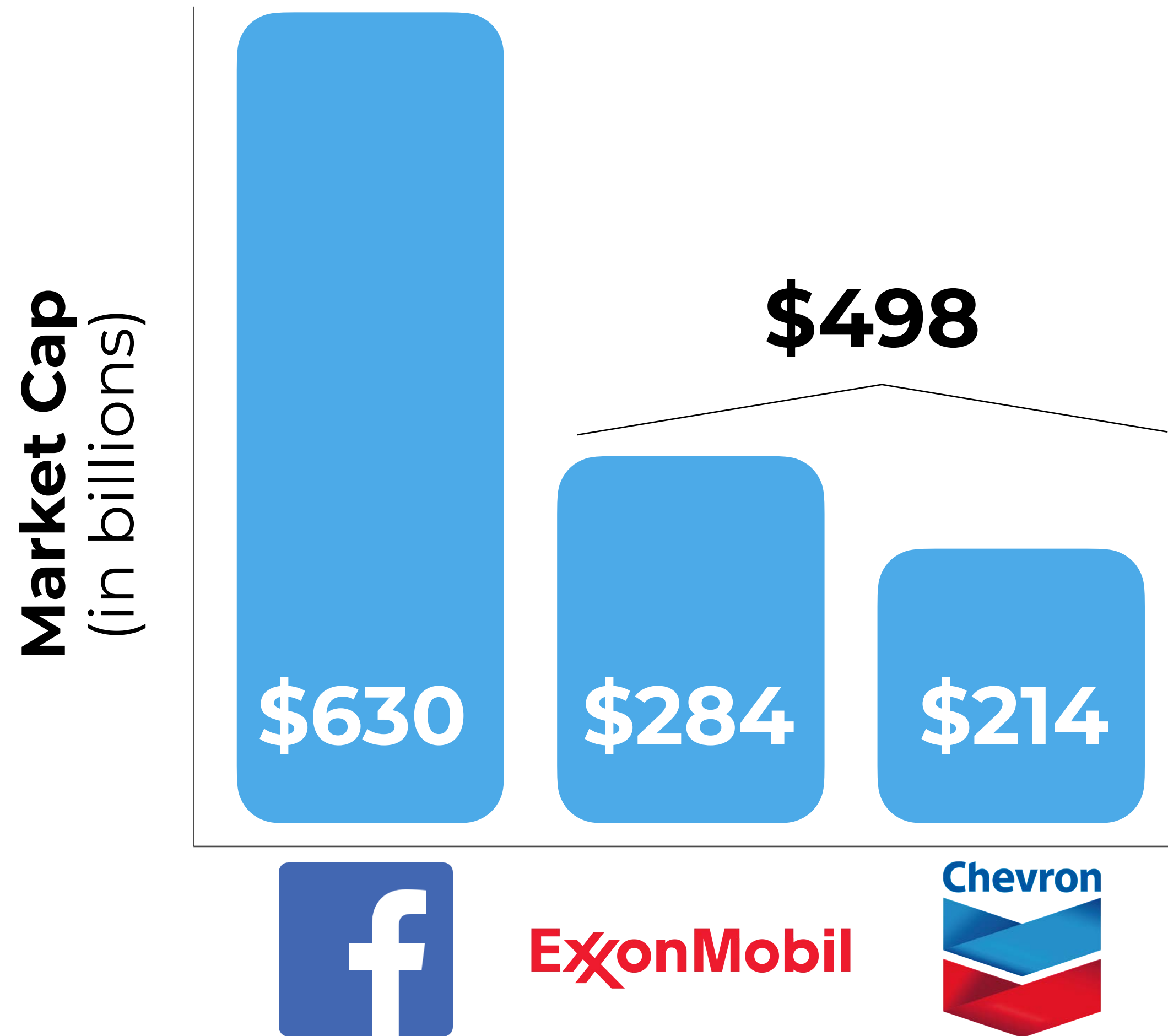
AGENDA



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IMPORTANT SIDEBAR

W O R L D ' S M O S T V A L U A B L E R E S O U R C E

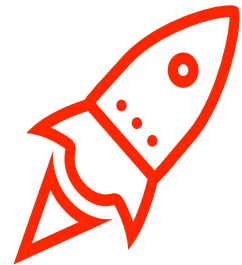


Attention is the new oil
in today's economy.

Focus is one of the most
valuable skills.

Thank You
for your attention and focus.

RECAP: WHICH STRATEGIES WILL YOU EXECUTE?



WORKING REMOTELY

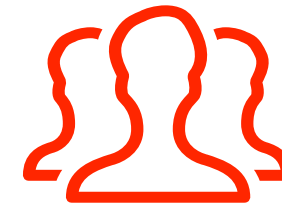


Turn Off Video

Establish Clear Boundaries,

Routines & Signifiers

Practice Burstiness



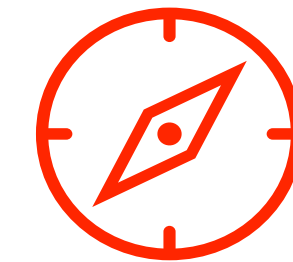
COLLABORATING REMOTELY



Defer and Mirror Your Communications

Clarify the Emotional Intent

Use Video to Engage Teammates or Clients



LEADING REMOTELY



Connect Consistently

Set Clear Expectations

Monitor Well-Being

A “This is always how we’ve done it” mindset is...
a slippery slope to
irrelevance.

.....



.....

Prioritize **WHY**
over the **WAY**

THANK YOU



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- Berkley DP Policyholders – delivered via BDP Risk
- Non-policyholders – request certificates by email
- Got questions?

Email: Risk-Support@BerkleyDP.com

Call: Janie White at 831.293.6254



REFERENCES

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- Pew Research Center, 2018: Defining Generations: <http://www.pewresearch.org/fact-tank/2018/03/01/defining-generations-where-millennials-end-and-post-millennials-begin/>
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