

*Modified presentation:
Pictures having no copyright
information were deleted*

the end of work as we know
it

// new work // new society //

THE 20TH CENTURY



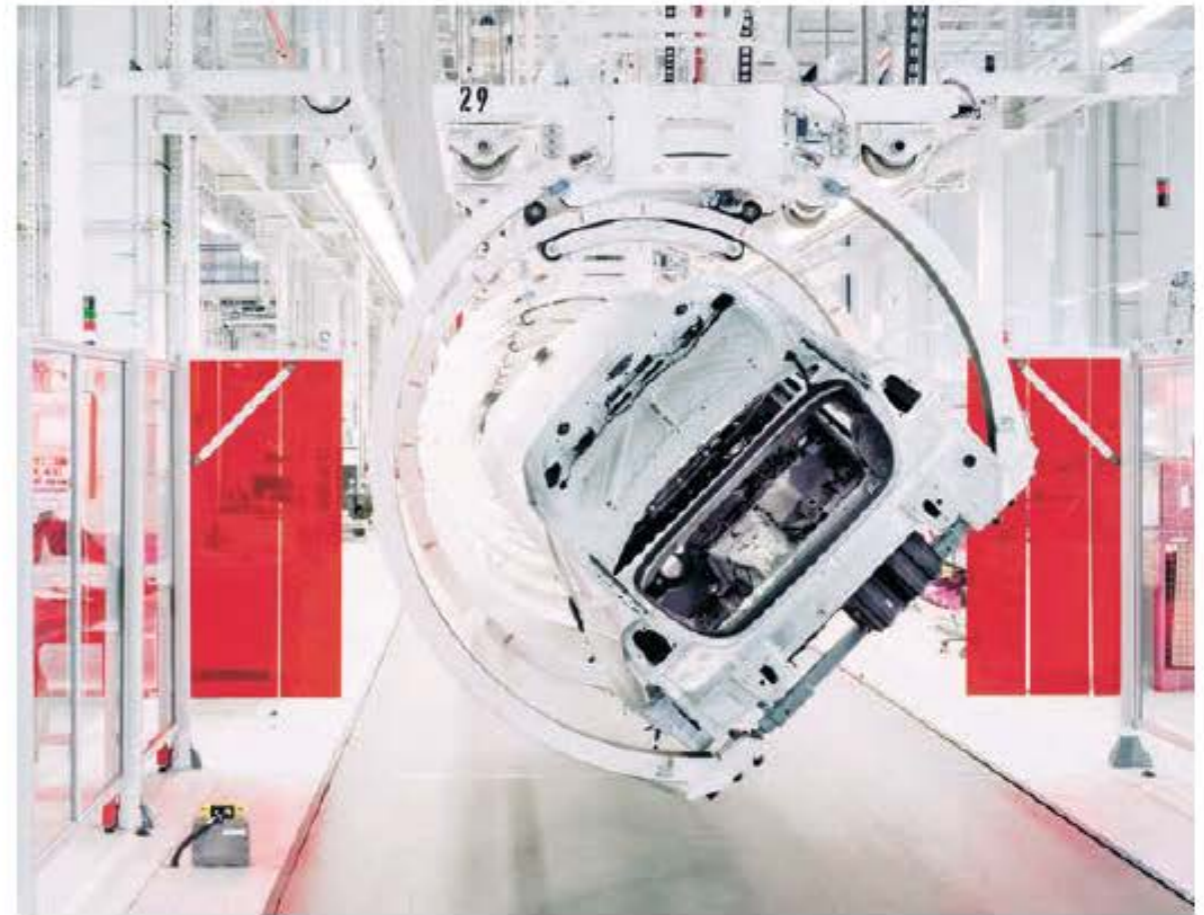
*Städtischer Handelshafen,
Breslau vor 1910
(Unbekannter Fotograf, SLUB/
Deutsche Fotothek)*



*Containerterminals, Hamburg
(Henrik Spohler)*



*Industrie-Transport
Sachsenring, 1964
(Peter, Richard jun., SLUB/
Deutsche Fotothek)*



*Assembly line
(Henrik Spohler)*



*Salaternte der Arbeiterinnen
und Arbeiter der Landwirt-
schaftlichen Produktions-
genossenschaft Marzahn,
Berlin 1984*

(Winkler, ddrbildarchiv.de)



*Anbau junger Salatpflanzen
in Süddeutschland
(Henrik Spohler)*




*0/1 Dataflow #1
(Henrik Spohler)*

THE 21ST CENTURY

MEGATREND



Fragmentation



AI



Attention Economy



Connectivity



Big Data



Distrust Society



Health Style



Consumption³

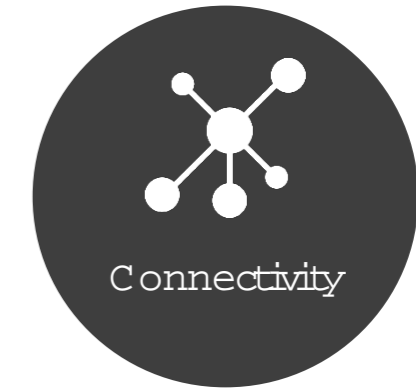
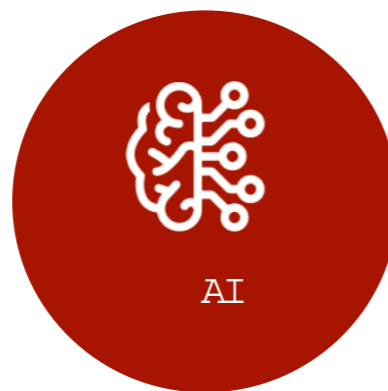


Sustainability



Urbanity

MEGATREND



MEGATREND: FRAGMENTATION



Diversity and differences are no longer only accepted in consumer decisions, but increasingly also in sexual orientation and gender identities.

- Individualization of way of life
- More diversity in family structures
- Erosion of the classical role division
- More influence of women in the economy
- Desire for self-optimization
- Individualism as a global phenomenon
- Self-sufficiency and do-it-yourself
- Identity management and value pluralism



Counter-trend / risks

- Return to conformity to traditional values
- Homeland solidarity and „WE“ culture
- Social Cocooning: The new homeliness

MEGATREND: ATTENTION ECONOMY



Attention is one of the most important currencies of the 21st century. It is the basis of many business models, but there is a danger: people are increasingly paying attention to this valuable resource.

Levels of attention:

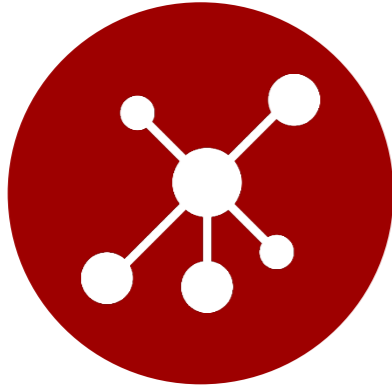
- **Individual:** Attention as a biopsychic process
- **Communication:** Attention as a means and goal of social processes
- **Technology:** Information and communication technologies as the basis of media attention
- **Public:** Attention in communication arenas and mass media



Counter-movement / risks

- Mindfulness movement
- Deceleration
- External orientation

MEGATREND: CONNECTED WORLD



The Internet has become an integral part of our working and everyday culture. Social networks are a particularly important part. They have radically accelerated, globalized and democratized communication, collaboration and the exchange of knowledge.

- Socio-economic change from a goods producing society to a **service society** (according to Castells)
- Increasing tertiary education as a source of administrative occupations
- Development of an "intellectual technology" **based on algorithms and models**
- New added value gains through systematic methods of knowledge production
- Development of new **project-like corporate structures**



Countermovement /risks

- Rationalization of the lifestyle of the creative subject
- Alienation through standardization & bureaucracy
- Exhausted Self-Realization

MEGATREND: HEALTHSTYLE



Many people turn away from the pressure to perform in their professional and private lives and opt for an attentive lifestyle with practiced soul training.

- **Mindfulness means:** In an overcrowded, overexcited, overcomplex world we must learn to reflect on ourselves in a new way.
- Mindfulness means linking knowledge back to competence, information back to assets, communication back to understanding. **This includes learning patience.**
- If you keep your mind alert in everyday situations without constantly fiddling with your smartphone, you have already taken a **huge step towards freedom.**



Counterpoint /risks

- Reflection on traditional /Christian values
- Exceeding homeland solidarity

MEGATREND: URBANISATION



Today, half of the world's population lives in cities. By 2050, it is estimated that up to 75 percent of the world's population will live in cities. The largest influx into urban centres takes place in Asia, Africa and Latin America.

- Strong growth of megacities
- Development of adapted infrastructure solutions
- New forms of housing, living and participation
- Shift to Asia and the new role of the West
- Global strategies with local or regional adaptation
- The emergence of a global middle class
- Globalised capital flows

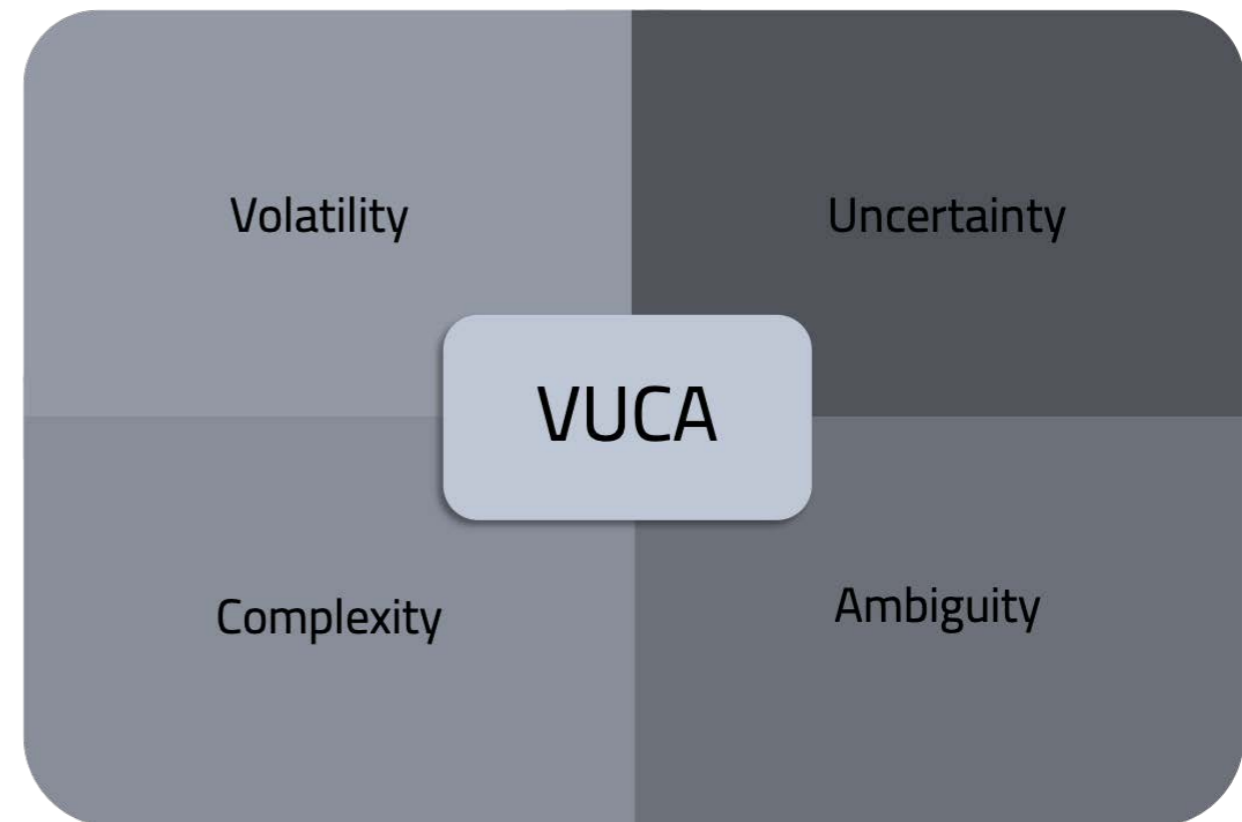
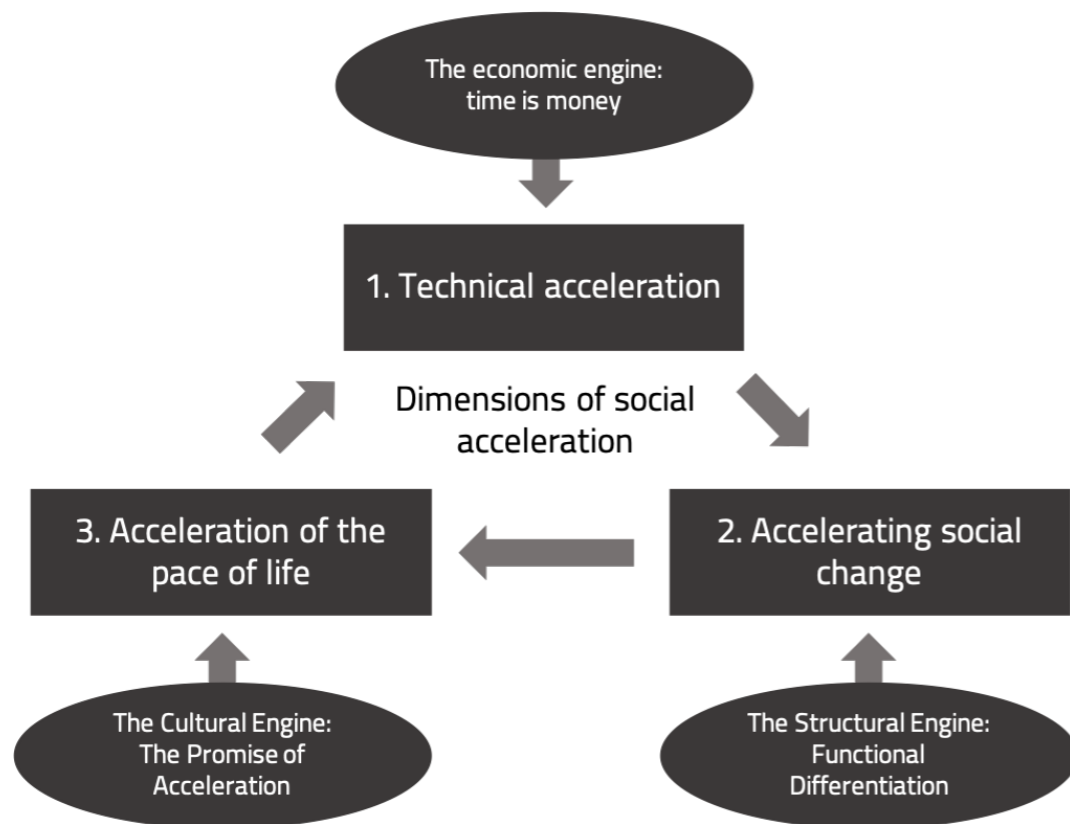


Counter-trend / risks

- Country lust
- Attachment to one's homeland
- Allotment gardens

THE FUTURE OF WORK

(1) DIMENSIONS OF SOCIAL ACCELERATION & INSECURITY



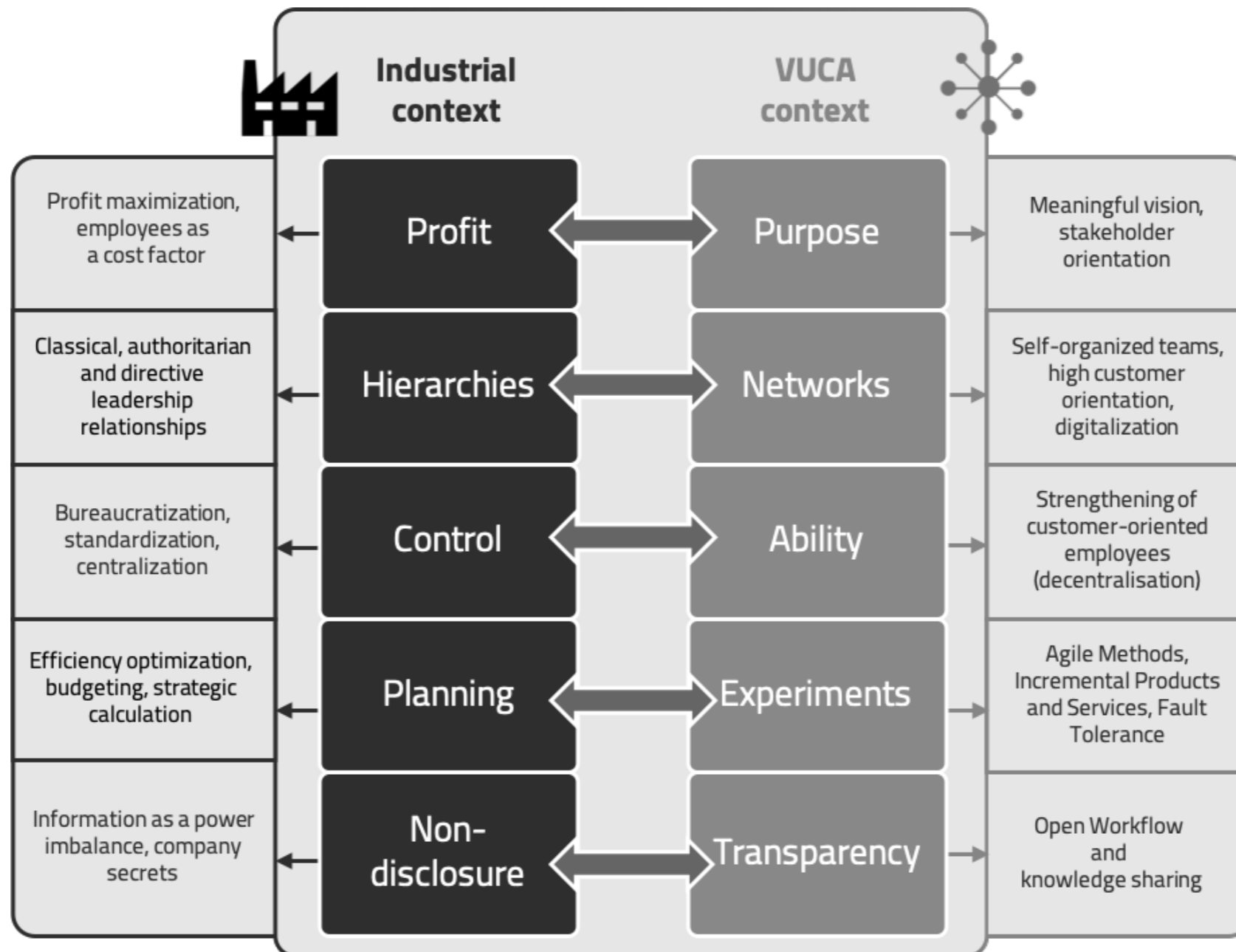
(2) DIMENSIONS OF THE NEW SPIRIT OF ECONOMIC ACTIVITY

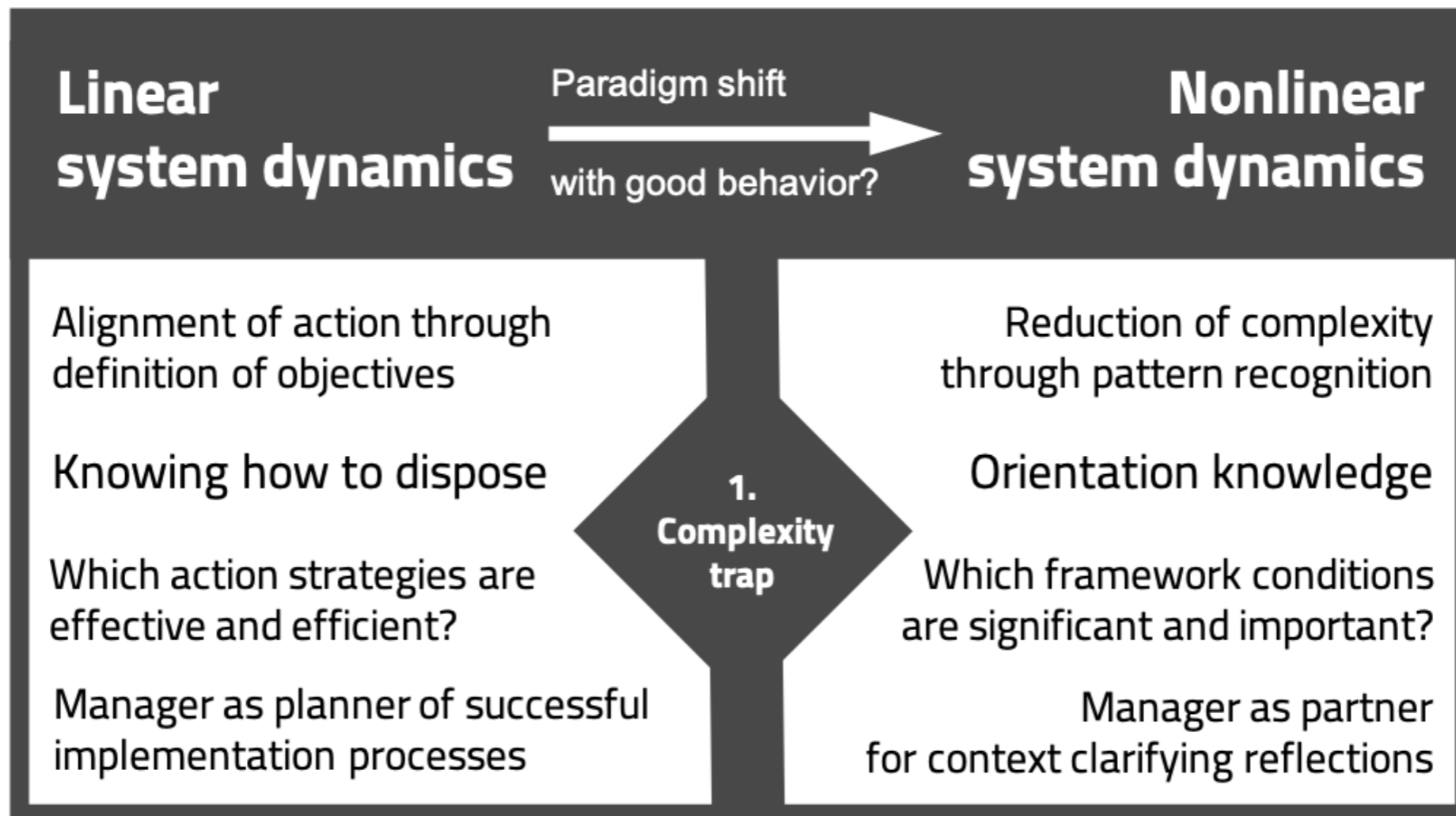
(3) FROM IQ TO WEQ

The ideal network subject

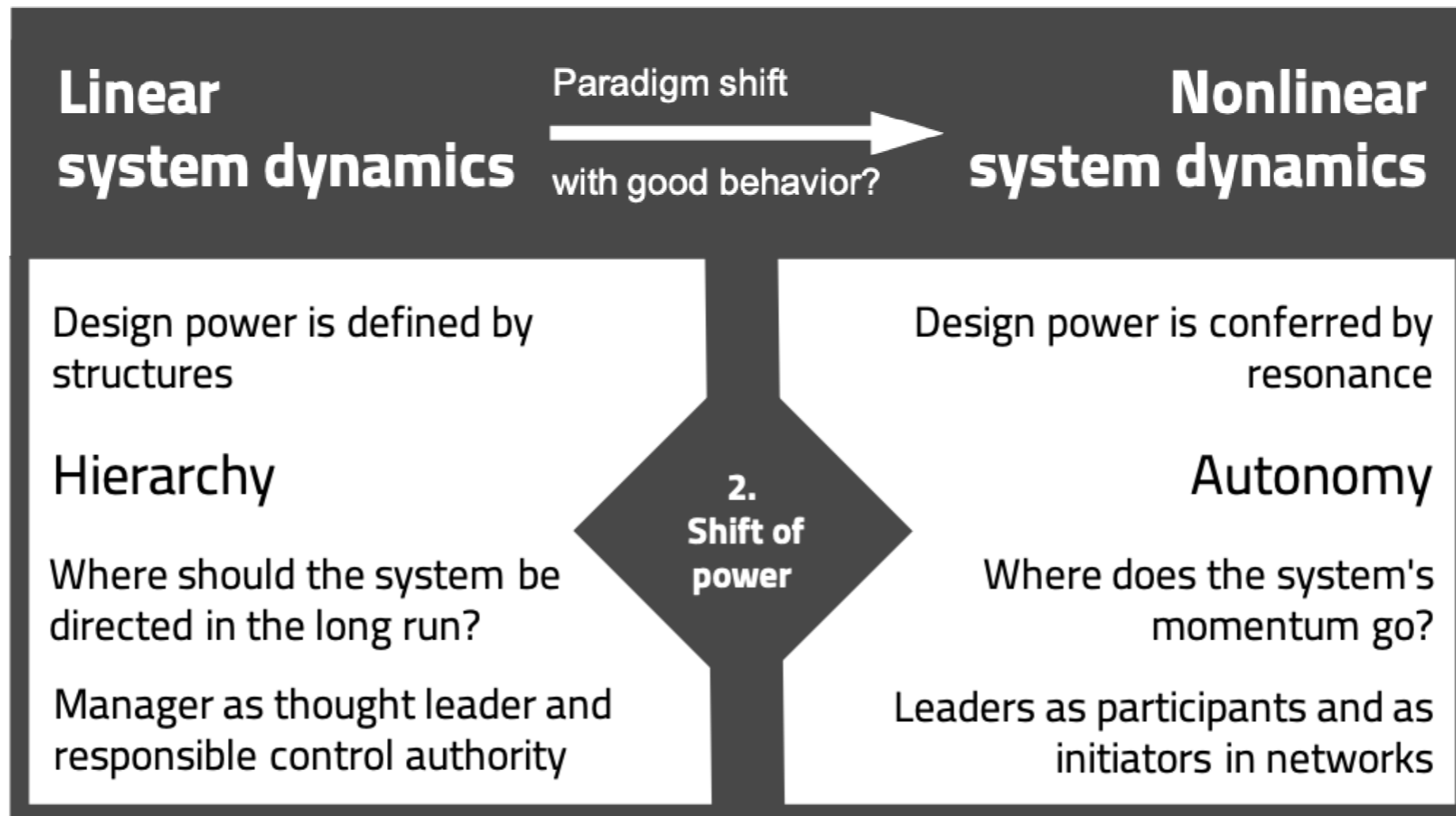
- It is enthusiastic because it is willing to get involved in a project.
- It is able to cope with completely different requirements.
- It becomes active on its own initiative and does not shy away from risks.
- It has a radar for productive sources of information and good ideas.
- It is neither shy nor arrogant to omit any contact possibilities.
- It is popular all over the world because of its communicative competence, its sociable character and because of his open and curious nature.
- It can adapt to others and does not stand out through unpleasant self-portrayal.
- He knows how to arouse enthusiasm and commitment through his vision.
- He is not authoritarian, listens, is a team player and cares for his people.

THE FUTURE OF WORK, LEADERSHIP & COMPETENCES!

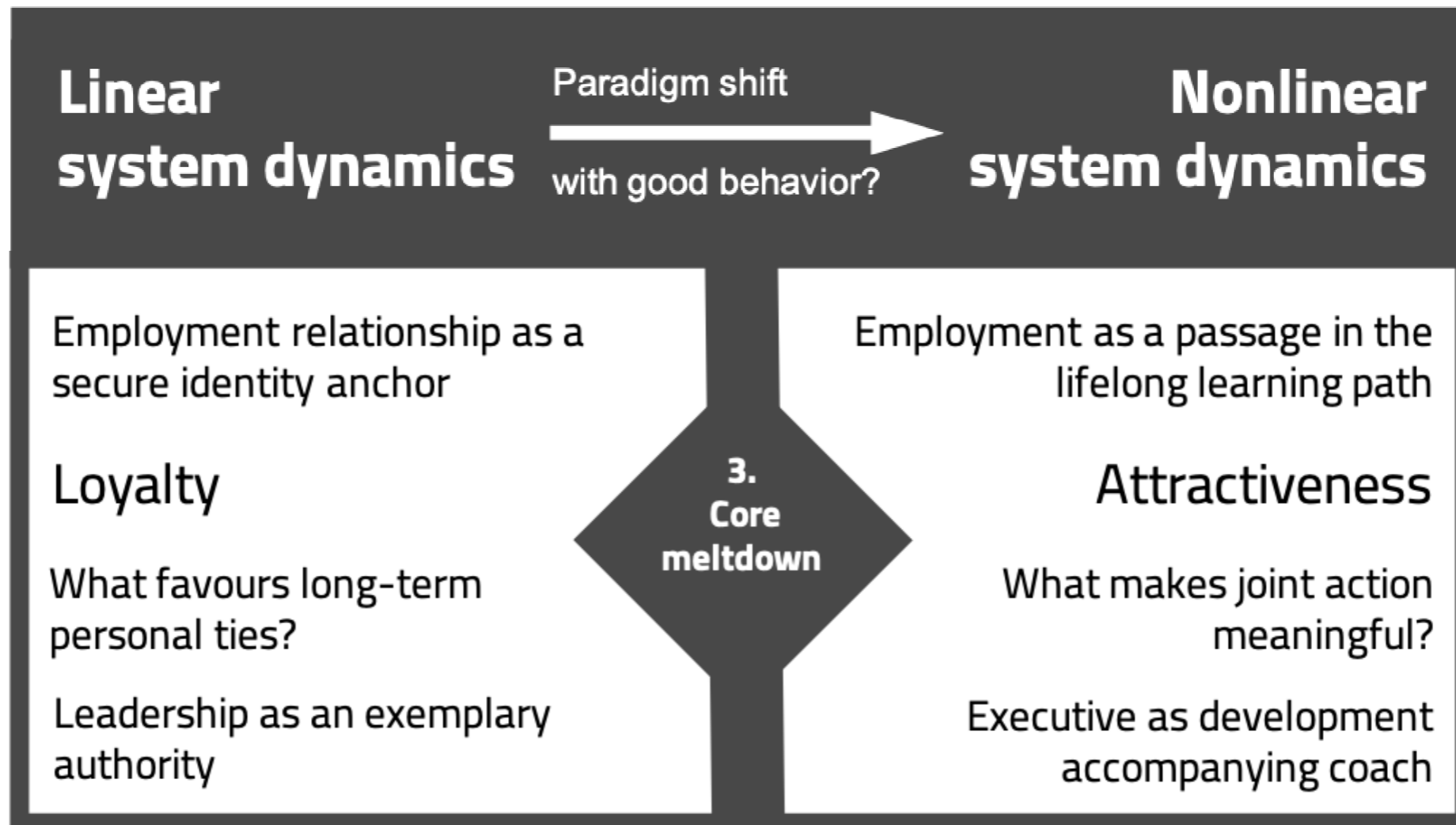




Source: Peter Kruse, 2013: Future of Leadership



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"The goal of the new work is not to free people from work, but to transform work into free, self-determined human beings.

Frithjof Bergmann