## To find a hybrid work model, know your priorities

Hybrid work is uncharted territory.

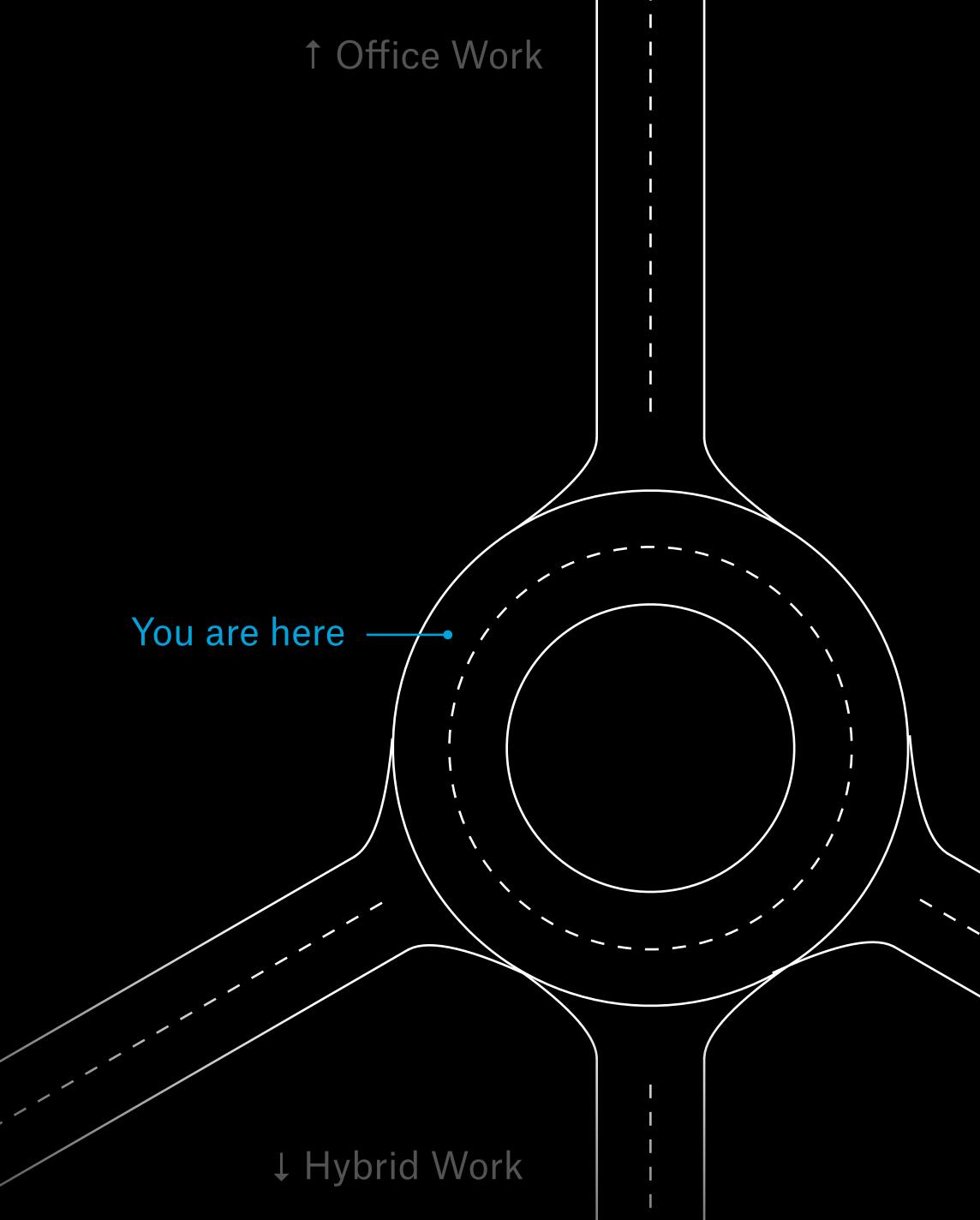
- Most companies stick with hybrid work
- The models are quite different
- Your hybrid work model coins what company you are, choose wisely
- There is no right model, just one that fits your company
- The fit depends on which perspectives are a priority (e.g. retention of talent, ability to adapt, strategic focus)

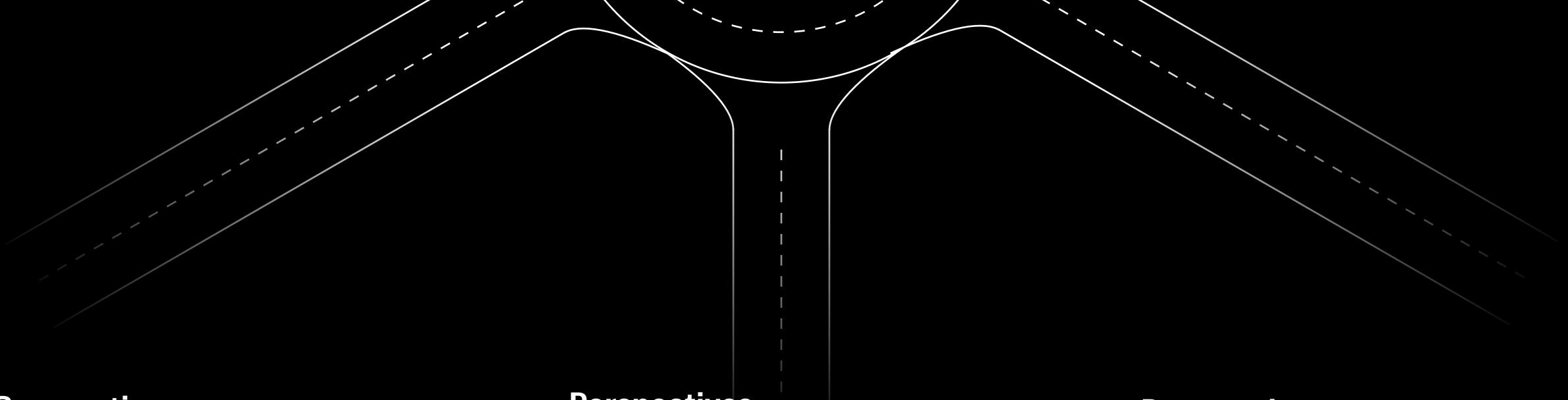
Office Work

↓ Hybrid Work

## Your priorities need to be explicit.

Otherwise you will be arguing in a circle!





### Perspectives

Strong leadership, innovation capacity, brand towards employers

## Hybrid?

Yes, to compete for talent, keep an office culture at the same time

## Perspectives

Pragmatic leadership, learning capacity, performance gains

### Hybrid?

Yes, to boost work performance, middle-mgmt will find best-of-both-worlds

## **Perspectives**

Empowering people, customer centricity, modernizing structures

## Hybrid?

Yes, to speed up new work, maximize degrees of freedom for employers

## Perspectives

Strong leadership, innovation capacity, brand towards employers

»Protect«



## Perspectives

Pragmatic leadership, learning capacity, performance gains

»Perform«



## **Perspectives**

Empowering people, customer centricity, modernizing structures

»Empower«





## culture

## Serendipity\* does not work in remote situations.

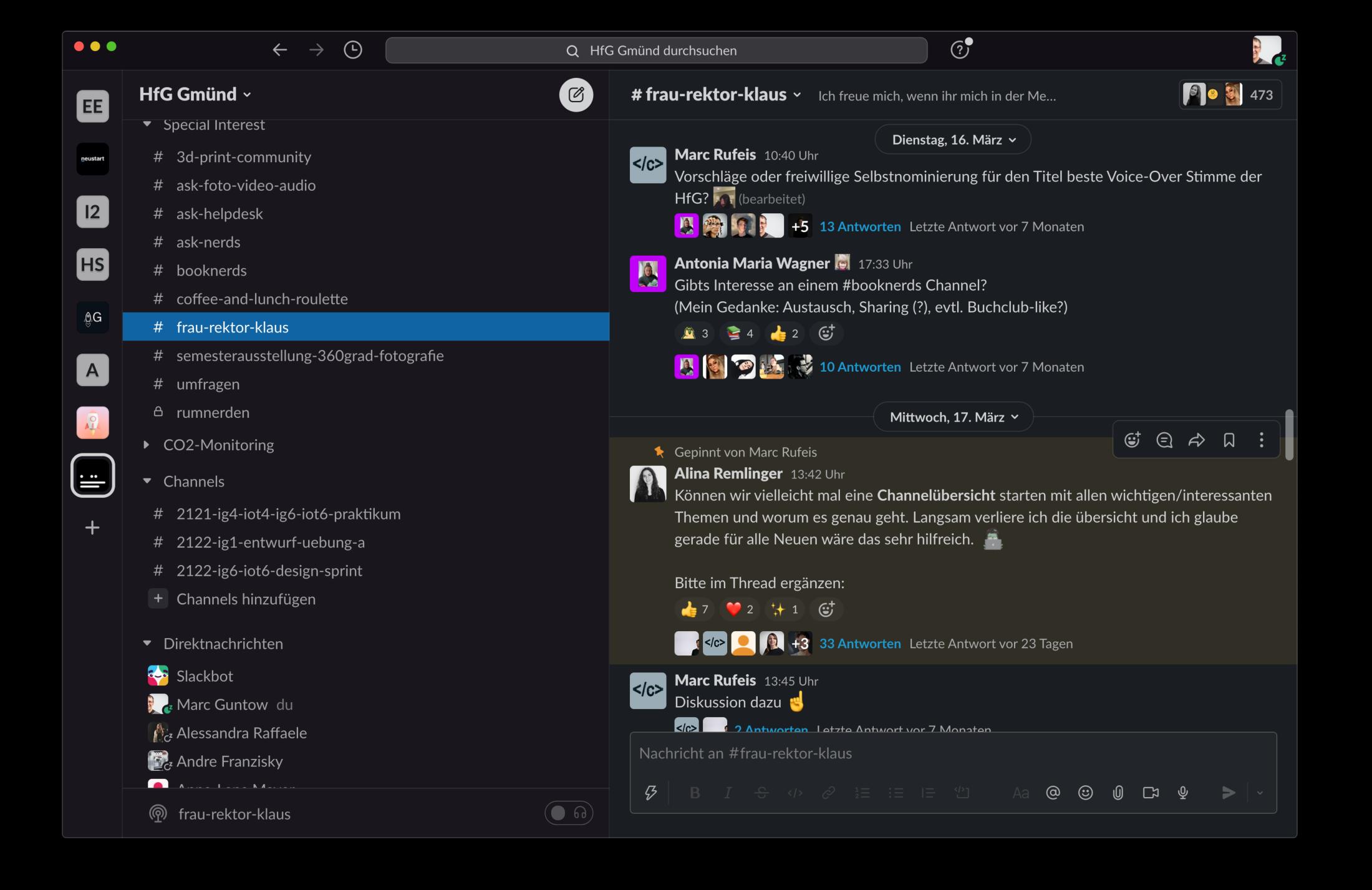
## Serendipity

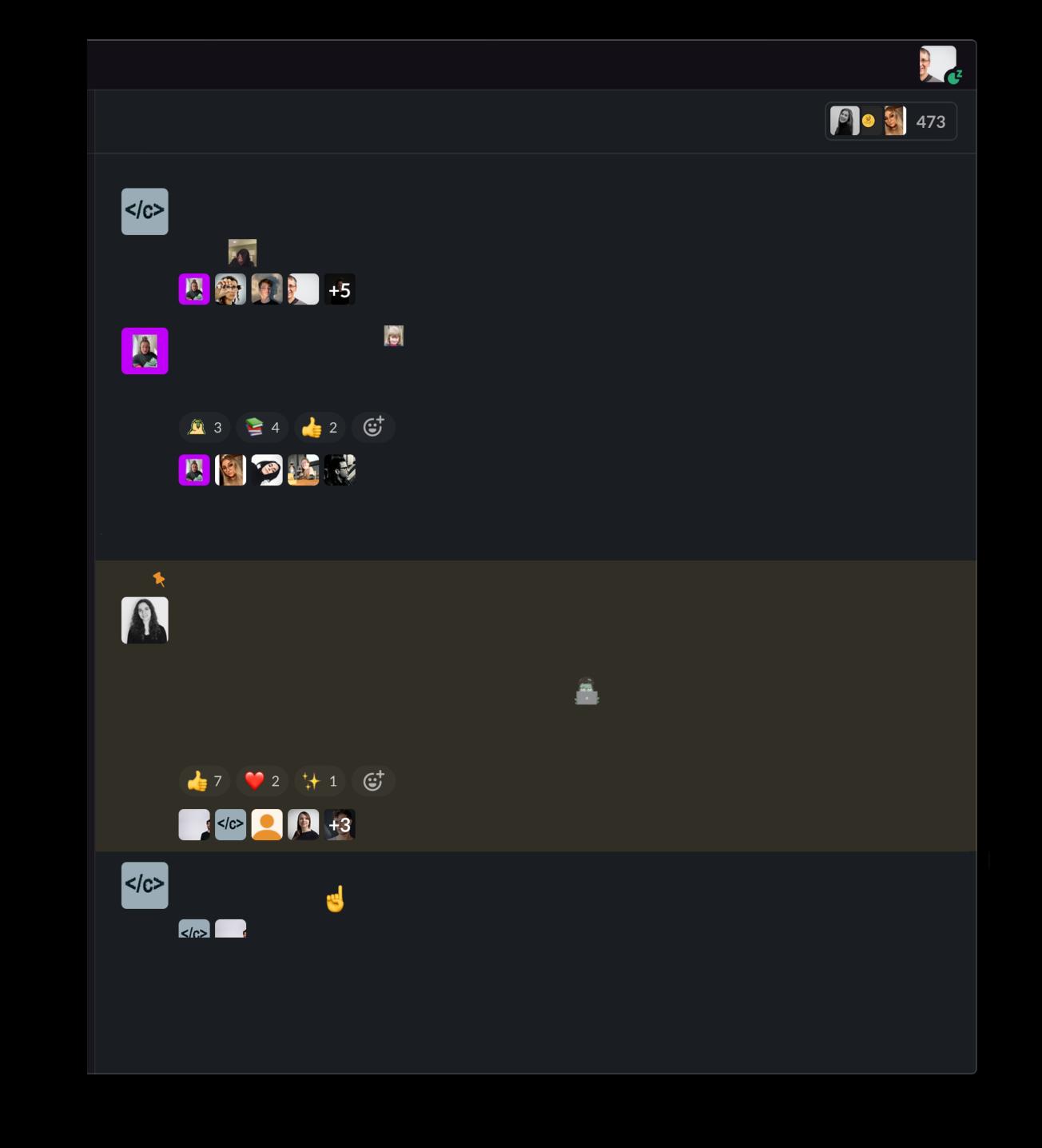
The British author Horace Walpole, 4th Earl of Oxford (1717–1797), used the term *Serendipity* for the first time.

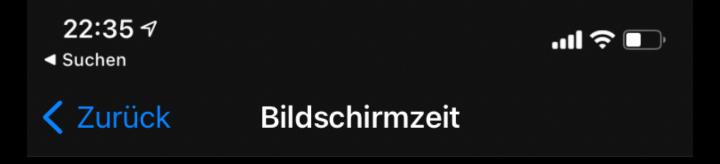
The term is based on a Persian fairy tale with the English title The Three Princes of Serendip, in which the princes make many unexpected discoveries.

Sarandīb is an old Arabic name for Ceylon, now Sri Lanka.

# Chat systems have saved us - but they also generated *new issues*.



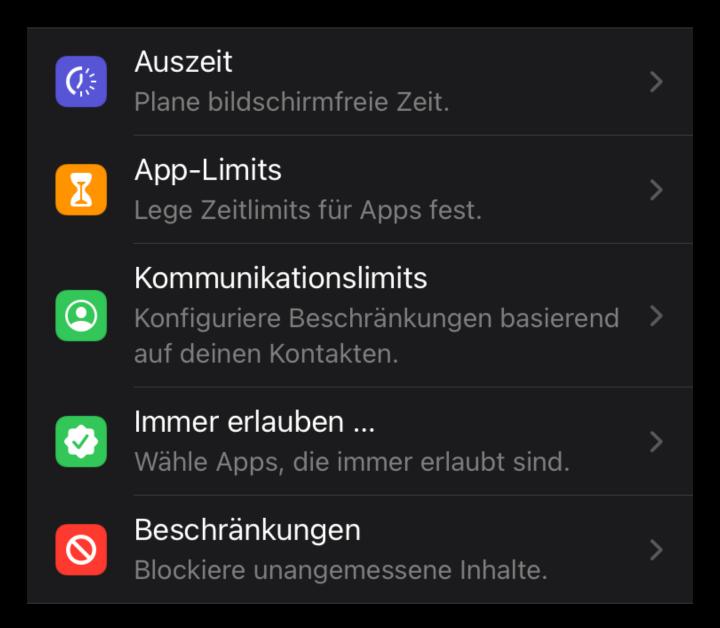


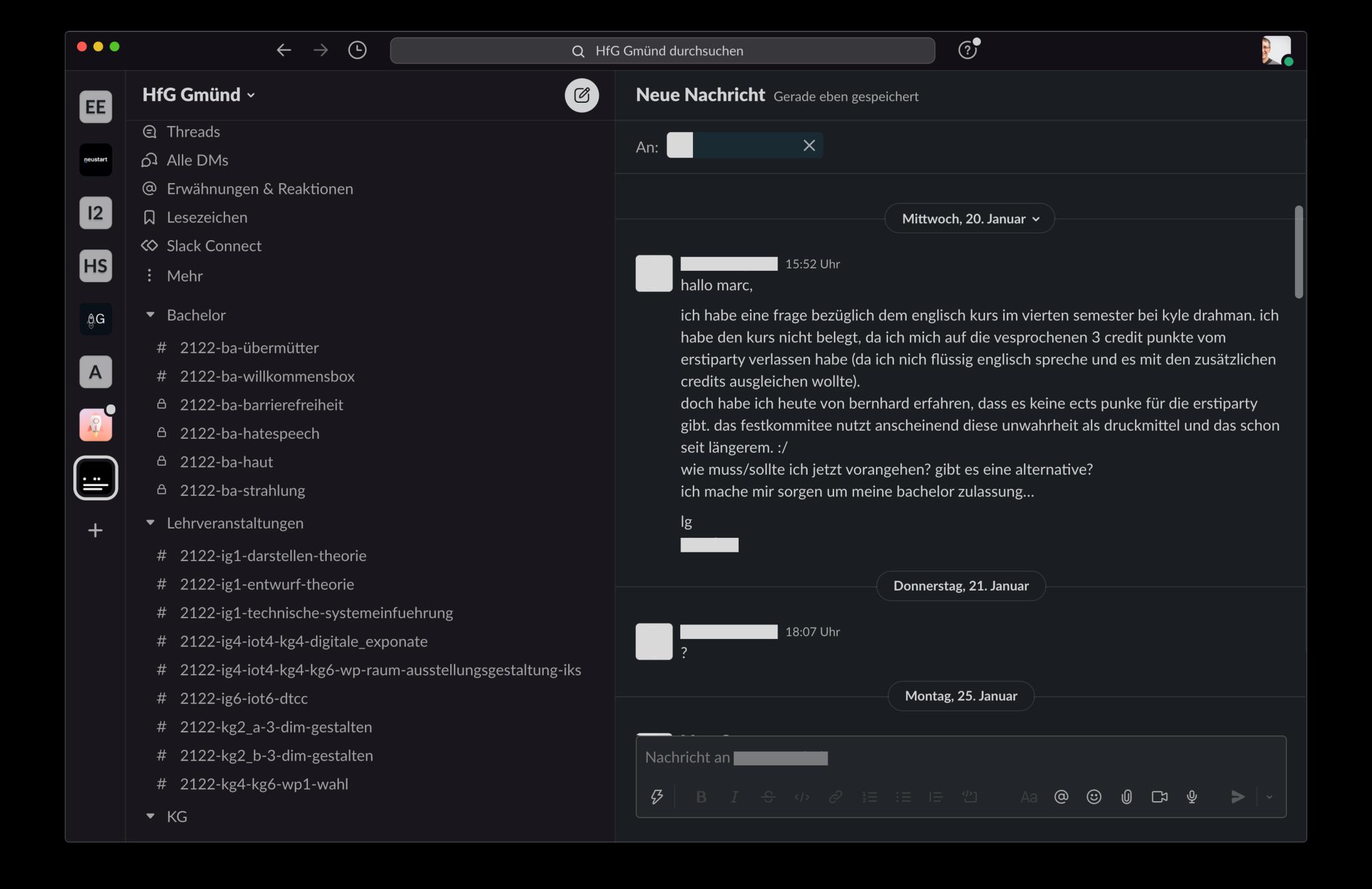


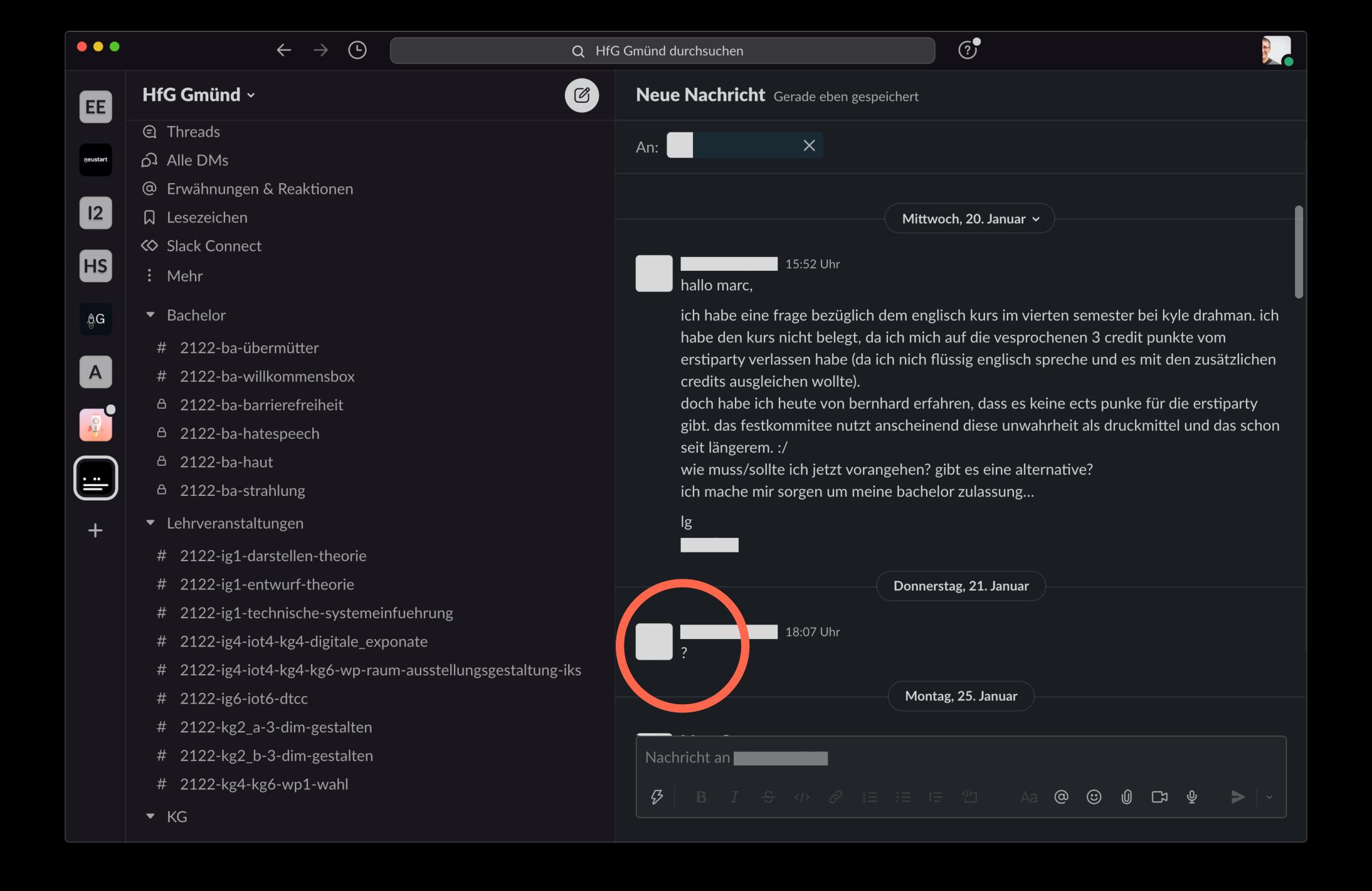
### ALLE GERÄTE



Aktualisiert: heute, 22:35







## organize

# Storing and finding information in collaborative settings is *complicated*.

## How could we do more and search less?

Spontaneous Situations happen on the spot. Everything remote has to be planned

## WOKA

# Nonverbal communication contains important parts of the message.

## There is purposeful and explorative work.