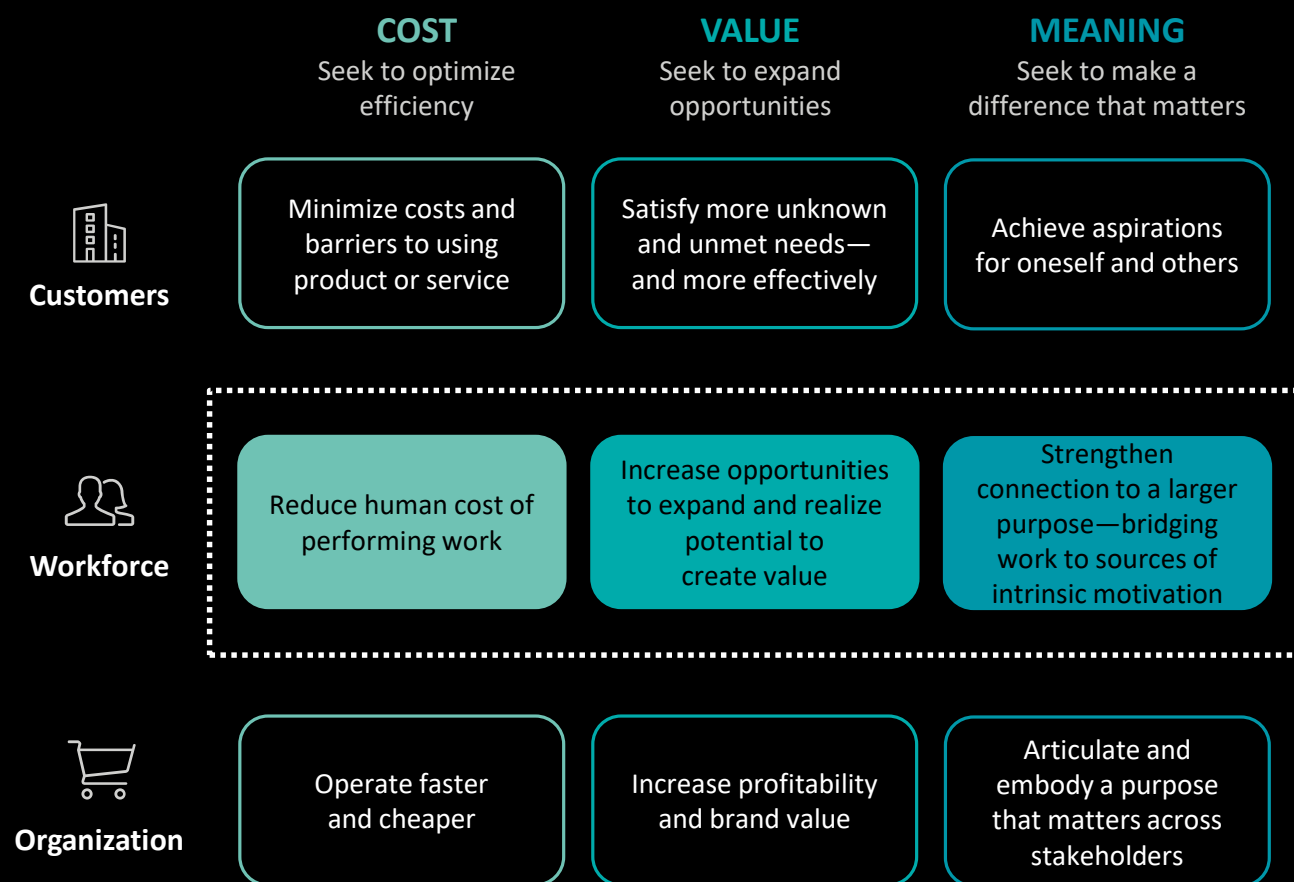


## WHY NOW: OUR POINT OF VIEW

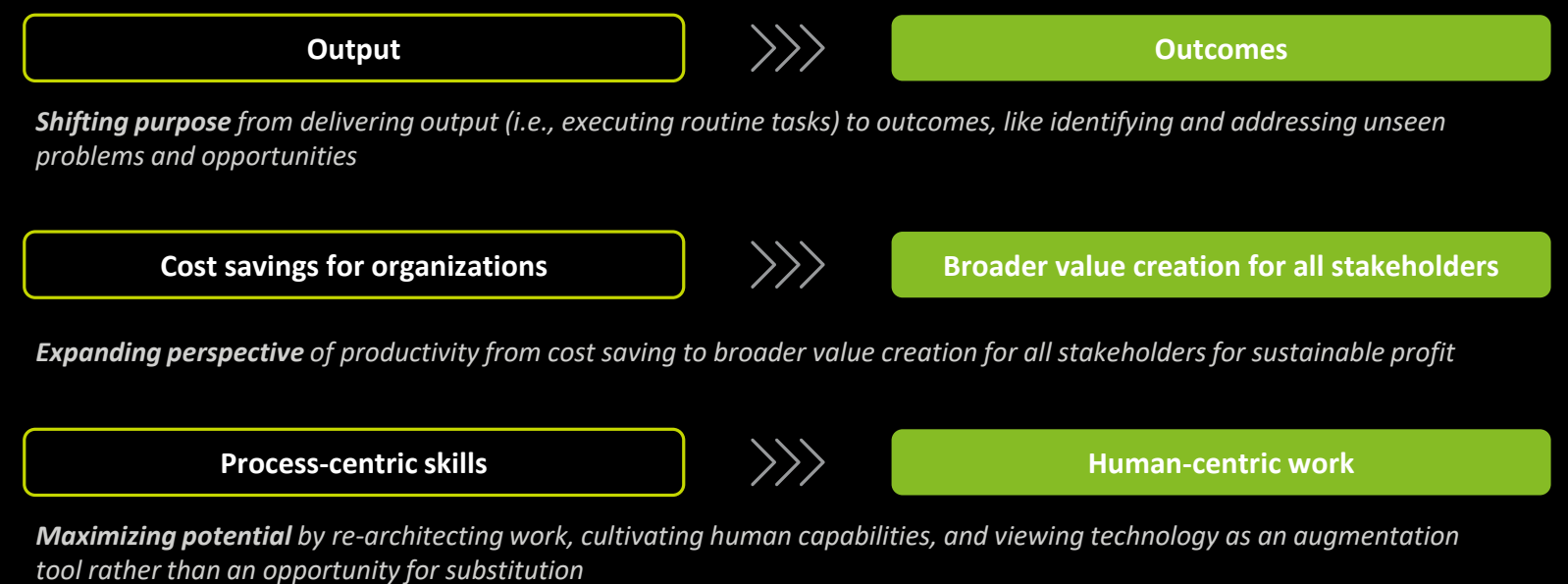
2020 was a year of not only extraordinary disruption, but extraordinary resilience. During that turbulent time, we saw extraordinary results, generating the highest increase in productivity since 2010. Historically, we have been adding technology to the workplace, but we have not stopped to look at the work itself. Which raises the question, “how can we sustain this productivity?” Reaching the answer will require thinking about work differently, starting with a focus on the humans who do the work. The pandemic has highlighted that the workforce is more than just an enabler of organization wants, it is a source of value and meaning. More than ever, the workforce needs to be treated as a distinct path to expanded productivity. Through Work re-Architected, it puts the work at the center, shifting it from a traditional process to a humanized flow.

Work is no longer static and process-driven, but a fluid, constantly-evolving effort that requires us to rethink what we should be doing and how we should be doing it. The journey to Work re-Architected begins when we reframe the work conversation around outcomes to increase productivity.

## CREATING EFFICIENCY, VALUE, AND MEANING



## OUR APPROACH

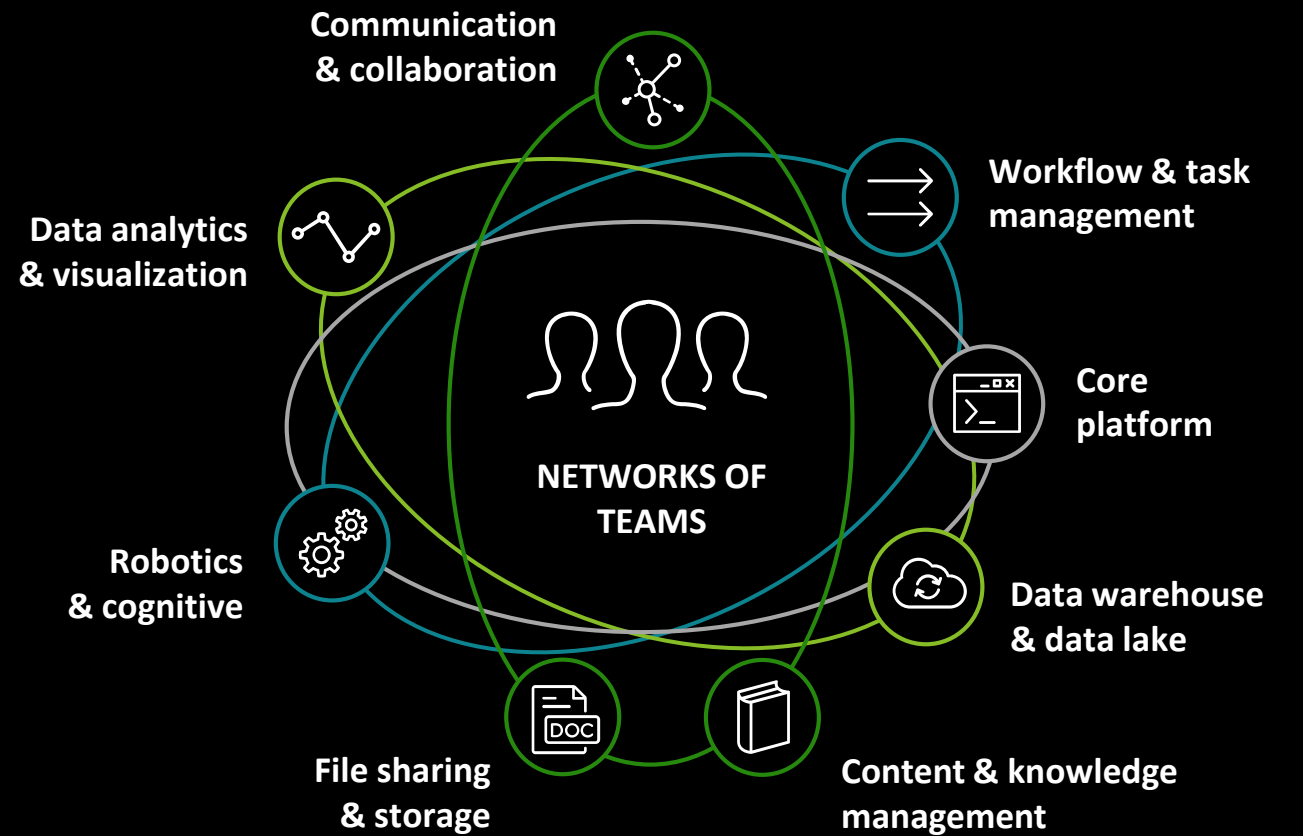
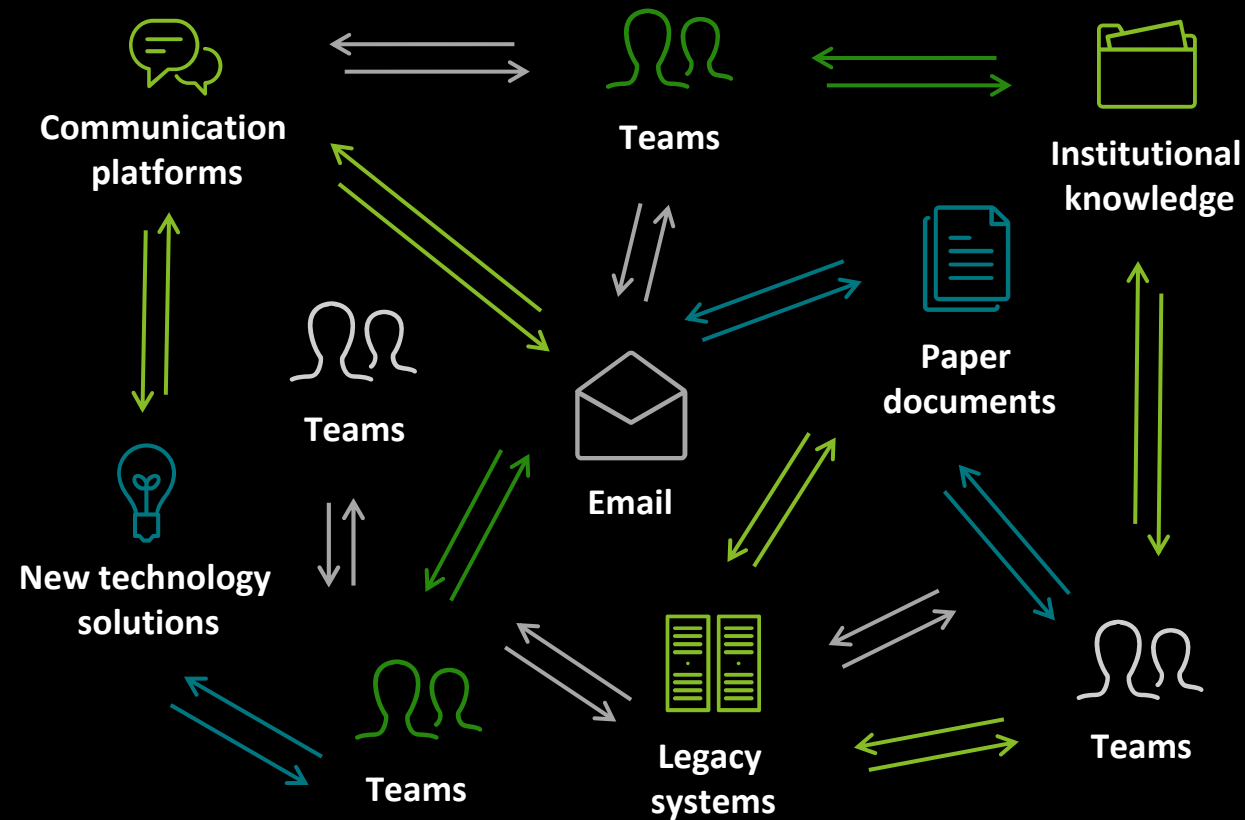


## A TYPICAL PROJECT

- 1 Reframe the conversation to focus on outcomes that “humanize” work for greater productivity
- 2 Prioritize and map those outcomes to capabilities and create “value flows” to humanize work
- 3 Identify the existing or needed technologies to power those “value flows”
- 4 “Re-architect” those technologies and deploy to the organization

Re-Architected Work will distinguish and elevate your business. **Your people. Their potential. Their productivity.** Put work at the center of your transformation efforts and you'll make **work better for humans, and humans better at work.** That's the future.

**Work re-Architected** shifts organizations from disjointed, silo'd technologies to a future where technologies, humans, and machines work in concert together...



...Allowing us to unlock **human potential** and its **innovation and creativity.**

1

What if we reduced the human cost of work?

2

What if we increased the frequency and leverage of the human moments that matter—when human capabilities are expressed in work?

3

What if we designed work with human intrinsic motivations in mind?

4

What if we create a real-time ability for workers to sense (internal or external) and to contribute to collective knowledge?

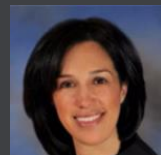
5

What if more of the WF could have a direct, personal connection to our customers, being able to hear customer needs and wants directly?

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