

Global Congress on Workforce Productivity and Behavioral Risk Management

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Future Transformation of Organizations

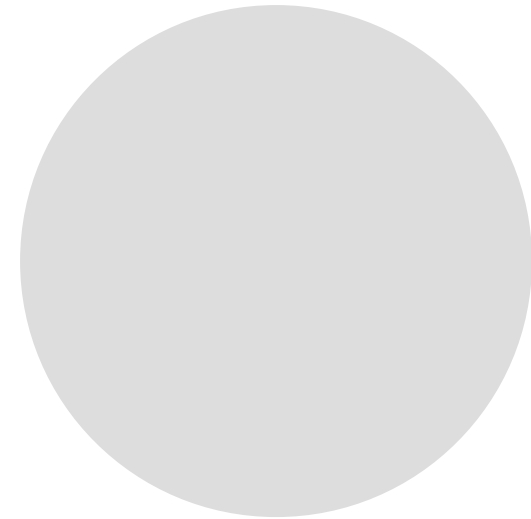
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Introduction

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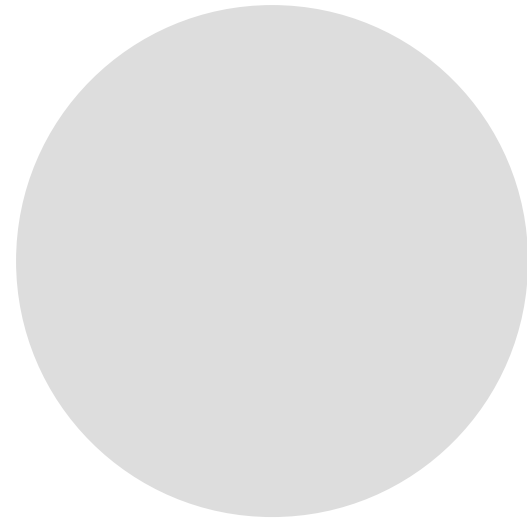
- CIFS
 - a private
 - non-profit
 - research organization
- Future Studies
 - you can't predict
 - you can't help trying



Basics

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- The accelerating rate of change
 - the tyranny of change
 - time getting more compact
- Increasing material wealth
 - increasing happiness?
- Technology
 - the automation of physical work
 - the decreasing relevance of the geographical dimension



After the Information Society: the Dream Society

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- The driving forces
 - the rate of change
 - immaterialisation of demand
 - automation
 - the revolt against the tyranny of reason
- Function taken for granted, the emotive element decisive
- When Society changes - everything changes

The Surroundings

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the way to the Dream Society

Society	Hunter & Gatherer	Agriculture	Industrial	Information	Dream Society
Unit	The tribe	Family	Hierarchy	Networks	The tribe
Playing field	The cave/tent	Farm	Factory	Office	Themed-Environment
The admired person	The oldest	Head of Family	Capitalist	Expert	Story-teller
Value	Spirit	God	Products	Knowledge	Experience

from information to imagination

The changing paradigm of the workplace

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- A machine - in the industrial society
 - A network - in the information society
 - A tribe - in the Dream Society
- 

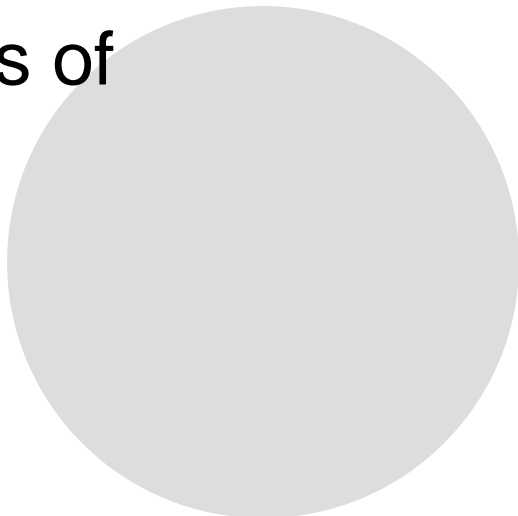
Changes in the workplace

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- From:
 - time
 - work/leisure
 - home/workplace
 - gender defined roles
 - work as a means
 - work
- To:
 - task
 - 'seamless life'
 - wherever
 - 'unisex'
 - work an end in itself
 - 'hard fun'

The 'good' and the 'bad'

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- Freedom
 - Involvement
 - Increased consumption
 - Mental stress
 - Potential loss of identity
 - Jobless: the catastrophe
- 

Symptoms

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- From:
 - physical
 - 'bad back'
 - sense of achievement
 - well researched
- To:
 - psychological
 - 'burn out'
 - 'the never ending story'
 - starting from scratch

A kind of conclusion

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- The richer the society
 - and the more developed the technology
 - the more mental health problems come into focus
- Because
 - other problems diminish
 - modern society creates mental health problems

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Have a healthy future

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