



## The Future Smart Workforce



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# Effects of Covid 19 will be felt for a long time to come

**Every employer must consider in detail, every role, every worker, every workplace scenario and what it means for the new way we must work.**



## The Psychological Perspective for UK Workforce



- There we were, getting on the same trains, buses & motorways - at the same time - going into the same cities, arriving at the office and then emailing the person who sits next to us
- But why not? This daily ritual brought us purpose, status & salary - a routine repeated daily until patterns of behaviour were programmed in our bodies and our brains
- From birth our brain tells us what's safe & what's dangerous - this ritual, the commute, was deemed 'Safe'
- But status quo flew out the window when Coronavirus arrived! This Invisible Killer threatened our safety. The Brain's survival mode kicked in.
- Just as we formed the routine that led to the 9 to 5, Monday to Friday fix before Coronavirus, we've adapted to a whole host of other rituals during lockdown. We've nailed Zoom, home-schooling, Joe Wicks, daily walks, screen sharing & so on. For many, the brain knows the New Safe is working from home until a virus is found
- Not all - but some Employees will be afraid to travel

# In the New Normal Trust becomes the most valuable Commodity



- The Government will likely prioritise key workers for using Transport above office workers and ask business to stagger travel times
- The Public must be able to trust they will be safe on Transport and in Public place or they will not use them.
- Leaders had to take a leap of faith and trust their people to work remotely 6 weeks ago. Unsurprisingly, it has worked.
- Office workers are likely to be asked to continue to work from home so that social distancing can take place on public transport to protect public safety and enable priority to front line workers
- Millions of vulnerable people will not return to offices until a vaccine is found
- Trust is the oil in the machine both within your business and externally with service providers and government bodies

The best way to  
predict the future is  
to invent it

Business must provide Customers  
with a safe and adaptable service  
delivered by a smart and adaptable  
workforce

We can help you build a smart  
workforce



# Service Evolution



- Worry: Business Leaders are challenging their own orthodoxy about operating models
- Reality: We've learned from Covid19 that nature transforms the world more swiftly than business can ever dream of. It's altered the world's economic & environmental trajectory for good.
- Negative Implications if we don't evolve: Life will never be the same again. Business Leaders that are unable to pivot their business face failure
- Positive implications if we embrace change: Smart Leaders will emerge with inventive and adaptable services, using the smart workforce model. Technology confidence achieved from the remote working episode will break down barriers to tech and this enable UK organisations to up their game in productivity.

# Trust Evolution



- Worry: The concern of having to alter our map of trust because you don't believe institutions or people are generally trustworthy
- Reality: The Covid-19 situation means the UK business model must change and that workforces can be trusted to work smarter. Businesses must now evolve and implement smarter ways of working that build on the foundation of trust that has emerged internally. Some may have to rebuild trust with customers.
- Negative Implications if we don't evolve: Fixed management mindsets will mean that in an ever-evolving business landscape, traditional management will be rejected. Talent will want to work in a business with a public purpose
- Positive implications if we embrace change: The modern leader will ensure that service and safety outcomes are achieved whilst leading a successful workforce model.
- Statistics show that the more satisfied workers are the more likely they are to achieve business, customer and safety outcomes.

# Business Evolution



- Worry: The concerns of having to change the business model after years of successful implementation
- Reality: The Covid-19 situation means that the UK business model must change. Businesses must evolve and implement flexible shift patterns and smarter working locations to minimise risk
- Negative Implications if we don't evolve: A Fixed 9 -5 mentality doesn't meet the changing UK and global model and the modern customer profile will be underserved and dissatisfied. Customers will therefore reduce because they seek out alternative solutions
- Positive implications if we embrace change: Innovative and pioneering attitudes will be rewarded through
  - a) positive PR,
  - b) increased customer usage over a wider range of hours and therefore easier to manage resources
  - c) a positive impact to staff morale as they don't have to all commute at the same time
  - d) greater productivity due to an increase in trust and modern leadership skills
  - e) environmentally sound

## One to One Support and Advice



- How our Brains are driving the immediate issues of Customers fearing travel and the implications to your business
- The impact of social distancing on transport for the UK workforce, education and leisure travellers
- Strategies for nudging a fixed mindset to a more open one and enabling 2-way trust in the organisation. We can share examples of other leaders we have helped.
- Case studies of Clients who we've helped to shift mindsets and implement successful Smart Working
- Measures of productivity pre and post lockdown

# The Smart Workforce Programme



## **Module 1.**

Introducing the Smart Workforce Model

## **Module 2**

Analysis of past challenges, current learning & future needs so that we can mitigate against issues in the future

## **Module 3**

Scenario planning for post lockdown.

## **Module 4**

Build your unique model and the action plan

## **Module 5**

Leading a distributed business

## **Module 6**

Managing a distributed team

A minimalist desk setup featuring an Apple iMac computer. The screen displays the text "Shall we get on with it?" in a clean, black, sans-serif font. The desk is white and holds various objects: a silver desk lamp on the left, a pen holder with pens, a white ceramic container with a perforated pattern, a small white teapot, a blue and white patterned teacup, a white teapot with a wooden handle, a small green plant, and a pair of headphones. A keyboard and mouse are positioned in front of the iMac. The background is a plain, light-colored wall.

Shall we get  
on with it?