

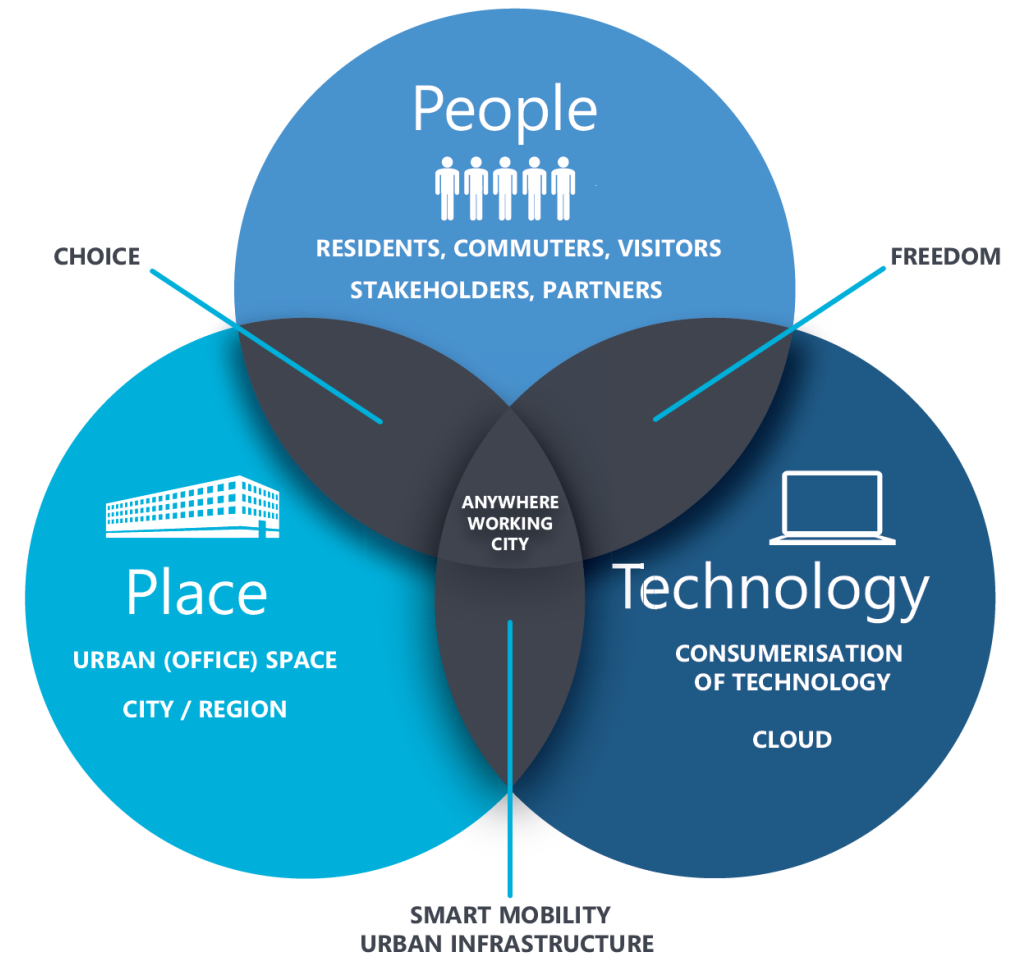


# Smart Places and the Future of Work

Linda Chandler, Industry Advisor – Smart Places  
Microsoft UK Government Team

# Journey to the Future of Work

- In 2010 Microsoft publishes 'The Hybrid Organisation' to look at the archetypal organization of the future
- In 2011 Microsoft joins the 'Anywhere Working Consortium' championed by UK Government
- In the run up to the London 2012 Olympics, Microsoft publishes 'The Anywhere Working City'



# THE FUTURE IS.. FLUID?

**Chat**

Chris Hecker 10:07  
Hey all, as the date for the big pitch nears, I wanted to express how appreciative I am of all of you and the hours that you all have put in for this. I know there have been some really late nights and weekends being as this is our target and we've had such a long history.

Daniella Mendez 10:07  
Can you guys please send me the options that we are proposing to the client tomorrow?

I'm not confident in recommending option 2 or 3 again and feel that we should cut those options from the deck. We've discussed those options with the client before and she believes those are too costly for the brand. If we don't acknowledge those concerns, she may lose confidence in our recommendations.

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**Sales Analysis**

## Performance &



in 2015, 100% of our sales were generated through our website. In 2016, 40% of our sales were generated through our website. In 2017, 60% of our sales were generated through our website. In 2018, 80% of our sales were generated through our website. In 2019, 90% of our sales were generated through our website. In 2020, 100% of our sales were generated through our website.



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Avatar 1  
Avatar 2  
Avatar 3  
Avatar 4  
Avatar 5  
Avatar 6  
Avatar 7  
Avatar 8  
Avatar 9  
Avatar 10



# Hybrid paradox



**73%**

want flexible remote options to stay



**67%**

want more in-person work or collaboration post pandemic

# The Anywhere Working City

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## Beyond the Smart City

A community that embraces 'transport architecture'



## The Third Space

The possibilities of working near to home and everywhere in between.



## 100 Mile City

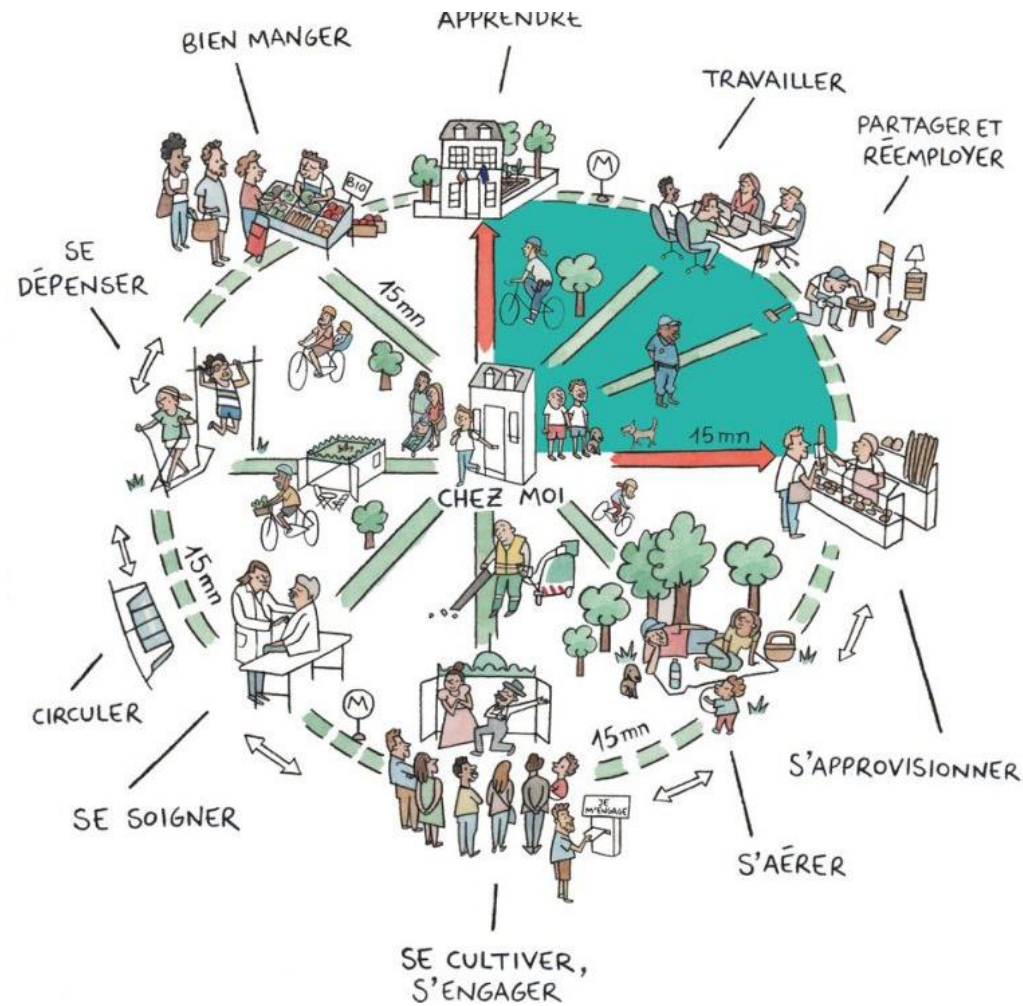
Regional economic enablement emanating from a city's Central Business District



## Evolution vs Revolution

Green field vs established towns and communities

# 15-Minute City



- A vision for a new urban model created by Prof Carlos Moreno
- Defining a new relationship between space and time
- To have an economical, ecological and socially positive impact in having a city that is viable, equitable and liveable
- A neighbourhood based on 6 urban functions within a 15-minute sustainable journey
- Work near to home echoes elements of the Garden City model – a spatial strategy from over a century ago

