

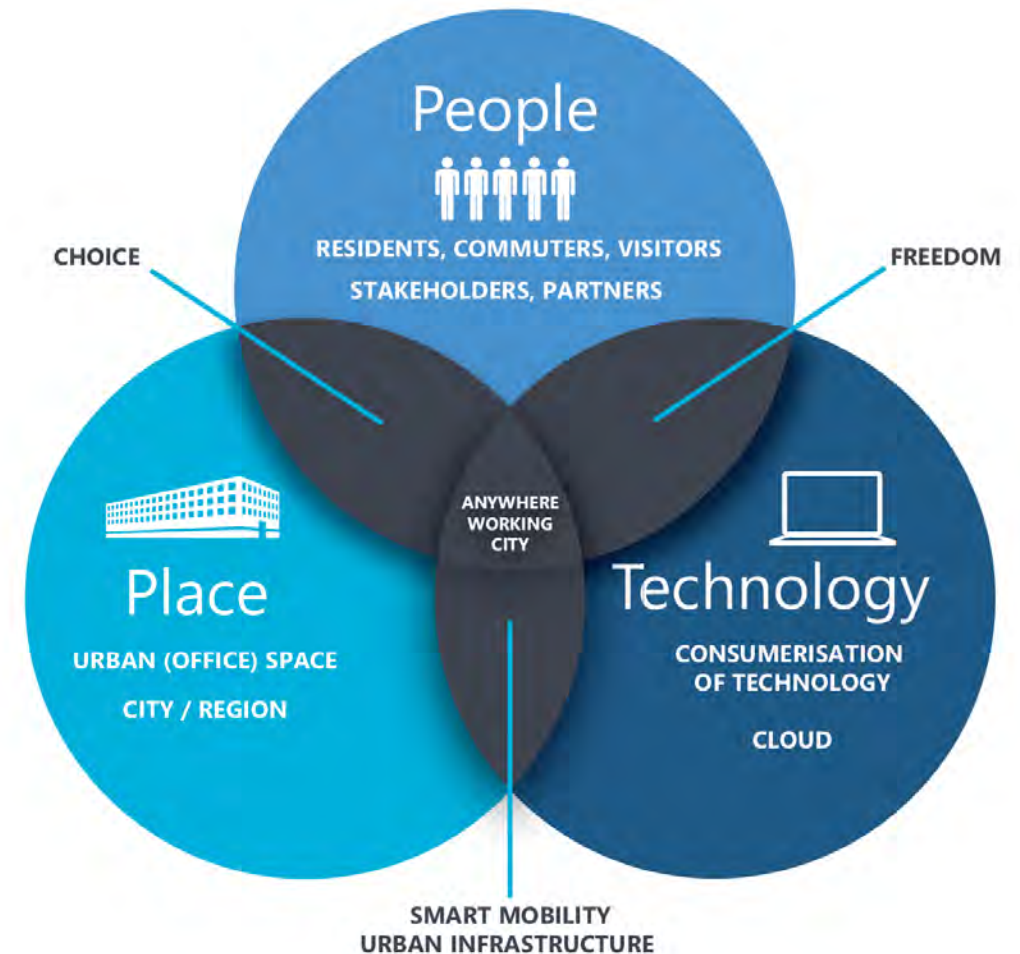


Smart Places and the Future of Work

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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?

The image shows a Zoom meeting in progress. The main display area is occupied by a presentation slide titled "Performance & Sales Analysis". The slide features a large orange abstract shape on the left and a diagram of a drone on the right. The drone diagram has labels: "Follow up with target" (in a green bubble), "4 hour battery" (in a yellow bubble), and "Complete 1 mission" (in a red bubble). Below the drone is a small text box that says "Complete 1 mission".

At the bottom of the screen, there is a row of 10 video feeds of participants. From left to right, the participants are: a man in a blue shirt, a man in a blue shirt, a woman in a black top, a man in a blue shirt, a woman in a yellow top, a woman in a white top, a woman in a blue top, a woman in a blue top, a woman in a blue top, and a man in a white shirt.

On the left side of the screen, there is a "Chat" window with the following messages:

- Chris Neuberger: Hey all, as the date for the big pitch nears, I wanted to express how appreciation I am of all of you and the hours that you all have put in for this. I know there have been some early late nights and weekends, being as this is our target and we've had such a long history.
- Davidella Mendez: 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 the feedback those are too costly for the brand. If we don't acknowledge those concerns, this may lose confidence in our recommendations.

On the right side of the screen, there is a "Chat" window with the following messages:

- Chris Neuberger: Hey all, as the date for the big pitch nears, I wanted to express how appreciation 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.
- Davidella Mendez: 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 the feedback those are too costly for the brand. If we don't acknowledge those concerns, this may lose confidence in our recommendations.

Hybrid paradox



73%

want flexible remote
options to stay



67%

want more in-person work or
collaboration post pandemic

The Anywhere Working City



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

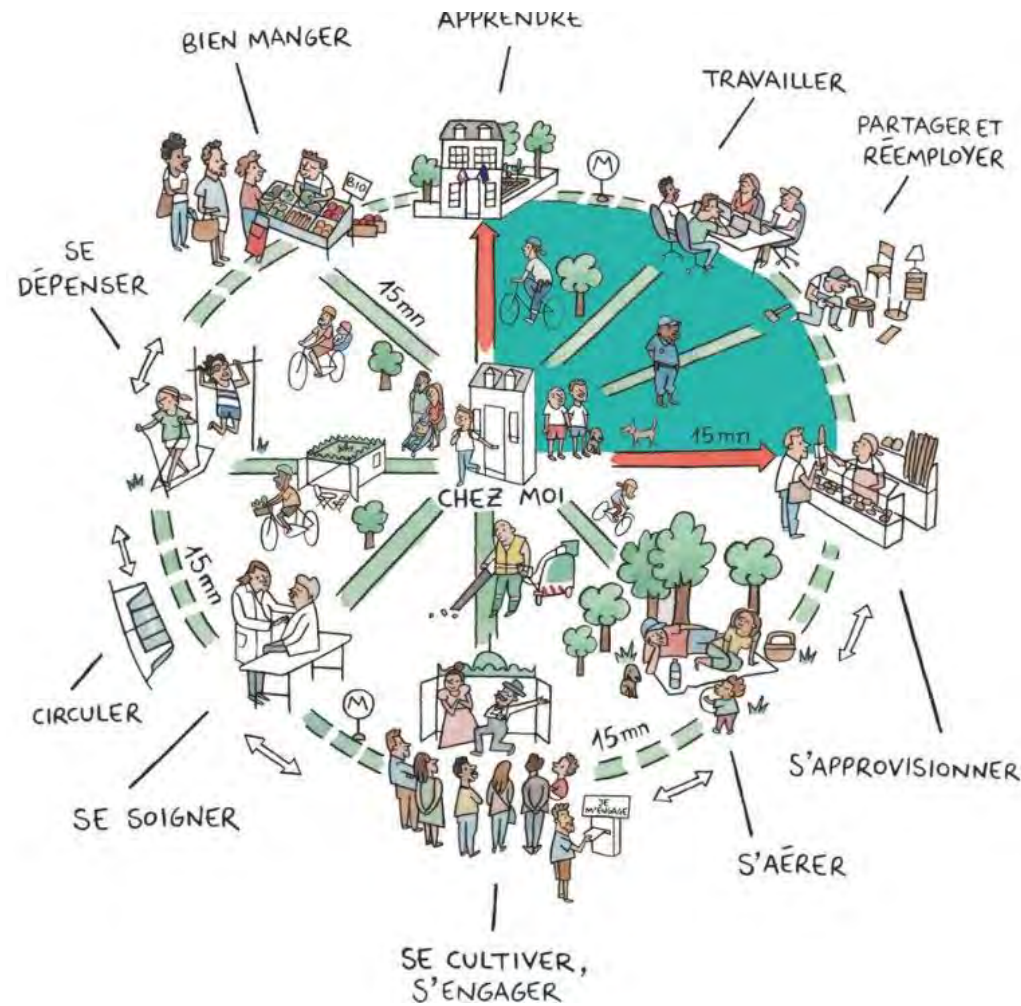
Regional economic enablement emanating from a city's Central Business District



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

