



# WORK.LEAD.SPACE. MASTERKEY

## VIDEO TRANSCRIPT

### **Shirley Sheffer**

Last year we came together for "Work.Lead.Space." and we invited 16 clients to come together and co-create the idea of how we prefer the future of work to be. So we called it "Work.Lead.Space - our preferred future".

### **Christine Solf**

And what all the organizations in our community do is, take the manifesto, reflect on which parts of it are for us most crucial and what do we want to start with making real.

### **Andreas Neukam**

It's not easy. Managing change is always difficult. And what helps in this journey is being honest about the obstacles that are there, knowing you're not the only one out there fighting for that same cause, and then also to be gutsy and bold and try something new.

### **Nadine Poser**

We're discussing frequently, how can we match the goals of the company, the objectives of the company with the needs of the people we have at Porsche, because as we are all workers, as we are all part of this company and part of this journey, it's really something that is basically touching everyone.

### **Markus Fischer**

What is really interesting is that all the companies are facing similar issues and a new normal is try it out with individual projects.

### **Christine Solf**

But then you have the organizations immune system kicking in and saying, yeah, but I don't want to change. I'm an organization. I'm here for stability.

### **Markus Fischer**

Then a community is definitely needed in order how to get out of the situation. This is something where for sure, we can take out a lot of power.

### **Helen Clarke**

There's a fire burning of energy around wanting a different future at work, and that's balanced with everybody's different personal situations. So I think there's been a lot of success in pockets of activity within organizations. And I think our job is going to be listening and learning from those different successes, but working out how we weave them together for organizations to make a holistic, preferred future that works together.

### **Raphael Gielgen**

I would say the biggest step happens during the workshops. I get access to so many organizations and they immediately understand how important it is to think multidimensional in how we want to work, how we want to lead and how we want to use space, and make kind of iteration step by step by step, combining these elements in several ways.

### **Anna Zange**

We have nice frameworks, so we have frameworks from sort of a coaching idea and a



really nice flow to be quite efficient and also going a little bit more deeply into what we want to discuss and shape. And then we would like to develop and actually really in the end hear some commitments. So what are these organizations are going to do going forward? What do they want to put their heads and hands around?

**Andreas Neukam**

And I look forward to what the future brings and where this journey will take us. It's exciting. It's fantastic. It's inspiring. It's energizing and it's comforting.

**Helen Clarke**

So the journey must stay open. We will only thrive if we feed each other.

**Raphael Gielgen**

And we really avoid in the business agenda to dream. But dreaming is essential to design a company.

**Shirley Sheffer**

And I would like to dream really big. So what I would like to see happening is that we will come to a place or a status where in our region of work we can really co-create on the big problems with the right people.

And we can do that in more often open source fashion than we work today. Because I think that this movement can do something really good for the world and can help to reskill a lot of people and to give them the right work for them in a good way. So if I could craft a key that would unlock that potential, it would have a lot of passion and a lot of confidence to move forward, because I think these are the ingredients that we need to now put into the unlock-potential-key of the preferred future.