



31 May - 4 June 2021

RETROSPECT 3 JUNE

FUTURE WORKFORCE DAY

A GRAPHIC REPORT BY PHILIP BARRETT

> New Ways of Organising the Work Environment

Markus Wörner
einhorn
Head of Organic Marketing & PR

PURPOSE
if you become a Millionaire?
PSS Travel Family
Why not do something GOOD?
Find your WHY? Why should I get up?

NEW WORK
Fight + HUG = FUG (passion)
FAIRSTAINABLE
UNICORNIQUE
NEW & UNIQUE WAYS

Team Offsites
Culture more important than STRUCTURE
No hierarchy
but LEADERSHIP

HOLIDAYS VACATION
when you want!
Salary Transparency
or pick your own...
Choose your own WORK HOURS

World Menstruation Day!
PULL Not Push Communication
No ROLES

Transparency & HONEST feedback
Question Everything

When the Condoms RAN OUT!
Communication
Treat each other like GROWN UPS

CHANGING THE WORLD
Profits fund our ACTIVISM

50,000 people in BERLIN Stadium
Talking about (solutions)

Sustainable
maximise POSITIVE
minimise NEGATIVE

FUTURE WORKFORCE Day

FINAT 2021
The European Label Forum

FUTURE WORKFORCE DAY

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> Panel Discussion

Markus Wörner
einhorn
Francesc Egea
General Manager at
IPE Industria Gráfica SLU
Nanette Thomas
CEO at Synthogra
Matthias Vollherbst
Managing Owner at
Vollherbst
MiKaela Harding
Avery Dennison

Q: FINDING A NEW generation of TALENT?



FUTURE WORKFORCE Day



Q: Your Company: What would you take?

FREEDOM



Playfulness



Challenging EVERYTHING!

Communicating the **VALUES** clearly



Free food!



Flexibility

around Time + place



Q: Changing EXISTING CULTURE?

TOP DOWN



Understanding your **ROLE**

Fighting for **BUSINESS**



TALK!
Based on Culture & Relationships
VALUES
underlying...

Recognising **VALUE** of Experience



An equal **PLATFORM** to feel **HEARD**



Constantly Changing Industry: Change **OR DIE**



change Doesn't work for **EVERYONE**



Selling **OUR SELVES** We are **Fucking SEXY!**



FUTURE WORKFORCE DAY

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Interactive Webinar: Understanding the Cornerstones of an Inclusive Company Culture

Huwel Berry
MindGym

"Different like Me." Inclusion

what do I know about this?

NO "Right Way" Sorry

WORDS CHANGE IN MEANING & ACCEPTABILITY

SORRY

Uniqueness Belonging

Scared of saying WRONG THINGS

Difference is Infinite...

name style Nationality humour education

Inclusion: Understood AND Part of Group

Assimilation: blending in...

Exclusion FEELS like PAIN

People end up BENDING to fit in

98% of thought = FAST = Instinctive = Emotional

2% = Slow = Effortful = Logical

makes life Manageable

BIASES

horns BUT We need to think about WHY?

Polarised Society?

Loss Ashamed Exclusion Frustration

Different Opinion, Same Feeling

I'm more MORAL!

Don't tell me how to think!

We can't see ourselves OBJECTIVELY

Needs AUTONOMY

VALUES MISSION PURPOSE

EXAMINE & CHALLENGE Regularly

STEP UP

That's not Right

DO SOMETHING

Thank you for disagreeing.

Headwinds and Tailwinds

Advantages challenges

Not everyone's lives are SIMILAR

Future Workforce Day

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