



Future of Work:
Stop Transforming. **Start Evolving**

Tom Kegode

SPARK↑
SHIFT

Change

~~Transformation~~ → **Evolution**

Jobs by 2030

170m **New**
92 m **Will go**

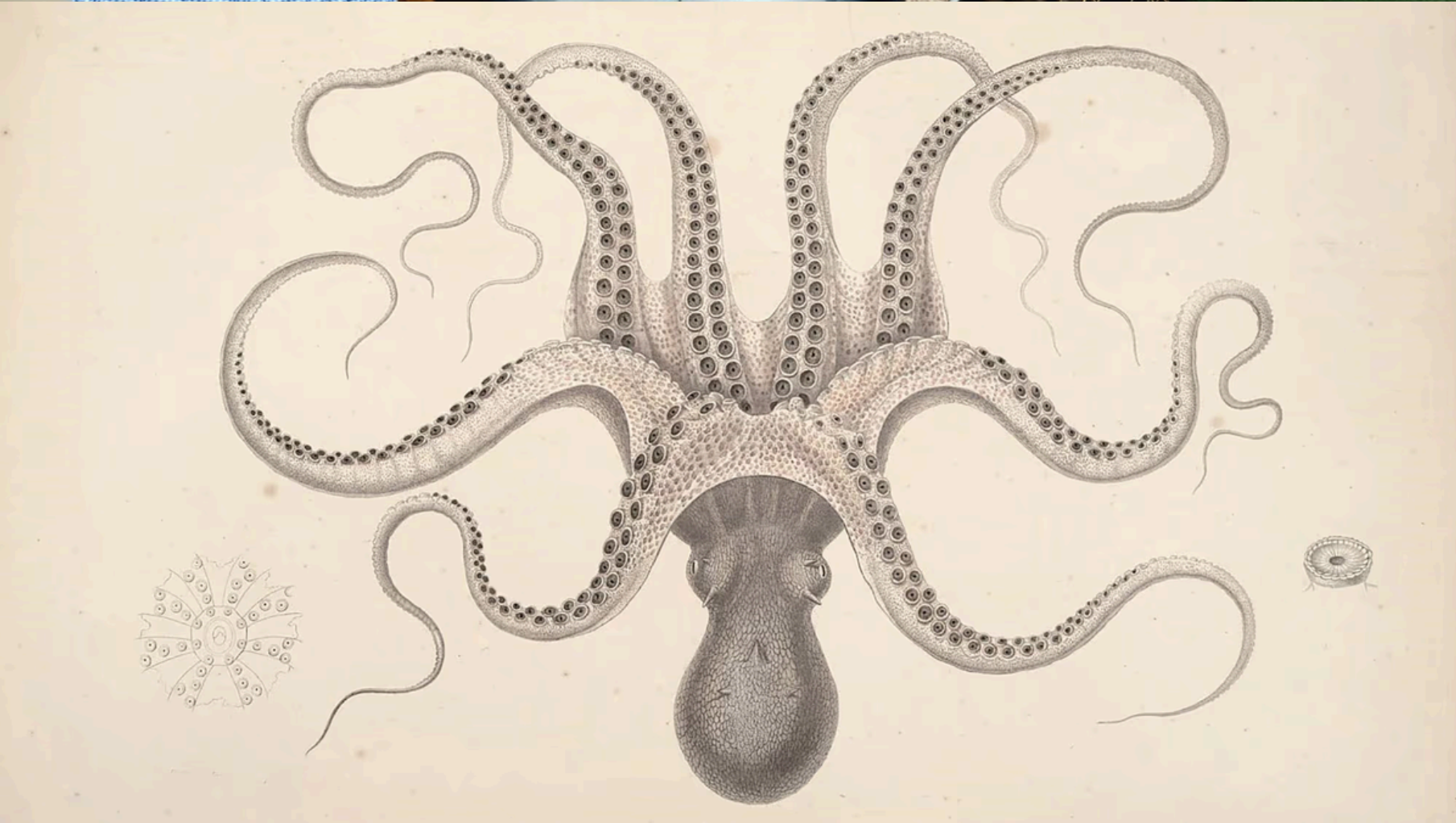
Net Gain 78m



sparkshift.pro/future-of-work

WORLD
ECONOMIC
FORUM





THE OCTOPUS ORGANIZATION

*A Guide to Thriving
in a World of Continuous
Transformation*

PHIL LE-BRUN • JANA WERNER

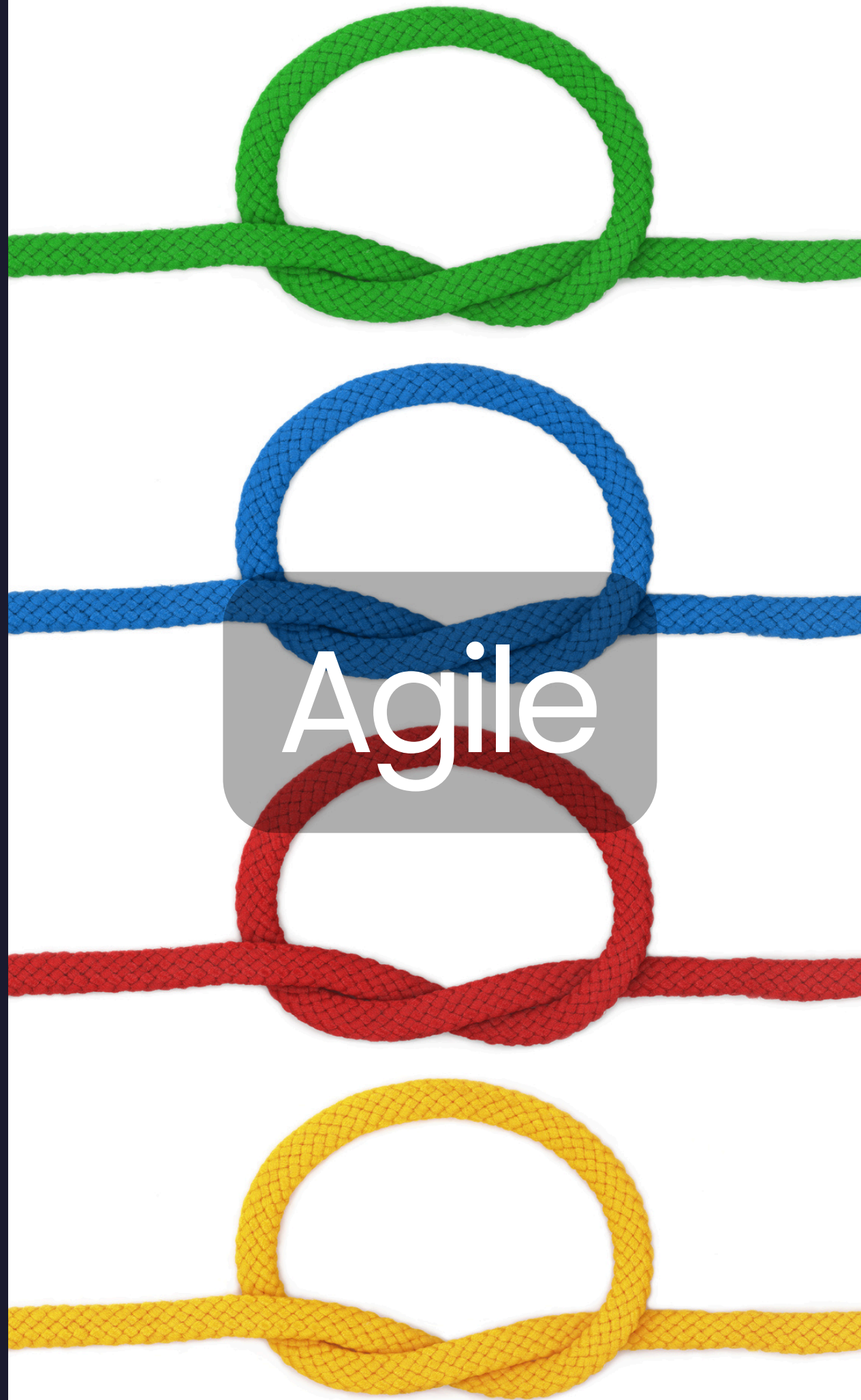
Talent & Skills

~~Roles~~ → Missions

Ops Led

Agile

Mission Led



AI Enabled culture

~~efficient~~ → **effective**

AI at work

88% of companies
using AI

5.5% seeing
significant value



ChatGPT

 Claude



Copilot



Gemini

Working productively with AI

Processing Data

Making Things

Effective

Insight

Outcomes

Efficient

Automation

Speed

Leadership

~~Accidental~~ → **Intentional**

Choose to **Lead**



Create **Clarity**

Inspire **Curiosity**

Enable **Ownership**

Multi Generational Workforce

~~Divide~~ → Exchange

A group of five people of different ages and ethnicities are shown smiling and interacting. On the left, an elderly man with white hair and glasses is laughing. In the center, a young Black man is smiling. To his right, a young woman is looking towards him. In the foreground, a young boy is smiling broadly. On the far right, a young girl is also smiling. The background is a vibrant blue with orange speckles. The text is overlaid on a dark blue, rounded rectangular shape.

5 Generations. One Workforce
Mutual Wisdom Exchange



Digital Nomad Opportunity

~~Lifestyle Trend~~ → **Talent Strategy**

Nomad numbers

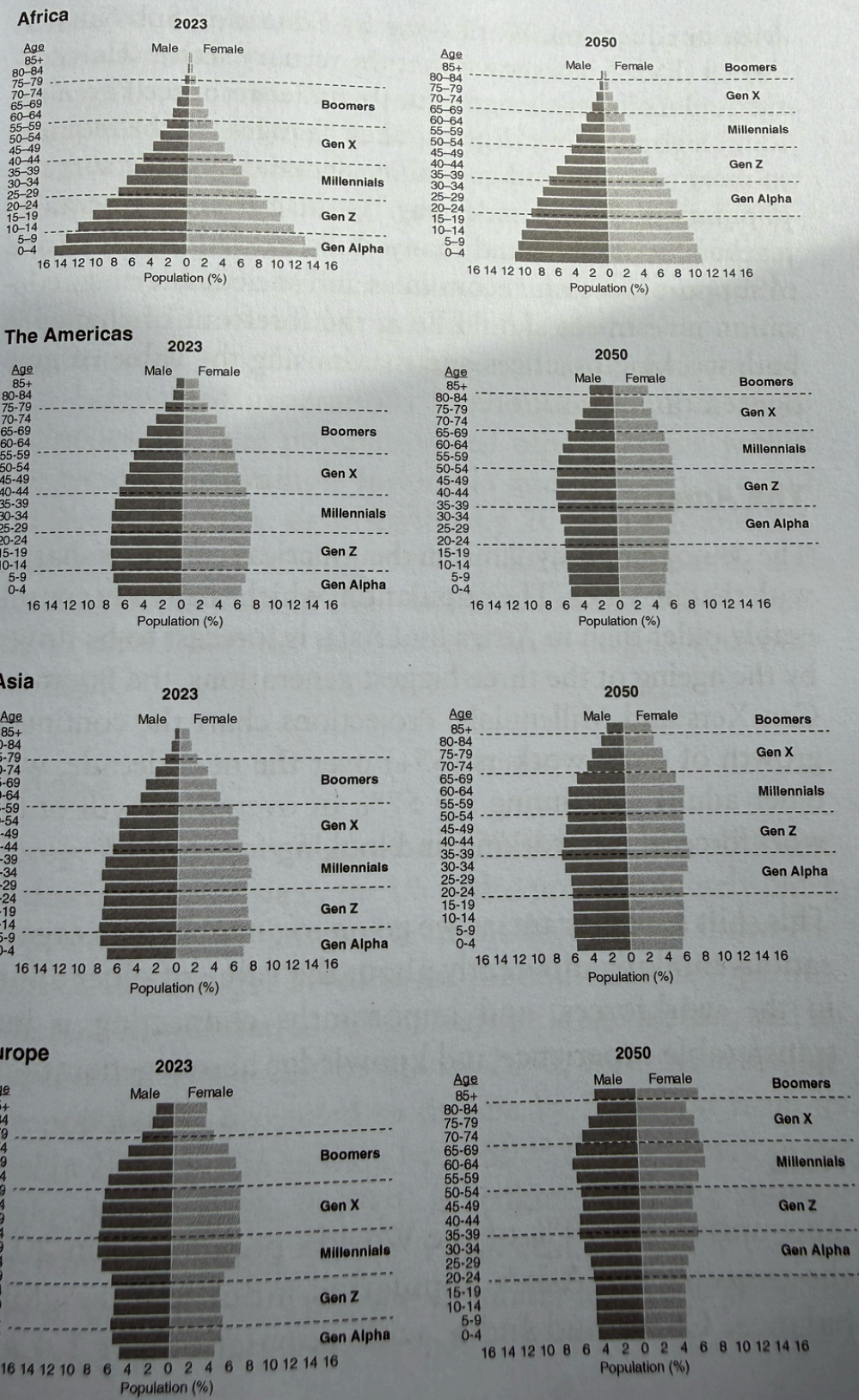
65+ Countries

70 – 80m
Worldwide

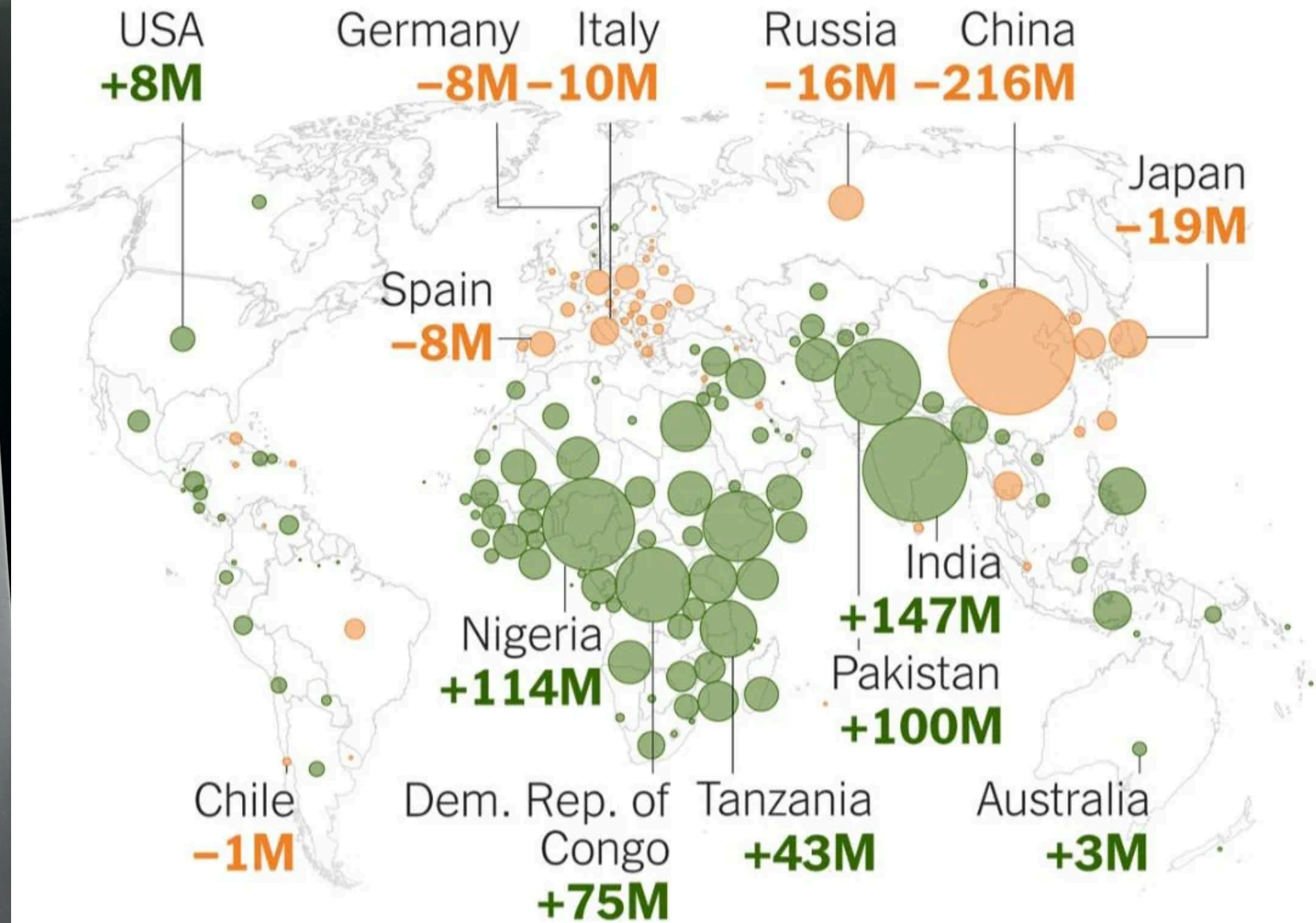


A world map composed of golden particles, set against a dark blue background with glowing light rays and a network of golden lines and nodes. The map is centered, and the text is overlaid on it.

Europe: Shrinking **Africa: Rising**
Access to Global Talent



Change in number of working-age people, 2023-2050



Let's Recap

The Six Shifts



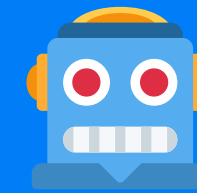
Evolution over Transformation

Building teams that thrive in always-on change



Roles to Missions

Project-based ways of working



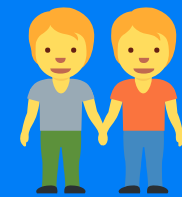
Co-creating an AI-enabled Culture

Evolving how teams work, collaborate and make decisions alongside technology



Intentional Leadership

Cultivating leaders who inspire and drive change.



Multigenerational Workforces

How 5 generations work and win together



The Digital Nomad Opportunity

For organisations and individuals

If you could redesign one thing
about how your organisation works
starting tomorrow...

What would it be?

**Tom
Kegode**

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Slides,
sources &
future of
work cheat
sheet



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