2018-12-14 - "Five Shifts Occurring in the Workplace"

Hi, My name is Darus Trutna and, as a local business owner, I'm grateful that we live in a age where we have access to an extraordinary abundance of information about how successful companies run their operations, care for their employees, and provide value to their customers and stakeholders.

As I've worked to improve my own company, treating it like a laboratory in a sense, it's become through research and testing that there are five shifts companies are making to build the workplaces of tomorrow. I'm attempting to implement these five shifts myself to better serve my customers and role model modern successful companies.

The first shift is about empowering team members to become self-actualized through cross-functional exposure to more aspects of the business rather than simply having a linear career path with a single function experience. For example, at my property management company, we are working to improve the cross training and opportunities for advancement so that each employee develops more skills as they progress on their unique career roadmap.

The second shift involves embracing additional information channels like social media to gather ideas, improve engagement, and, in the long term, increase profits. Traditionally companies had little transparency and saw social media as a threat. All companies receive complaints, and if possible, do their best to resolve them, but the future is about rapidly absorbing that information and, if it is constructive, prototyping new service delivery methods to improve the customer experience. This is why your phone apps keep on changing! But more importantly than just changing things, absorbing lots of information allows us to more rapidly make progress to improve our customer experience.

The third shift towards building the workplace of the future involves creating a collaborative enterprise so that the team can communicate and perform anywhere at anytime. Traditionally, companies operated with silos and different departments would lose visibility into other areas which inevitably leads to delays and lost opportunities. My company is attempting to build out our digital systems so that all team members have quick, easy access to the information they need to solve problems faster and get accurate answers to our customers faster.

The fourth shift is about blurring the distance between all levels of the organization so that information can be quickly shared from all levels of the organization. Elon Musk at Tesla is well known for directing employees to go right to the person that can solve the problem, rather than trying to wade through bureaucracy.

The fifth of the five shifts is about developing systems that generate trust for all team members rather than enforcing strict HR policies that treat employees like children that need a hall monitor. Treating employees like adults and gaining mutual trust allows each of us to focus greater energy on our work and creative projects. As a notable example, Gmail which is the most popular email client in the world, was simply a side project from someone using their 20% free time provided by Google!

Well this has been Darus Trutna for Community Comment and here's to building our workplaces into environments that provide autonomy, the time to develop mastery, and the ability to execute on purpose driven work.