



Project Outline

Inspirational Talks

January, 9 2024

Introducing new topics sustainably.

Online Event series on the topic of New Work.



Initial situation: The covid pandemic and the associated lockdown changed the working situation for all employees from one day to the next. Working from home, online meetings and virtual leadership suddenly from the management seminars into everyone's everyday practical experience. It soon became clear that once everyone had settled into working from home, it was working quite well and a complete return to the pre-covid working world was unlikely. With this in mind, we were commissioned to give our client's employees an inspiring insight into the topic of "New Work" in order to stimulate internal dialog about the new world of work.

Our approach: We focused on four key chapters in the multifaceted term "New Work": 1.) What is it about? 2) What mindset is needed? 3) What tools are available? 4) What does it mean for me? Inspiring experts were recruited for all chapters, who shed light on the topic in an approximately 1.5-hour interactive web session, provided material for discussion and were available to answer questions.

Result: All four events were streamed very successfully to over 500 employees of the client company. Each event was recorded and integrated into a learning environment curated by us with various resources (podcasts, Ted-Talks,...) integrated by us. The topic of "New Work" has now been successfully placed in the organization. The content and participatory development of the topic can now begin.



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