

# WHAT IF ( ) ?

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What if innovation becomes the norm, and learning an essential part of our daily 'working' life?

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What if you never leave your beta state of mind and this relieves you from the predominant focus on control, optimisation and acceleration?

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What if artificial intelligence handles accounting, customisation, production and maintenance, and you are finally liberated from an industrial mindset of optimisation, efficiency and scalability?

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What if your office becomes your university and also your stage you play at work, while all repetitive tasks and commodities are executed and supplied automatically?

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What if a design state of mind becomes the new normal?

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What if technological innovations replace the uniquely human qualities that make people essential to the future of work?

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What if we create an artificial technical world that brings us undreamt of prosperity, but increasingly subjects us to constraints?

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What if the majority of consumers are willing to pay more for a product or a service that is designed based on a planet-centric viewpoint?

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What if you need to work across sectors in new ways to equip people with the skills they will require in an increasingly uncertain future?

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What if the ascent of a temporary, random workforce is compelling businesses to change the way they interact with people who are not traditionally part of their company?

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What if leaders have the ability to look beyond what is known and cherish not having the full picture because this promotes experimentation?

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What if future skills in a changing labour market require life-long learning and a transfer of personal talent?

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What if at some point, each of the jobs in your organisation meets the fate that hit coal miners years ago? Will the relevance of each position have an expiry date?

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What if in the digital information economy, work routines change rapidly and continuously?

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What if workspaces are transforming, skills and standards are mutating, culture and expectations are shifting and robots are evolving?

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What if the body language of the workspace helps people to learn, understand and change the awareness required to reinvent the company?

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What if a new type of conscious consumer is willing to pay more for a product that is designed to be reused or recycled, making sustainable innovation the holy grail of modern design?

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What if the world around us is shifting into a unified cloud-based environment that transforms any device into a cognitive machine?

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What if there is never a final version of your workspace and all tools are beta-ware?

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What if the current economy is not based on the idea of static products anymore but driven by a constant process of optimisation?

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What if technology, humans and space are always on the move?

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What if creators, designers and rebels take over in your organization?

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What if the campus or HQ becomes a centre of gravity for new flexible, multi-purpose and urban community structures?

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What if cognitive building solutions give real estate and facility management professionals the tools necessary to better manage energy use, optimise space, reduce operating costs and simplify real estate planning and management?

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What if the uniquely human qualities that make people essential to the future of work are the key resource for corporate progress?

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What if buildings, and anything in them, can improve our comfort, drive better choices and generally enhance, not compromise, our health and wellness?

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What if increasingly healthy lifespans change how we live and work?

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What if an elementary notion of the past century disappears: the idea of becoming better?

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What if the body language of our offices manages to make the otherwise invisible social order of a company visible and thus shapes beliefs and behaviour in a different and sustainable way?

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What if the reality of life is not the reality of the purely rational and spaces have the capacity to embed traditions, value systems, myths and symbols that are common in corporate communities?

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What if new data sources provide you with insights into emerging opportunities for employment in the global economy, and granular understanding of the skill sets needed by professionals?

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What if the objectives for the workspace of tomorrow are three-fold: retain, reskill and recruit all talents and creators by developing a workplace with tools that enables them to stay relevant and produce the best work of their careers?

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What if we make machines intelligent to augment our abilities, accomplish more in less time, take over repetitive tasks and allow us to spend more time on our creative endeavours?

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What if biophilic design is about humanity's place in nature and the natural world's place in human society?