



# Digitized Work Life - New conditions and opportunities

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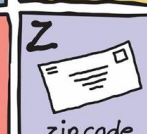
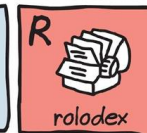
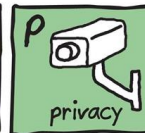
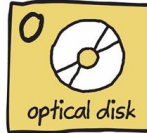
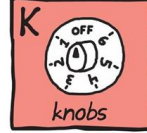
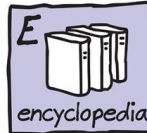
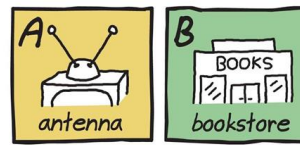


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connected

# alphabet of the obsolete



Think  
analogue

Think  
digital



**“Power in the network society is communication power”**

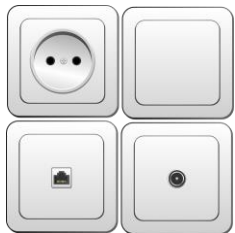
Manuel Castells



**Think  
analogue**



**Think  
digital**





# Underlying trends in life 3.0

**Social media**

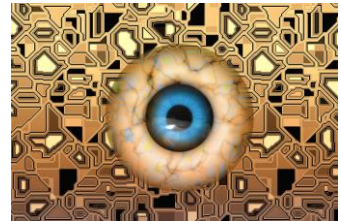
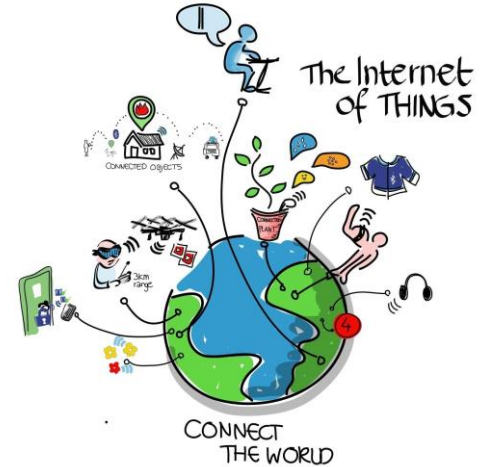


**Smartphones / Tablets / IoT**

**Use of video**



**“Big Data” - Big quantities of data  
always available**





# Trends in society and work life 3.0

**Everything is connected**

**Always connected**

**Increased collaboration**

**Increased efficiency of networks**

**Social media in work- and business life**







# Internet access & usage in Iceland



- 97 % of population on Iceland. #1 in the world!**
- 59 % connect outside homes and work places**
- 67 % of users have purchased online**
  - 8 % paid for cloud computing services**
- 24 % has used online software like Google docs**

Statistics Iceland, January 2015

# Work life back in then...





# Participants in work life 3.0

**Need good self-knowledge and to be secure of them selves**

**Driven and taking initiatives**

**Self-sufficient and disciplined**

**Engaged and responsible**

**Look for and assimilate knowledge and judge its relevance**

**Market and sell its competence**

**Computer knowledge, English and coding**

**Good skills of communication - especiallay in writing**





# Work life 3.0



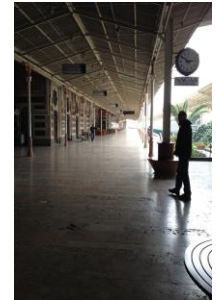
**Bring out your superpowers and be who you are!**



# Work and the work place 3.0



**Work is something you do, not a place you go to!**



**R O W E**

**Result Only Work Environment**



# Internet and business on Iceland



**33 % of enterprises receive orders via Internet**

**43 % purchase cloud computing services**

[Statistics Iceland, January 2015](#)



# Digital Business Models

**Brokerage - eBay**

**Advertising - Google, Yahoo!**

**Infomediary - Bannerads**

**Merchant - Amazon.com**

**Manufacturer (Direct) - Dell computer**

**Affiliate**

**Community - Wikipedia**

**Subscription - Netflix**

**Utility**



By Prof. Michael Rappa, North Carolina State Univ.

# Business life 3.0



is about **Social Business**





# Crowdsourcing

**Crowdsource Design**

**Crowdfunding**

**Microtasks**

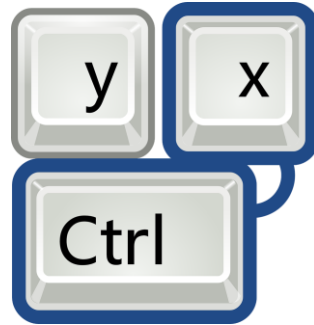
**Open innovation**





# Key issues in work life 3.0

**Authenticity**



**Transparency**

**Communication skills**



# Successful communication

**Be who you are**

**Good skills of communication IFL&IRL**

**Pay attention and engage**

**Listen Reflect Talk**

**Givers Gain**

**The 6 W's: Who? What ? When ?**

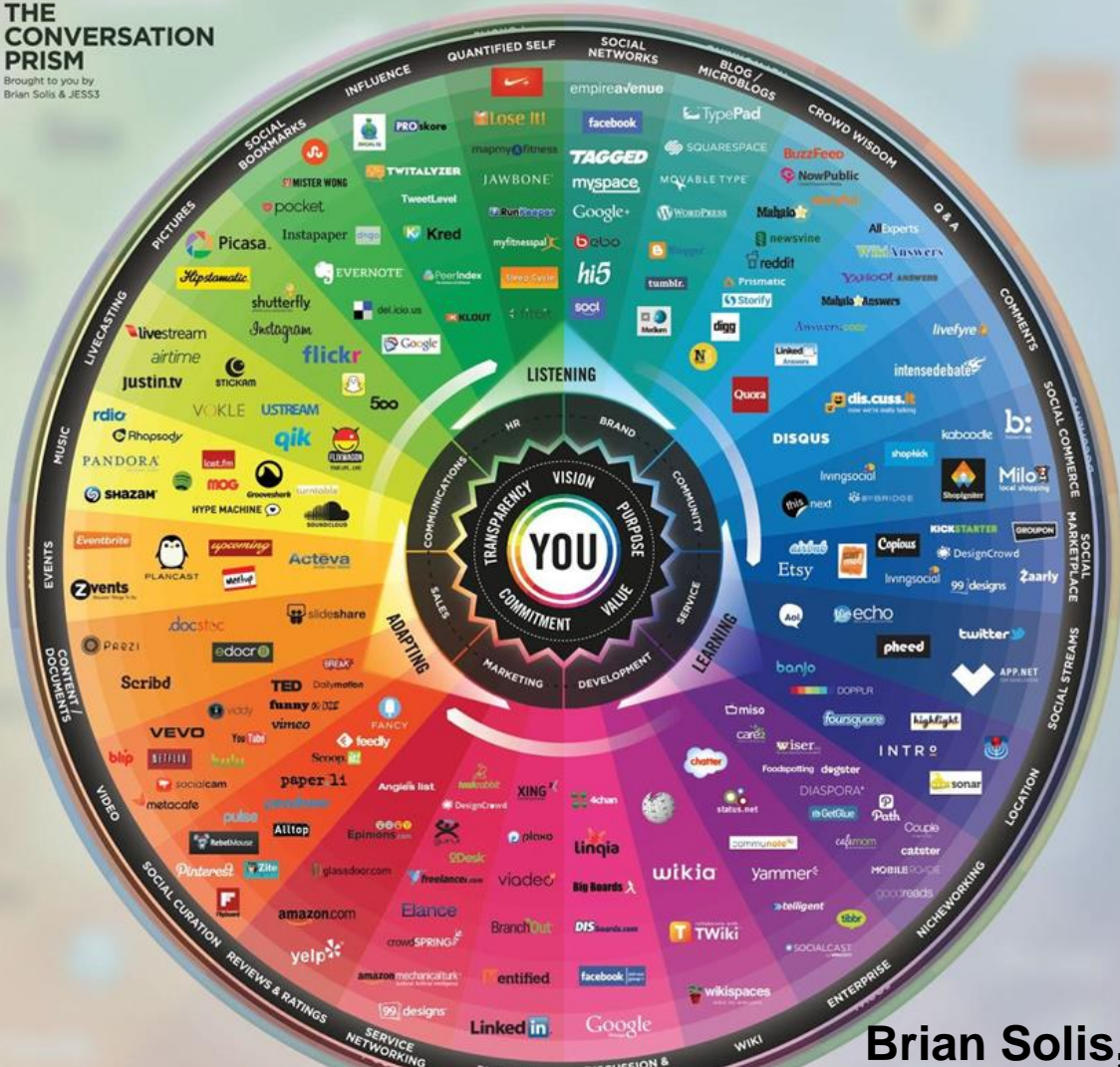
**Where ? Why ? How ?**



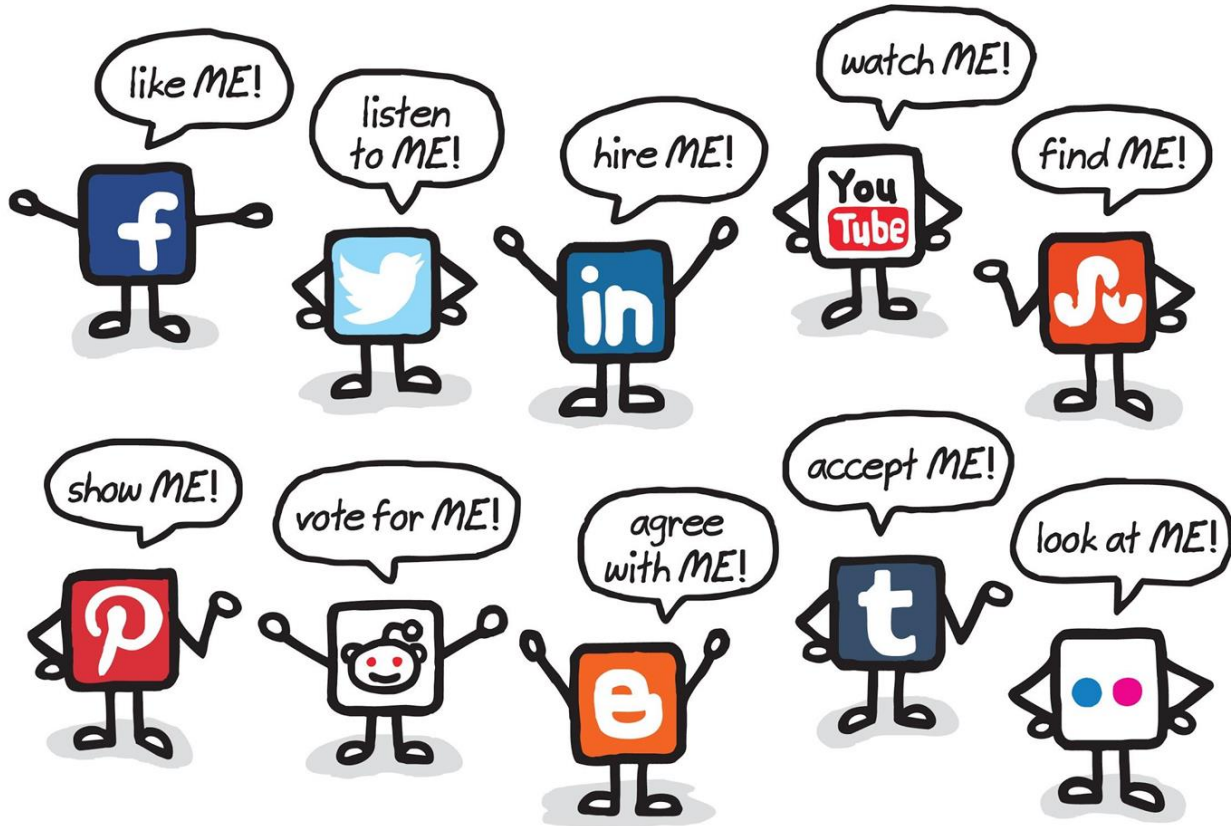


# THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



# Social MEdia





# Social media - digital tools for communication



**Iceland : 220 000 social media users 2014**

Source: We are social, 2014



# Social media - digital tools for communication at work

Intranet and external communication



[Yammer](#)



[Mylive](#)



# Job search in work life 3.0

## Networking

Different communities for different occupations and interests

Social media - flow, pages and groups

Digital recruitment sites

Video recruiting/CV [www.youcruit.com](http://www.youcruit.com) [Yobber.se](http://Yobber.se)





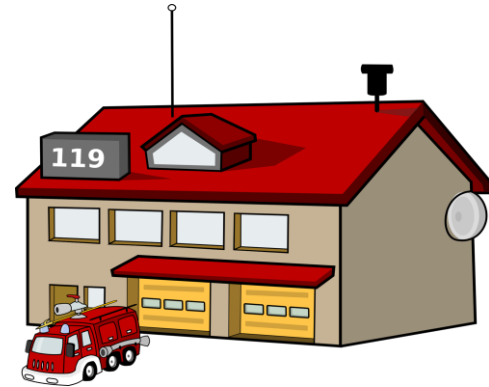


# Leader 3.0

**AUTHENTIC**

**COURAGEOUS**

**TRANSPARENT**



MALMÖ FIREBRIGADE

# Health at in work life 3.0

## Challenges

- Stress and burnout
- Ergonomics

## M-health





# Successful work life 3.0 is about to

**Be who you truly are**

And

**Engage**

Through

**Socializing, interacting & communicating**

To

**Create interpersonal relationships**

In work life 3.0 that is about

**Social business**





**Njoy !**



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