

ESCAPING THE DESK IN A NEW-AGE OFFICE

The office of the future is likely to be three places – work, home and somewhere else, according to two pieces of recent research on work trends.

And it's likely that bosses are going to have to rethink their management approach, with the reports showing 20 per cent of women aged over 50 are now caring for children. More fathers are also expected to help out over the next 10 years. According to Jenni Pavlou, a specialist for SMEs¹ with Brainwave HR, “managing a decentralized workforce will become less about supervision, and more about recruiting people who deliver results, regardless of where they work”.

One solution, suggested by Peter Wilson AM² in his white paper³ for the Australian Human Resources Institute (AHRI) this month, is the idea of core hours, where people may come into an office between 10 am and 4 pm, but can work elsewhere if they choose. This is already happening at Optus, which aims to make it easier for parents to transport their children to and from school. The report also recommended the idea of compressed work weeks, career breaks and more flex-time.

After three years research amongst 30 large employers, the white paper also highlights the per meter costs of open plan offices and their continuing negative impact on productivity.

- 15 It identifies the next-generation office as green and flexible with plenty of different spaces to meet, such as cafés, gardens and other informal gathering points. Ideally this workspace also allowed for web surfing and online hubs⁴ where small groups can work.

- 20 When Allan Hall Accountants, whose clients include some of Australia's top surfers and personalities moved their offices to the Lifestyle Working building at Brookvale two years ago, they were seeking a bigger and better space for their predominantly younger staff.

Their new offices are in an environmentally sustainable complex with solar lighting, rainwater harvesting and plenty of open spaces. The building's tenants, who are small and medium businesses, all have access to wi-fi, a swimming pool, a health club and gym, café and surfboard storage. The building has a five-star energy rating. Some business owners even bring their dogs to work.

- 25 Technological innovation is also making it easier for companies to spread out when staff are located in different places. Ian Krawitz, who runs the franchise industry research firm 10 Thousand Feet with a staff of five, loves software which connects up his researchers, contractors and clients around Australia. “We use a technology called Go to Meeting, which has a webinar⁵ solution allowing online collaboration for groups. That really helps with clients and suppliers, and works well.”

Adapted from www.theage.com.au, May 26th, 2010

¹ SMEs: Small and Medium Enterprises

² AM: Assembly Member

³ white paper: official governmental report

⁴ online hubs: working spaces online

⁵ webinar: seminar conducted via the internet

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(10 points)

Vous êtes l'assistant(e) de Malika Nasiri, directrice marketing de l'entreprise française :

Bourgogne Vins
35 rue de l'Eglise
21000 DIJON
FRANCE

Vous êtes chargé(e) de rédiger une lettre adressée au directeur des achats de la chaîne de supermarchés britannique :

Marks and Spencer
Waterside House,
35 North Wharf Road
LONDON W2 1NW
GREAT BRITAIN

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- vous présentez votre entreprise qui, située au cœur de la Bourgogne, exporte des vins de la région depuis plus de 10 ans dans toute l'Europe ;
- vous ajoutez que, depuis 2007, vous avez déjà comme clients en France, quatre grandes chaînes de supermarchés ;
- vous précisez que, votre entreprise privilégie les transports de ses produits par voie ferroviaire afin de réduire les émissions de CO₂ et de préserver l'environnement ;
- vous l'informez des garanties de qualité de vos vins de Bourgogne, dont plusieurs ont été primés au cours des 3 dernières années ;
- vous l'invitez ainsi à venir déguster vos produits lors de la prochaine Foire aux Vins à Londres, du 15 au 17 juin 2011, où votre entreprise sera présente (joignez l'invitation) ;
- vous vous tenez à sa disposition pour toute information complémentaire.

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