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New Work Manifesto

The Science of Work Culture

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**Eat Sleep
Work Repeat**



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Modern work is frying our brains. We're working longer and the way we're working is taking more of a toll on us. We believe we can make work more enjoyable, more rewarding and less taxing. By committing to this simple manifesto we believe we can improve work and our lives.

Presume Permission

The New Work Manifesto is grounded in trust. We've all accepted all of the ways that we've added to work in the last ten years but most of us have been scared to ask for any flexibility in return. The New Work Manifesto assume permission for flexibility. Trust is given – and we all work to sustain and earn it with our actions. People find they do their best work in different ways. Leaders' roles are to support workers achieving results in the way best suited to them.

40 Hours is enough

We have this idea that the more we work, the more we accomplish. There's simply no evidence to support it. The idea that working longer achieves more has been proven to be untrue. Let's respect 40 hours as a solid week's work – and let people find the right time to complete it.

Reclaim your lunch

Stepping away from our desks – and our emails – is one of the most important parts of achieving more at work. Let's discourage people from eating *al desko* and urge everyone to use lunch breaks to refresh themselves.

27% longer

50% are exhausted

78% going to shut off

1 in 5 = stress

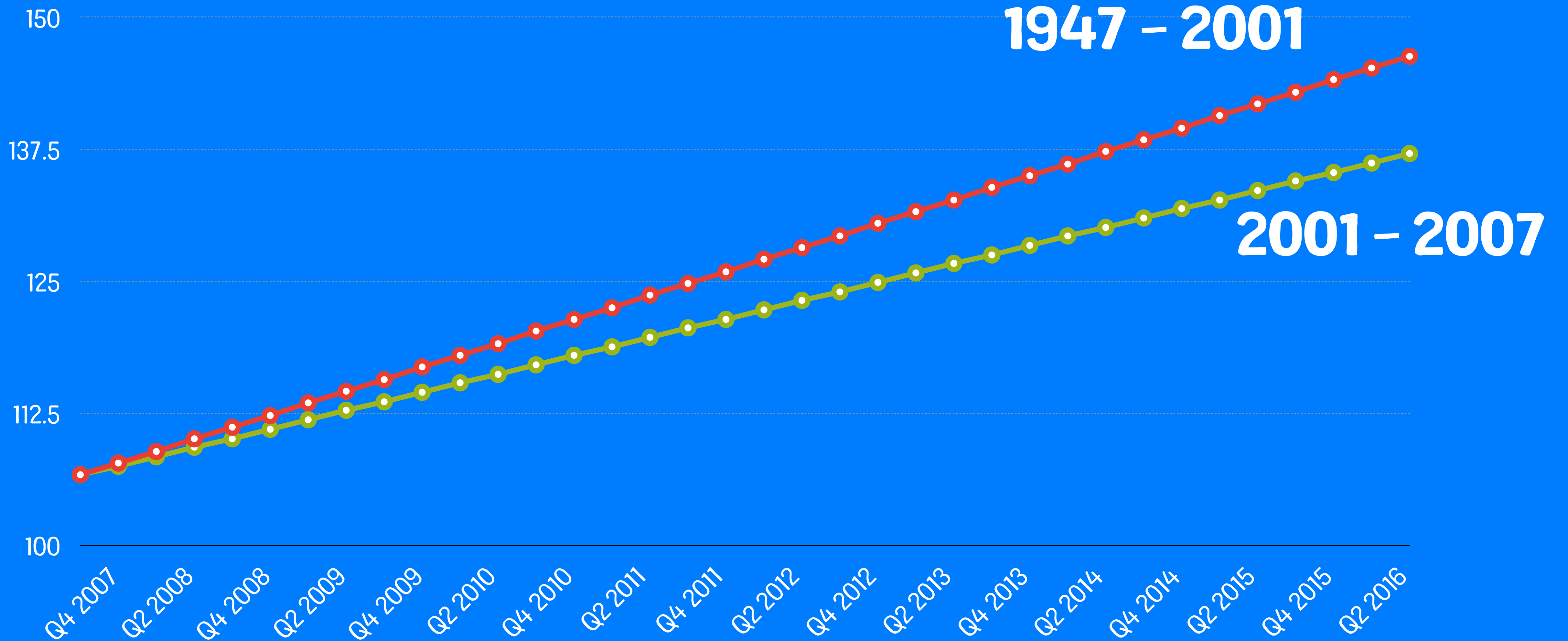
**30% email,
50% computers**

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the PRODUCTIVITY PARADOX

the PRODUCTIVITY PARADOX

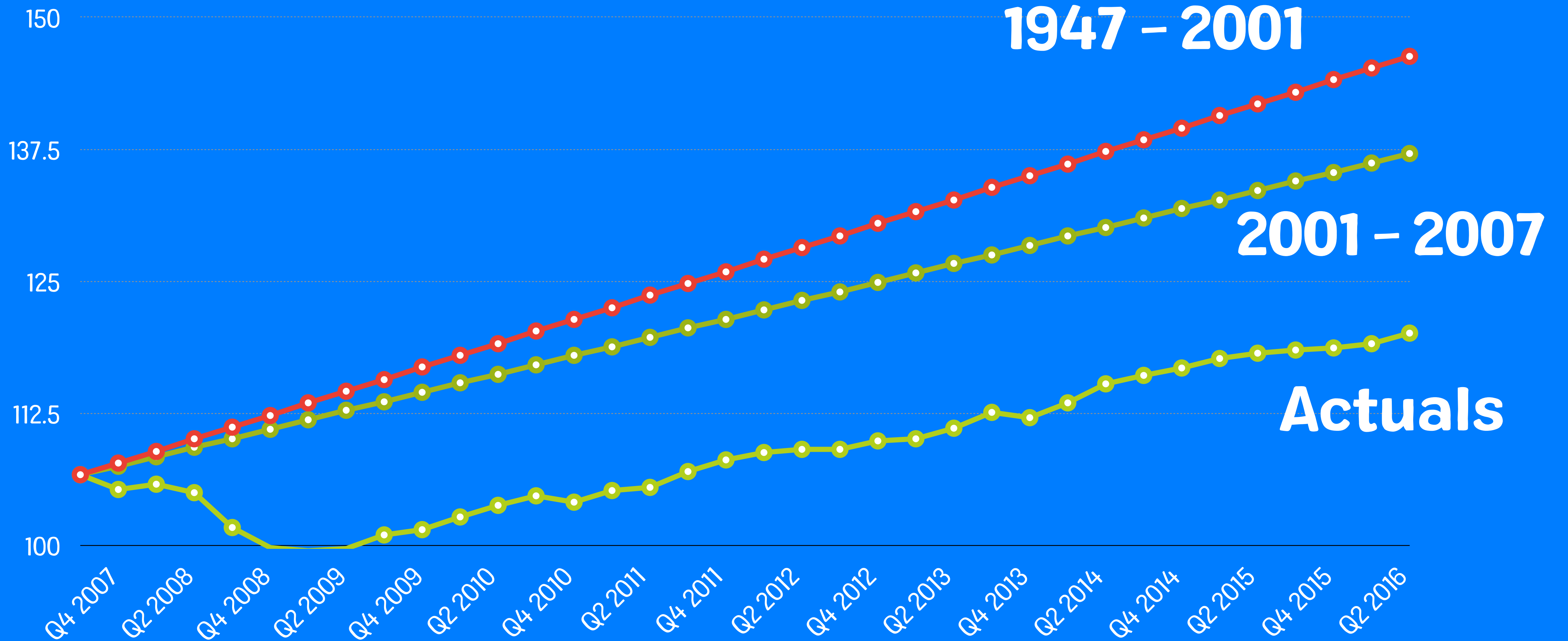
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SOURCE: Productivity per hour worked, 2009 = 100, US Bureau of Labor Statistics 2017

the PRODUCTIVITY PARADOX

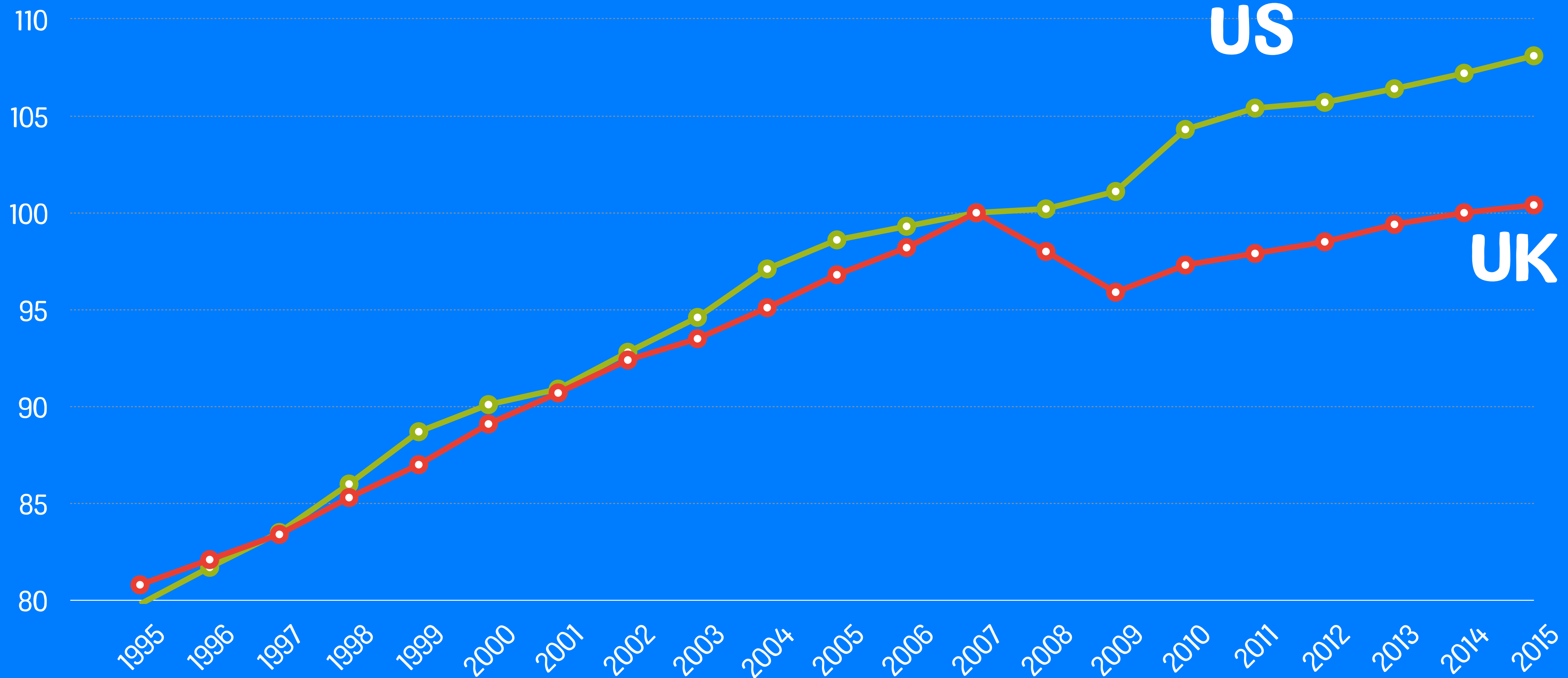
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SOURCE: Productivity per hour worked, 2009 = 100, US Bureau of Labor Statistics 2017

the PRODUCTIVITY PARADOX

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SOURCE: UK Office of National Statistics

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NOW THE BAD NEWS

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**“those that had reorganised
— decentralising, outsourcing
and customising their
products — had seen
productivity soar”**



Erik Brynjolfsson and Lorin Hitt

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The Smoothie Delusion



Hedonic

Eudonic

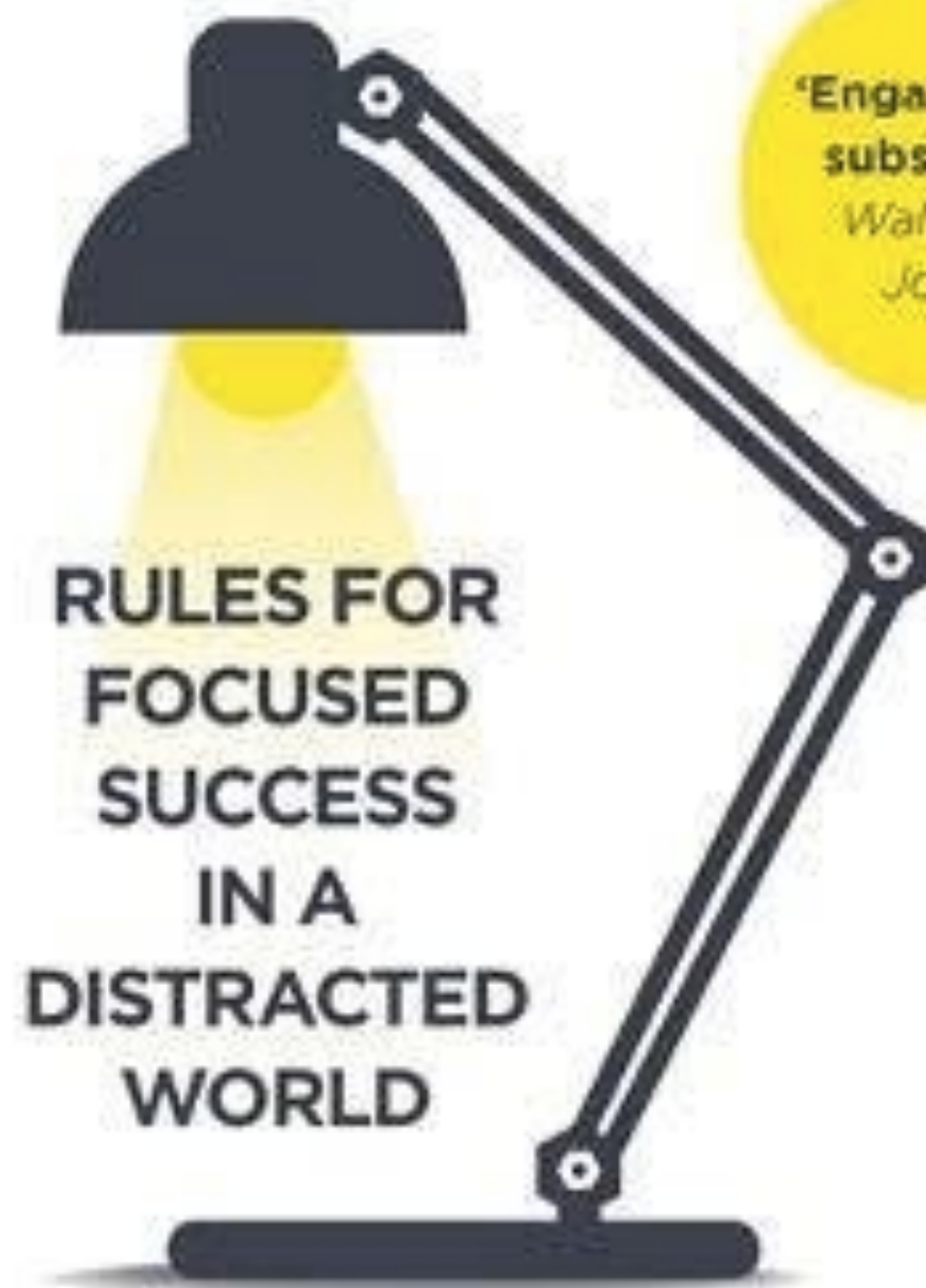
**“Employees who receive
rewards for doing boring
work are making
themselves sick”**

Presume permission

DEEP WORK

'Cal Newport is a clear voice in a sea of noise,
bringing science and passion in equal measure'

*Seth Godin, author of *Linchpin**



'Engaging and
substantive'

*Wall Street
Journal*

Cal Newport

*Author of *So Good They Can't Ignore You**

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40 hours is enough

3

hours per day

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Reclaim your lunch



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Got to be me

‘What is unique about you,
that leads to your happiest times at work?’

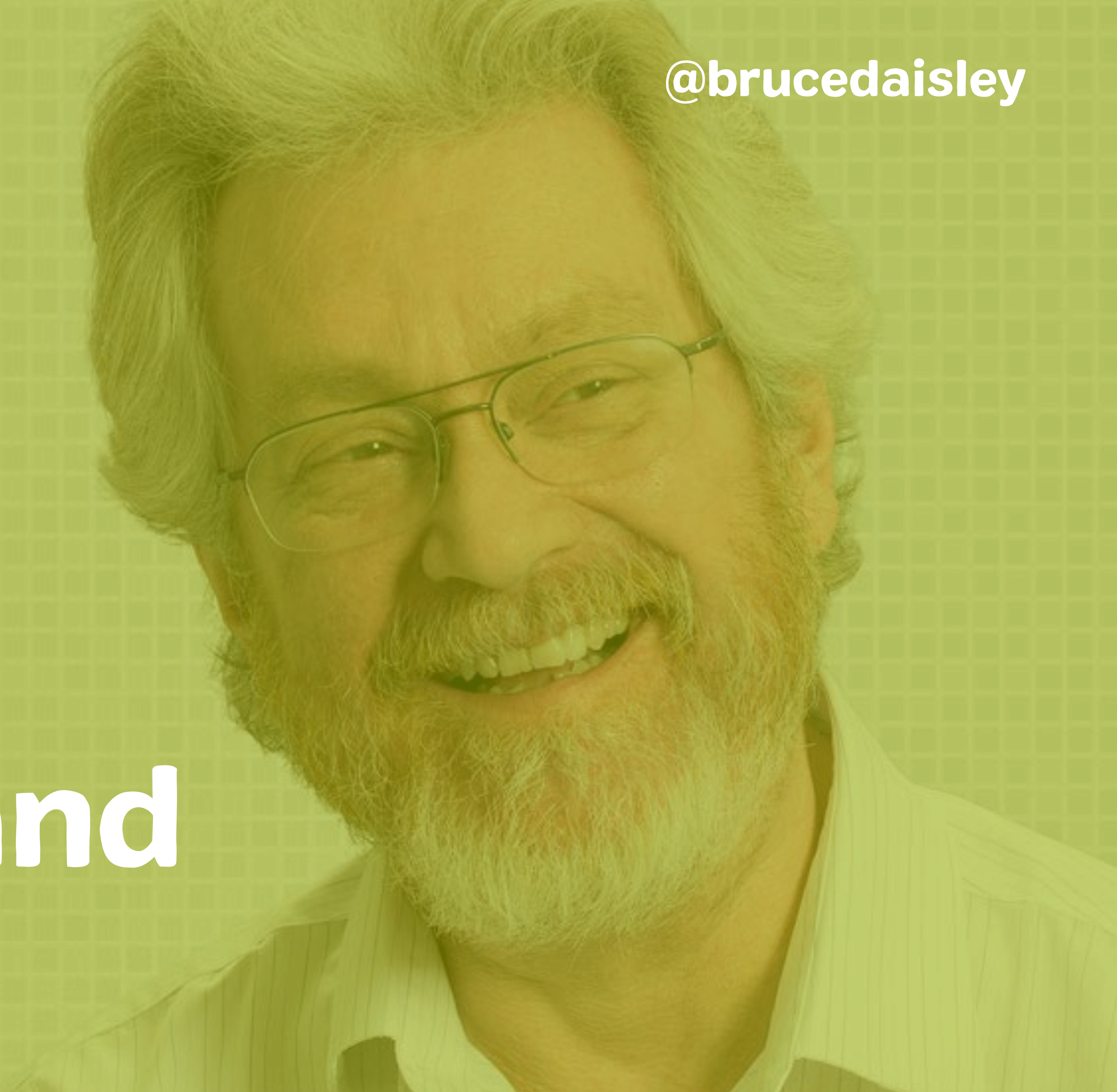
*Reflect on a specific time when you were
acting in the way you were ‘born to act’?*

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Laugh

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Alex Pentland



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1. Presume Permission
2. 40 Hours is enough
3. Reclaim your lunch
4. Got to be me
5. Laugh

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THANK YOU