

The webinar will start shortly at 12.15pm BST.
Thank you for joining us.



**SINÉAD
ROCKS**

Managing Director,
Nations & Regions, C4



**RANIA
ROBINSON**

CEO & Partner,
Quiet Storm



**ANNIE
AUERBACH**

Author, 'Flex' &
Co-founder, Starling

A WACL WEBINAR | 07 JUNE 2021

Why the Future of Work is #FlexibleFirst



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Today

Audience Poll

#FlexibleFirst: from foundations to the future of work

In conversation with . . .

Annie Auerbach, Author, 'Flex' and co-founder, Starling
Sinéad Rocks, Managing Director of Nations & Regions, Channel 4
Rania Robinson, CEO and Partner, Quiet Storm

Panel Q&A

Final poll and webinar wrap up: How do we build back better?

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Why the Future of Work is #FlexibleFirst: **Opening Poll**

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#FlexibleFirst: From Foundations to the Future of Work

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MARS



Direct Line[®]

Flexible working is a proven win:win for employees and employers alike:

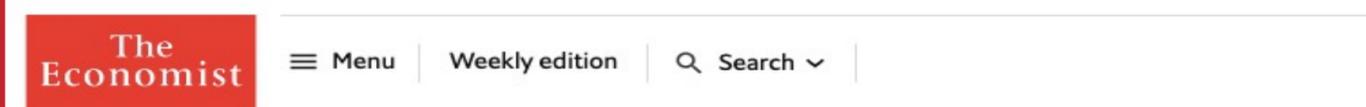
Unlocking Productivity, Potential, Performance
Improving Retention, Recruitment, Resilience

[Wac1.info/about/flexible-first-campaign](https://wac1.info/about/flexible-first-campaign)

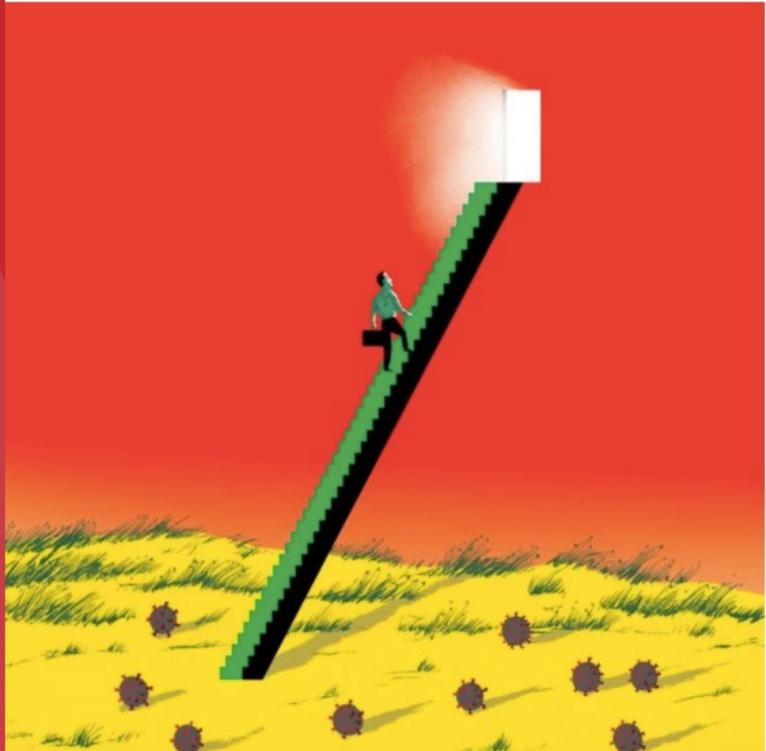
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#FlexibleFirst: From Foundations to the Future of Work



← Special reports



Labour gains
The future of work
SPECIAL REPORTS - APR 10TH 2021
Workers the world over have had a torrid year. But the future is bright, argues Callum Williams

Forbes
Nov 11, 2020, 09:00am EST | 9,407 views

The Future Of Work: The Hybrid Workforce
Anna Convery-Pelletier Forbes Councils Member
Forbes Communications Council
COUNCIL POST | Membership (fee-based)
Leadership

Anna Convery-Pelletier is CMO at Radware, cybersecurity & application delivery for physical, cloud, and software-defined data centers.



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FT FUTURE OF WORK: THE WORKFORCE

March 9th, 2021

12:30 PM - 1:20 PM GMT +0 (50 Min)

PANEL: How can organisations take a truly 'Flexible' approach to work?

Online

According to LinkedIn, searches for remote work are up over 60% as key phrases such as 'flexi' and 'hybrid' become the new lexicon in employment structures combined with restrictive workplace culture, often limit the potential for truly flexible work practices.

- What does a flexible approach look like and how can it be effectively implemented?
- How can increasingly flexible employment structures create more inclusive, productive teams, engaged teams?
- What measures are needed to enable asynchronous working practices that support flexible work?
- How can business leaders ensure that 'flexible' doesn't equate to 'always on'?

 Jackie Stevenson CEO, The Brooklyn Brothers President- Women in Adv... Panelist	 Dara Nasr Managing Director Twitter, UK Panelist	 Leena Nair CHRO Unilever Panelist	 Jane Wak CMO Mars Panelist
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LEADERSHIP LESSONS

How have you embraced the new world of work?

Management Today and Microsoft surveyed more than 150 leaders on a range of topics from readiness for digital transformation; how to manage teams and people remotely; and recruitment in a post-Covid world. Now, you can download the report of our findings to find out business leaders plan to navigate these challenging times.

McKinsey Quarterly

Reimagining the postpandemic workforce

July 7, 2020 | Article

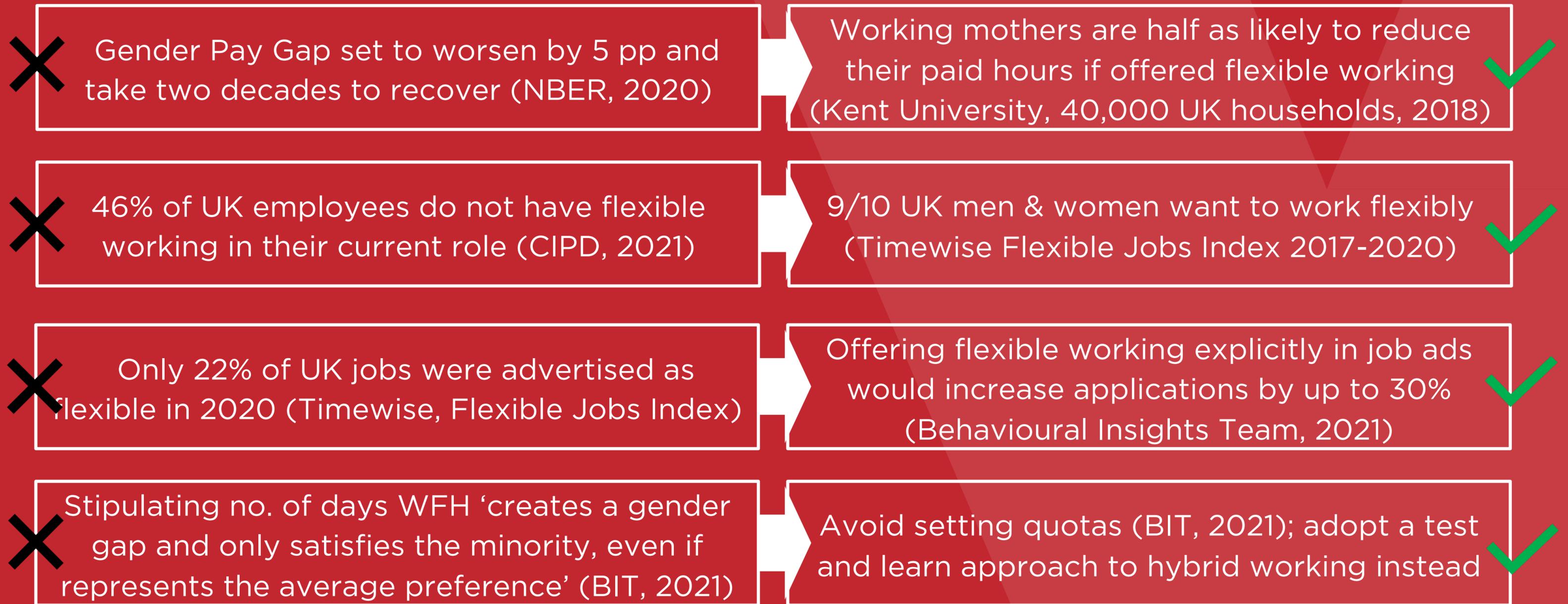
The Pandemic Presents A Once In A Generation Opportunity To Reshape The Future Of Work In Our Cities

Alliance Manchester Business School
Contributor @
Leadership Strategy
We research and write about business and

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Turning a threat into an opportunity



Why the Future of Work is #FlexibleFirst: **Closing Poll**

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Wrap up: what does it take to build back better?

[Wacl.info/flexible-first-campaign/checklist](https://wac1.info/flexible-first-campaign/checklist)

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It's not a binary choice... nor a silver bullet



“I don’t see any positives. Not being able to get together in person, particularly internationally, is a pure negative.”

—[Reed Hastings](#), co-chief executive of [Netflix Inc.](#), on working from home

'Go back to work or risk losing your job': Major drive launched to get people returning to the office

Ministers warn that continuing to work from home could make staff 'vulnerable' to being sacked

By [Gordon Rayner](#), POLITICAL EDITOR; [Camilla Tominey](#), ASSOCIATE EDITOR and [Charles Hymas](#), HOME AFFAIRS EDITOR
27 August 2020 · 9:30pm



VS



Stephanie Scho

Leaders

Sep 12th 2020 edition >

The future of work

Is the office finished?

The fight over the future of the workplace



“I don’t believe [BlackRock](#) will be ever 100% back in office. I actually believe maybe 60% or 70%, and maybe that’s a rotation of people, but I don’t believe we’ll ever have a full cadre of people in [the] office.”

—[Larry Fink](#), CEO of [BlackRock Inc](#)

Building back better: what it takes

- Collaborative technology
- Employee support systems
- Leadership training
- Agree metrics for clarity

wac1.info/flexible-first-campaign/checklist/

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Thank you

For more information:

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