

SPEAKERS KIT

Andrew M. Jones, Ph.D.

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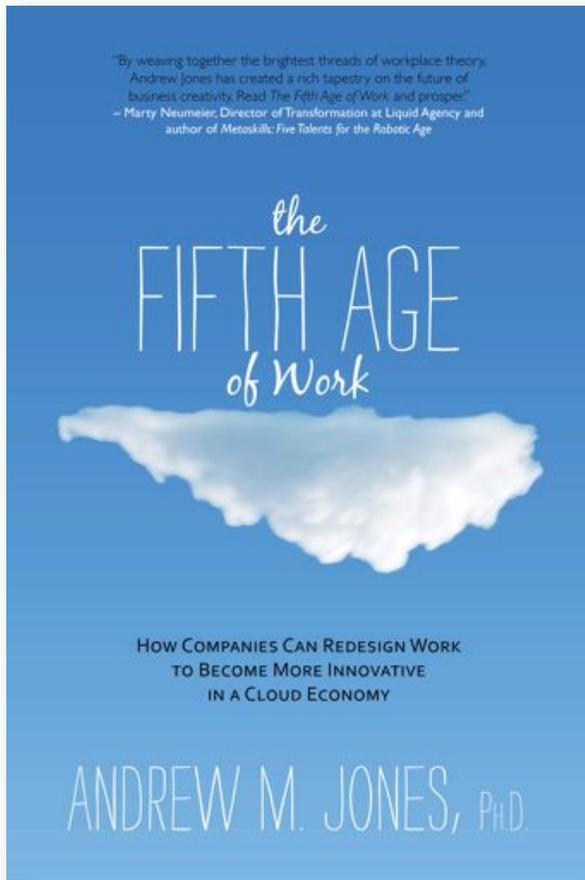
About Andrew



Andrew M. Jones, Ph.D. (drewjones.co) is a cultural anthropologist turned management consultant and business school professor. He has taught at management schools in the U.S. and the U.K. and has consulted with firms in numerous industries over the past fifteen years. He is a partner at Conjectured Coworking in Austin, Texas and teaches Management and Organizational Behavior in the McCoy College of Business Administration at Texas State University.

He has published two previous books, *The Innovation Acid Test: Growth Through Differentiation and Design* (Triarchy Press, 2008) and *I'm Outta Here: How Coworking is Making the Office Obsolete* (NotanMBA Press, 2009) with Tony Bacigalupo and Todd Sundsted.

He lives in Austin, Texas. For more information, visit www.drewjones.co.



About the Book

The Fifth Age of Work

How Companies Can Redesign Work to Become More Innovative in a Cloud Economy

We've arrived at a new epoch—"the fifth age of work." An emerging world defined by the rise of cloud-based technology and dominated by the ranks of the 20-30 million freelancers and corporate telecommuters doing their best work beyond office walls. The new generation is demanding more job flexibility, autonomy, and—overall—meaningful work than ever before.

Inspired by the coworking movement and design thinking, business professor and management consultant Andrew M. Jones began examining the way corporate business leaders could learn from these emerging work

trends. *The Fifth Age of Work* not only addresses the many challenges the new workforce and the "human cloud" pose, but offers management techniques to help business leaders evolve with the changing times, harness the energy and potential of the next generation, and ultimately thrive in tomorrow's economy.

In *The Fifth Age of Work*, Jones focuses on three basic principles of workplace innovation, exploring the best ways to implement change on each level:

- **New Talent.** Instead of hiring MBA graduates from traditional business schools, learn to attract and recruit new types of talent with diverse perspectives.
- **Rethink Workspace.** Giving more thought to physical spaces and environments can have a major impact on corporate community, inspiring creativity and enhancing collaboration.
- **Work: Wherever... Whenever.** As technology allows more flexibility, adopt workplace policies that mirror that freedom, allowing workers to work when and where they work best.

In less than a decade, millennials will outnumber baby boomers in the workforce, and tomorrow's most dynamic companies will look quite different than today's conventional corporations. *The Fifth Age of Work* shows business leaders, managers, and even employees how to tap into the up-and-coming work culture to help build more innovative, sustainable businesses for the future.

Advance Praise

“By weaving together the brightest threads of workplace theory, Andrew Jones has created a rich tapestry on the future of business creativity. Read *The Fifth Age of Work* and prosper.”

– **Marty Neumeier, Director of Transformation at Liquid Agency and author of *Metaskills: Five Talents for the Robotic Age***

“If you have ever pondered the future of work, this book is for you. *The Fifth Age of Work* does a wonderful job describing the current landscape of work, how it has evolved, and its implications for the future. Mobile knowledge workers will increasingly have a choice, selecting the locations and spaces that best fit their requirements... because in the end, it’s all about the work.”

– **Mark Greiner, SVP and Chief Experience Officer at Steelcase Inc.**

“If you want your people to focus on solving real-world ‘wicked problems,’ then read *The Fifth Age of Work*. Andrew Jones shows companies how to design an environment in which the human dimension of work thrives and where the mindset of ‘can do, will do’ blossoms. This book is a must-read for business leaders and managers with the desire to unleash entrepreneurship and innovation in their workforce.”

– **Cathy Glass, U.K. Managing Partner, Head of U.K. and Nordic Market, and Head of Global Culture Practice at Axialent Consulting**

“*The Fifth Age of Work* could sit alongside Gary Hamel’s *Future of Management*, as essential reading for any business leader setting a course for the future. Andrew Jones brings together the various discussions on the seismic changes happening in the workplace in a practical, accessible, and insightful book.”

– **Justin Papps, Global Group Head of Communications at QBE Group**

“In *The Fifth Age of Work*, Andrew Jones sketches a new world of work, one where much of what we fear about the loosening ties between workers and employers is revealed to be an asset. ... With this book, companies will learn about the various opportunities for alliances with outside players, as well as better work management practices.”

– **Chuck Darrah, Professor and Chair at the Department of Anthropology, San Jose State University and Director of the Silicon Valley Cultures Project**



“*The Fifth Age of Work* explores how information and communication technology are affecting the ‘where,’ ‘how,’ and ‘when’ of the workplace for millennials. ... This is a must-read for understanding the future of the workplace.”

– **Cary L. Cooper, CBE, Distinguished Professor of Organizational Psychology and Health at Lancaster University Management School, Chair of the Academy of Social Sciences, and co-author of *The High Engagement Work Culture: Balancing Me and We***

Speaking Topics

Andrew Jones has spoken at numerous events and conferences in the US and the UK. He has conducted workshops on developing innovative cultures with the Mettle Group in London, in support of his first book, *The Innovation Acid Test: Growth Through Differentiation and Design*. (Triarchy Press, 2008). He has spoken on the future of work at SXSW in Austin (2010), and on 'coworking and the future of work' at BIL, Long Beach (2009). He has also delivered papers at academic conferences in the US and UK on human resource management, leadership, corporate culture, and innovation. In support of *The Fifth Age of Work*, Andrew is now available to speak at your event, conference, or organization on the following five topics, which can all be tailored to address the needs of specific audiences:

1. Leadership in the Fifth Age of Work. As the world of work transitions into a new epoch, defined by location-independence, greater flexibility and autonomy, and the rising pragmatism of Gen Y, many of yesterday's assumptions about what makes a great corporate leader are becoming less and less relevant. Alpha males and business generalists need not apply. Going forward, authentic and effective leaders will have deep technical chops, will be part of the networked conversation, and will lead through *collaborative influence* rather than through Dale Carnegie-type principles. This talk provides examples of both Millennial leaders and Boomer leaders who get it, and provides advice and methods for consciously developing Fifth Age leaders for the future.

Themes. Corporate leadership, leadership development, cultural intelligence, emotional intelligence

Who's it for. CEOs, boards of directors, senior and middle managers

2. Corporate Coworking & Activity Based Work. A handful of large, progressive companies are already embracing many of the principles that are driving the global coworking movement: the desire for self-directed work, choice and flexibility, mobility, trust and responsibility, and self-respect and dignity. These companies are achieving this by building environments where there are multiple types of workspace environments, and in policy settings where workers can come and go and work according to their own rhythms. Studies show that flexible work environments such as Activity Based Work lead to positive cultural change and greater levels of innovation. Through case studies and visual demonstrations, this talk shows how the concept of coworking can be built within the corporate environment as a new form of Activity Based Work.

Themes. Coworking, activity based work, workspace design, culture

Who it's for. Facilities managers, corporate real estate professionals, human resource managers, interior architects

Speaking Topics Continued..

3. The Human Side of Innovation. This talk revisits Douglas McGregor's *The Human Side of Enterprise* (1960), by discussing the importance of human-centered design in sustainable corporate innovation. Andrew uses the lens of design-thinking to suggest that companies need to think more comprehensively about building differentiated talent by recruiting and developing right brain talent (designers, artists, social scientists, architects) to complement the largely left-brain organizations that most firms have. The talk discusses the rising importance of design-schools and design consultancies in the recruiting and development practices of leading firms, and suggests a number of models for how firms can become more creative in measured and sustainable ways.

Themes. Innovation, talent, right-brain/left-brain balance, creativity

Who it's for. Corporate strategists, HR managers, R&D professionals, consumer insight professionals

4. Designing a Company Where Top Talent Wants to Work. This talk looks critically yet comprehensively at what it takes to build an employee value proposition in the Fifth Age of Work. In light of the fundamental cultural changes being ushered in by Gen Y and by transformational cloud technologies, what types of workplaces, workplace environments, and corporate cultures will actually be able to attract the best and brightest of the rising generation? Is your company asking this question? This talk provides a clear roadmap that matches workspace design and workplace values with the generational trends that are defining the future of work. This is not jelly beans and bean bags (like the first dot-com bubble); this is for keeps.

Themes. Talent and talent management, employment branding, corporate identity

Who it's for. Top management, HR managers, branding and identity professionals

5. Coworking 2.0. This talk takes stock of where the coworking movement is today, and develops an eye for some potential directions it might take in the future. Particularly, it addresses the long-term relationships (or Mash-Ups) that can be cultivated between the growing cloud of freelancers in coworking spaces, on the one hand, and companies seeking to become more creative and adaptable on a just-in-time basis, on the other. Within coworking spaces around the world, there are hundreds of thousands of designers, software developers, social media experts, writers, marketing and advertising professionals, and creative directors who stand ready to provide invaluable creative input into the innovation process in countless firms. What will it take to get the two sides to begin talking to and working with one another?

Themes. Talent mash-ups, the future of coworking, corporate project-work

Who it's for. Coworking spaces owners (and members), HR managers and talent management professionals

SPEAKERS KIT



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About Night Owls Press:

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The Fifth Age of Work: How Companies Can Redesign Work to Become More Innovative in a Cloud Economy

By Andrew M. Jones, Ph.D.

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