



create the future of work. **today.**

Explore the Future role Webbers

Expert roles

This research is a follow-up to Sara's previous research where she predicted the future for assistants. Sara hopes that assistants who are curious about the future will gain inspiration from this, thereby making a difference in their future of work. In the magical 20% as Sara calls it.

START

By Sara van Broekhoven (Futurist)



Disappear and Appear

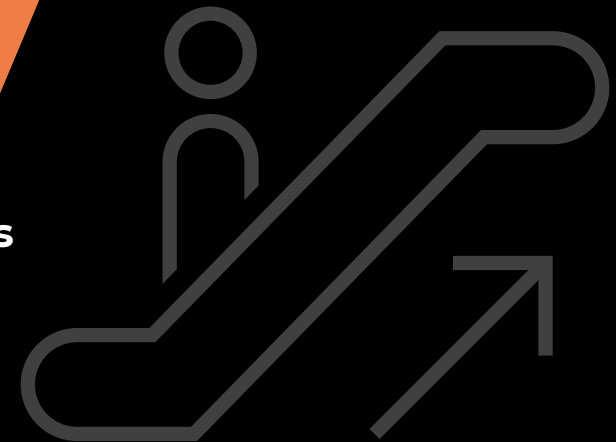


85

million jobs

97

million jobs



THE 3 ROLES OF WORK

The 3 roles of work

You make a difference with your character/your authenticity.

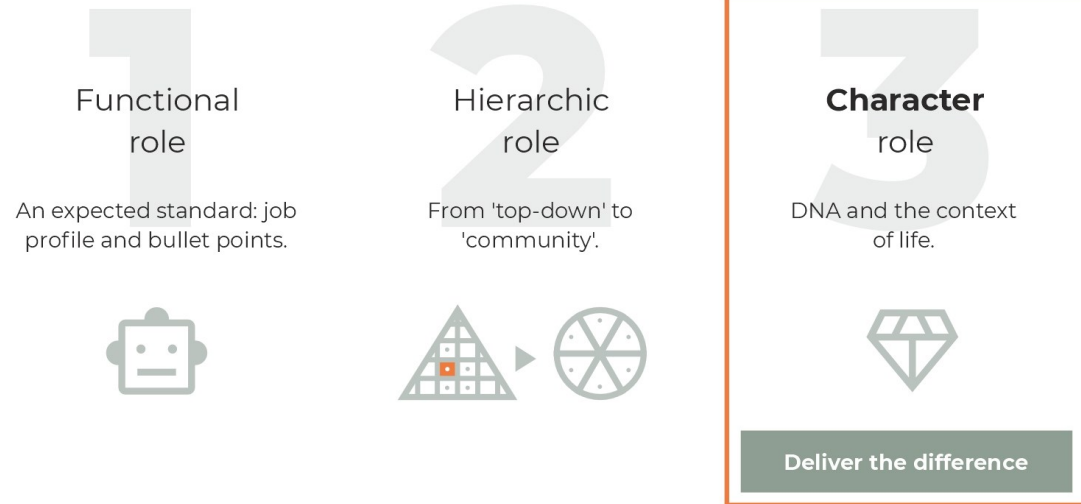
In the future it will be about who you are and not so much about what you can already do and have proven that you can do it (functional role).



Scan the QR code for more inspiration.

THE 3 ROLES OF WORK

character role = a lot of future value



ftf have guts! use your **character**.

NEXT

Be a webber

The visualization of your future role in 2040.



**So, it's about making
something usual
unusually fun.**

Challenges and impact

in the future

This comes from previous research by Sara and Prof. Dr. Annemieke Roobeek into your role in 2040. Click on the button to view this research.

WEBBER RESEARCH

CHALLENGES & IMPACT IN THE FUTURE

in order of impact and growth opportunities (upskilling)

CHALLENGE CURRENT STATE	IMPACT IN THE FUTURE	GROWTH DIRECTION 2040 DESIRED STATE (UPSKILLING)
Modest	Invisible	Becoming visible: Profiling
Reactive / Repetitive work (task-oriented)	Takeover of task-oriented work by robots	Attract proactive work (results-oriented)
Working hard on matters that are not always meaningful (moderate substantive involvement)	Work even harder (hidden).	Smart working on meaningful matters (substantive involvement)
Ad hoc process (immature process)	Focus on less and less meaningful things, feeling that they don't matter	Managed process, in control, matter (mature process)
Incapable of overseeing problems and challenges (micro view)	Getting choked up and grumbling about problems and challenges Fixed – Calimero mentality	Overseeing matters and making a strong contribution to solving problems and/or challenges (macro view) Growth
Solistic fulfillment of the role, strongly serving 1 person (manager / director / board member) (Island)	Einzelgänger, loneliness, exclusion	Ecosystemic work; dare to ask for help, to exchange knowledge with colleagues, other organizations and people from outside. (WE-land)
Perfectionism	Always struggling with 'the time' - Busy	Be flexible and dare to make choices: delegate and/or let go
Accommodating / Obedient / Serviceable (Please to serve)	No vision (blowing with all the winds) / Submissive (mellow) / effaced	Take control / Act autonomously (Lead to serve)

NEXT

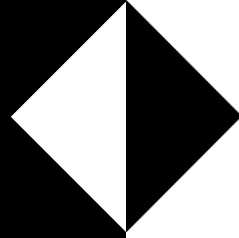


Human

(touch)

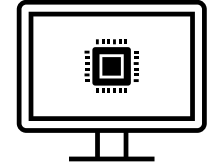
Attention
Concept
Empathy

Creativity
Innovation



SKILLS
POTENTIAL

AI/tech



Fast
Supportive
Accelerate
Resilient
Decision

Data and analyses

NEXT

High tech High touch

Continue to matter

in the future you will do less (that's what AI/tech does) and **be more**. In 'being' you pick up an expertise that suits you.



Scan the QR code for more inspiration.

80/20 | MATTER

the future proof definition of your work role

3
Character role
DNA and the context of life.



1
Functional role
An expected standard: job profile and bullet points.



ftf make time for your 20%.

Expert roles

Catching your 20

Your version 2.0

DESIGN THINKING

Design thinking

Expert roles in the 20

NEXT

Role and responsibilities

- **Facilitate design thinking workshops and sessions** to guide individuals and teams through the **problem-solving process**
- Collaborate with **cross-functional teams** to identify and understand complex challenges and business issues
- Conduct **research** and gather insights to gain empathy for end users and stakeholders
- Apply design thinking principles and tools to **define** problem statements, create **innovative solutions**, and create **prototypes**
- Encourage a **user-centric mindset** and ensure that end-user needs and experiences are at the forefront of the design process
- **Coach and mentor** team members in design thinking methodology, fostering a culture of innovation and creativity
- Work closely with stakeholders to gather feedback, iterate solutions and drive successful implementation
- Stay up to date with the **latest trends** and best practices in design thinking
- Collaborate with other experts, such as **UX designers** and **project managers**, to ensure successful project outcomes

Qualifications and skills

- Strong understanding of **human-centered design** principles and methodologies
- Excellent problem solving and critical thinking skills
- Skilled in the use of **design thinking tools** and frameworks
- **Strong communication and presentation skills** to effectively convey ideas and insights to diverse audiences
- Ability to collaborate and work effectively in multidisciplinary teams
- Exceptional empathy and understanding of human behavior and motivations to work in **multidisciplinary teams**
- **Innovative mindset** with a passion for exploring new ideas and approaches

Culture

Expert roles in the 20

NEXT

Role and responsibilities

- **Cultural Analysis:** Conducting extensive research and analysis to understand the cultural landscape relevant to the organization's goals and objectives. This involves examining societal norms, values, beliefs and behaviors that shape local and global cultures.
- **Diversity and inclusion:** Advising on strategies and interventions to promote diversity and inclusion within the organization. Help create an inclusive work environment where employees from different cultural backgrounds feel valued and empowered.
- **Cultural sensitivity and awareness:** Raising awareness of cultural nuances and potential sensitivities when dealing with diverse audiences, both internally and externally. Provide guidance in adapting messaging, products and services so that they appeal to specific cultural groups.
Aligning organizational culture: Working with leadership to align organizational culture with strategic goals. Provide guidance in promoting a positive and inclusive culture that aligns with the organization's values and vision.
- **Change Management:** Supporting organizational change initiatives by identifying cultural barriers and designing strategies to address resistance and promote successful implementation. Help align culture with desired changes to improve overall effectiveness.

Qualifications and skills

- Deep understanding and respect for different cultural norms
- Interest in company DNA
- **Strong verbal and non-verbal communication**
- **Curious, open minded and adaptable**
- The ability to work cross-functionally
- **Strong researcher** spirit that could turn you into empowerment
- Curiosity about **anthropology**

Agile

Expert roles in the 20

NEXT

Role and responsibilities

- Primary responsibility is guiding teams and individuals in introducing and implementing agile methodologies, such as **Scrum or Kanban**.
- You work closely with project teams, helping them embrace agile values and principles and guiding them through the necessary processes and frameworks.
- Your role is to stimulate a collaborative and self-organizing environment, ensuring teams can make decisions and continuously improve their working methods.
- You facilitate agile ceremonies, such as **daily stand-ups, sprint planning** and **retrospective work sessions**, to promote transparency, communication and coordination.
- In addition to activities at team level, you also work together with **stakeholders and leadership** to promote the agility of the organization. This can include **coaching and training** for executives, product owners, and other key stakeholders to help them understand and embrace agile values and principles.

Qualifications and skills

- A naturally **transformational mindset**.
- Strong understanding of agile practices, frameworks and methodologies.
- Familiar with Scrum, Kanban, Lean and other agile frameworks
- It is crucial that you have **excellent facilitating and coaching skills** to guide teams during the agile transformation process (shift from transactional to transformational)
- Deep insight into the unique challenges teams and organizations face when adopting agile practices.
- Able to **identify** and address **barriers** and provide guidance on how to overcome them effectively.
- Possessing the **Agile mindset**: openness to experimentation, continuous learning and adaptability.

Linguist

Expert roles in the 20

NEXT

Role and responsibilities

- **Language analysis and research:** A linguist is responsible for analyzing and researching various aspects of language, including grammar, syntax, semantics, phonetics and discourse. They examine language patterns, structures, and changes over time to gain insight into language evolution and communication.
- **Language development and innovation:** Language experts play a crucial role in the development and innovation of language. They create and refine linguistic models, theories and tools to better understand and improve language use. They explore creative ways to adapt language to new technologies, cultural shifts and changing communication needs.
- **Language advice, instruction and public speaking:** Language experts provide advice and guidance on language-related matters. They can work with writers, editors, translators, ChatGPT and other language professionals to ensure accurate and effective language use. They can also provide language education and training, teaching others how to improve their language skills.

Qualifications and skills

- **Advanced language proficiency:** Linguistic experts must have advanced proficiency in multiple languages, including a deep understanding of grammar, syntax, vocabulary and cultural nuances. They have a good ear for phonetics and pronunciation, which allows them to analyze and interpret languages accurately.
- **Analytical and research skills:** Strong analytical and research skills are crucial for a linguist. They are adept at collecting and analyzing linguistic data, conducting research, and gaining insights from complex language patterns. They have excellent problem-solving skills.
- **Creative language manipulation:** Linguists have a natural tendency to play with language. They like to experiment with language structures, wordplay and puns. Their creativity allows them to explore new ways of expressing themselves, which can lead to innovative language applications and approaches. attention to detail.

Tech

Expert roles in the 20

NEXT

Role and responsibilities

- **Tech 'go to' person:** Helping users with technical issues, answering their questions (and analyzing the questions with common sense), and guiding them through troubleshooting.
- **Technology implementation:** Become a partner in researching, evaluating and recommending new technologies as a super user internally. You also have an important implementation role in embedding the rollout of technology, your network is everywhere, such as working with stakeholders to ensure seamless integration and adoption of new technologies.
- **Tech consultant:** You perform thorough evaluations of the existing IT infrastructure and make recommendations for improvements (collect the internal 'bugs' and questions). You also stay informed of trends and developments in the sector and translate complex technical concepts into clear, actionable recommendations.

Qualifications and skills

- **Technical curiosity:** In-depth knowledge of hardware, software, networks and other relevant technologies. Skills in troubleshooting issues across systems and platforms. Familiarity with emerging technologies and the ability to quickly adapt to and learn from new technologies.
- **Communication and collaboration:** Strong interpersonal skills and the ability to effectively communicate complex technical concepts to non-technical individuals. Excellent skills to collaborate with diverse teams, stakeholders and customers. Active listening and a customer-centric approach to meeting user needs and delivering effective solutions.
- **Continuous learning and adaptability:** A passion for continuous learning and staying up to date with the latest developments in the sector. Adaptability to rapidly changing technology landscapes and the ability to embrace new technologies and methodologies. Strong analytical and problem-solving skills to identify innovative solutions and drive continuous improvement.

Data

Expert roles in the 20

NEXT

Role and responsibilities

- **Data analysis:** Use advanced analytical tools and techniques to collect, analyze and interpret data relevant to the organization's activities and objectives. Develop insightful reports and presentations based on data findings to support decision-making processes.
- **Strategic support:** Assist with strategic planning and goal setting by providing data-driven insights, identifying patterns and predicting potential outcomes. Collaborate with executives to align data analytics with organizational goals.
- **Information management:** Manage and maintain databases, ensuring data accuracy, integrity and security. Implement effective data management systems and protocols, including organizing, categorizing, and archiving information for easy access and retrieval.

Qualifications and skills

- **Strong analytical skills:** Skilled in analyzing complex data sets and identifying trends, patterns and correlations. Able to gain meaningful insights to support decision-making processes.
- **Technical skills:** Expertise in data analysis tools such as Microsoft Excel, Python, R, SQL or other statistical software. Familiarity with data visualization tools, such as Tableau or Power BI, is also a plus.
- **Communication and presentation:** Excellent oral and written communication skills to effectively present findings, reports and recommendations to executives and stakeholders. You can translate complex data into clear, concise and actionable insights.

Social impact

Expert roles in the 20

NEXT

Role and responsibilities

- **Program development and implementation:** Identify social impact opportunities and develop initiatives aligned with organizational goals. Collaborate with various departments to integrate social impact initiatives into business practices. Develop and implement action plans to effectively implement and monitor these initiatives.
- **Stakeholder engagement and partnerships:** Build and maintain relationships with community organizations, NGOs, foundations, government agencies and other stakeholders. Work with stakeholders to build partnerships, secure funding and access resources for social impact programs. Represent the organization as a spokesperson at community events, conferences and meetings to promote social impact initiatives.
- **Impact measurement and reporting:** Establishing mechanisms to measure the effectiveness and impact of social programs. Collect data, conduct analysis and prepare reports on the results of social impact initiatives. Communicate results both internally and externally to stakeholders, shareholders and the wider community.

Qualifications and skills

- **Strong leadership and communication skills:** Demonstrated ability to inspire others, lead teams and drive social change within the organization and community.
- **Strategic thinking and project management:** The ability to think strategically and develop comprehensive plans to achieve social goals. Skilled in project management, including the ability to prioritize tasks, manage timelines, and allocate resources effectively.
- **Social impact expertise:** Deep understanding of social issues relevant to the organization's mission and community needs. Knowledge of social impact measurement frameworks, CSR best practices and sustainable development goals.

Community

Expert roles in the 20

NEXT

Role and responsibilities

- **Community management:** Nurture and grow the community by creating a welcoming and inclusive environment. Engage with community members, answer their questions and facilitate discussions to encourage active participation and knowledge sharing.
- **Develop content:** Create and collect valuable content, including blog posts, podcasts, newsletters and social media content, to keep the community informed and engaged. Develop effective communication strategies to disseminate relevant information and initiate discussions.
- **Building/connecting relationships:** Build strong relationships with community members (across departments), stakeholders and partners. Work with relevant departments to identify opportunities for partnerships, collaborations and events that enhance the community experience and add value to members.

Qualifications and skills

- **Strong connection skills:** Ability to communicate concisely, inspiringly, connectingly and empathetically.
- **Problem solving** and conflict resolution: Strong problem-solving skills.
- **Technical proficiency:** Proficiency in using various online community platforms (e.g. MS Teams channels), social media/intranet and content management systems is useful. Familiar with analytics tools (Power BI) to track community engagement and the impact of community initiatives.
- **Empathy and emotional intelligence:** you understand the measurable needs, concerns and motivations of community members.

Leadership

Expert roles in the 20

NEXT

Role and responsibilities

- **Transforming** leadership styles and promoting servant leadership principles
- Collaborate with the leadership team to assess their current leadership style and identify areas for **growth and improvement**.
- **Develop** and deliver customized training programs, workshops and coaching sessions to enhance leadership skills and cultivate a servant leadership mindset.
- Provide guidance and support in **implementing** the principles of servant leadership throughout the organization, promoting a culture of empathy and empowerment.
- Aware of the latest **trends** and best practices in the field of servant leadership and **leadership development** and incorporating them into practice.
- Collaborate with **HR** and other departments to align leadership development initiatives with the organization's goals and objectives.

Qualifications and skills

- Nieuwsgierig naar de **principes van dienend leiderschap** en het vermogen om deze toe te passen in een praktische omgeving.
- **Sterke interpersoonlijke vaardigheden** en het vermogen om betrouwbare relaties op te bouwen met leiders op alle niveaus van de organisatie.
- Uitstekende **communicatieve vaardigheden** met het vermogen om complexe concepten en ideeën effectief over te brengen.
- **Sterke analytische en probleemoplossende vaardigheden**, met het vermogen om behoeften op het gebied van leiderschapsontwikkeling te identificeren en aan te pakken.

Future skills

in your profession

Research and analyze

Stakeholder management

(connecting people – content – process)

Creative & experimenting

Transformational mindset

Visibility

NEXT

Future leadership

From 'please to serve' to '**lead to serve**'

NEXT

Future Leadership

from 'please to serve' to 'lead to serve'



Get to work!

Assignment

Assignment

in your profession

STEP 1

VISUALIZE YOUR FUTURE

See it, believe it, act on it!

- Draw/Imagine your future role 2.0
- What do you need (upskilling) and what do you have to let go of (downskilling)
- Who inspires you?
- Take the lessons from Gabriel, Dominique and Annemieke.

STEP 2

SUMMARIZE IN A TEMPLATE AND SHARE

Express to impress!

- Template
- Discuss it with your business partner(s). Do it together!
- Peer coach (accountability partner)

NEXT



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