



NAVIGATING THE NEW PHYSICAL AND DIGITAL WORKPLACE IN THE AGE OF PANDEMICS

Melissa Fisher, Cultural Anthropologist & Visiting Scholar, New York University Institute for Public Knowledge

Webinar

Friday, 30 April 2021, 15:00 BST

A Word From Today's Chairman



Professor Michael Mainelli

Executive Chairman

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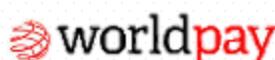
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Today's Agenda



- 15:00 – 15:05 Chairman's Introduction
- 15:05 – 15:25 Keynote Presentation – Melissa Fisher
- 15:25 – 15:45 Questions & Answers

Today's Speaker



Melissa Fisher

Cultural Anthropologist & Visiting Scholar

New York University Institute for Public Knowledge

Navigating The New Physical And Digital Workplace In The Age Of Pandemics

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April 30, 2021



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Cultural Anthropology

Amid disruption, upheaval, and flux due to the pandemic, how can we make sense of and support the new world of work?

Anthropologists can help make sense and even revolutionize our understanding of workplace behavior by studying workers, organizations, and markets through an anthropological lens.



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Photo: The Conference Board

Cultural Anthropology

Anthropology is the study of people and culture.

Culture is the shared system of meanings, symbols, rituals, and practices of an organization or society.

The **culture** and **structure** of **work** shapes and constrains the thoughts and behaviors of workers.

An anthropological approach can help businesses understand the organizational & cultural shifts that are demanded in the expanded eco-system of physical and virtual workplaces – how people will work, collaborate & relate to each other.

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Anthropological Tool Kit

- ▶ In Person & Digital Fieldwork
- ▶ One-on-One Interviews
- ▶ Focus Groups
- ▶ Ideation Sessions
- ▶ Literature Reviews
- ▶ User Journeys
- ▶ Archetypes



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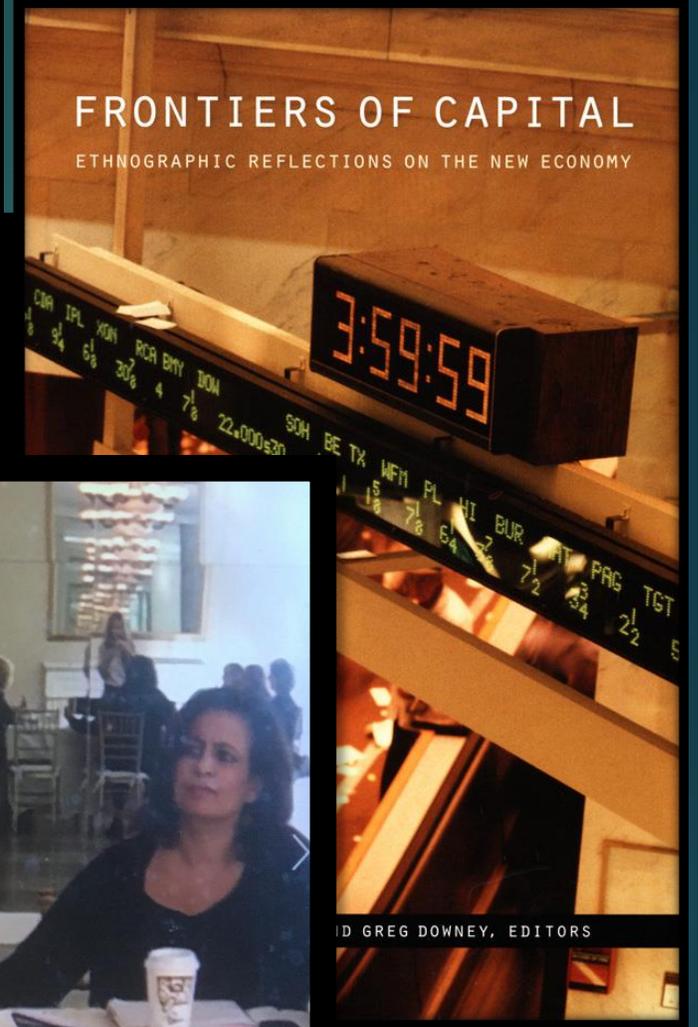
Business Case Study One

▶ Wall Street: The Culture of Finance

Photo Sources: Duke University Press. Melissa Fisher
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WALL STREET WOMEN

MELISSA S. FISHER



Business Case Study Two

- ▶ Re-imagining the Hotel Experience
- ▶ Anthropologists collaborating with other experts

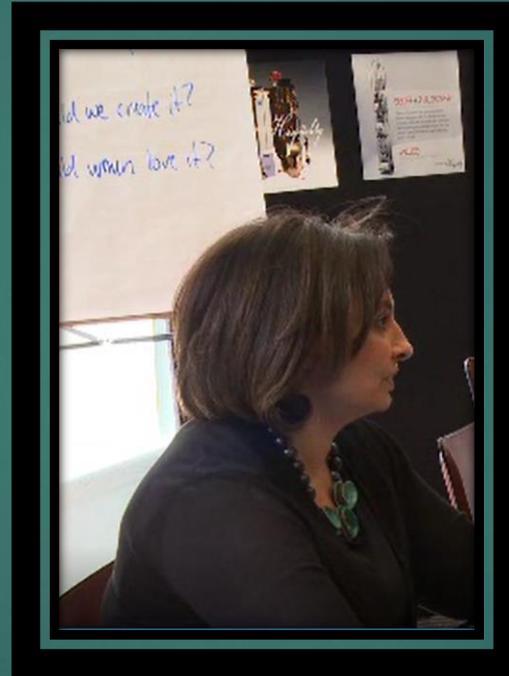


Photo Sources: CNN; Investopedia; Melissa Fisher; Gianna Biscotinni

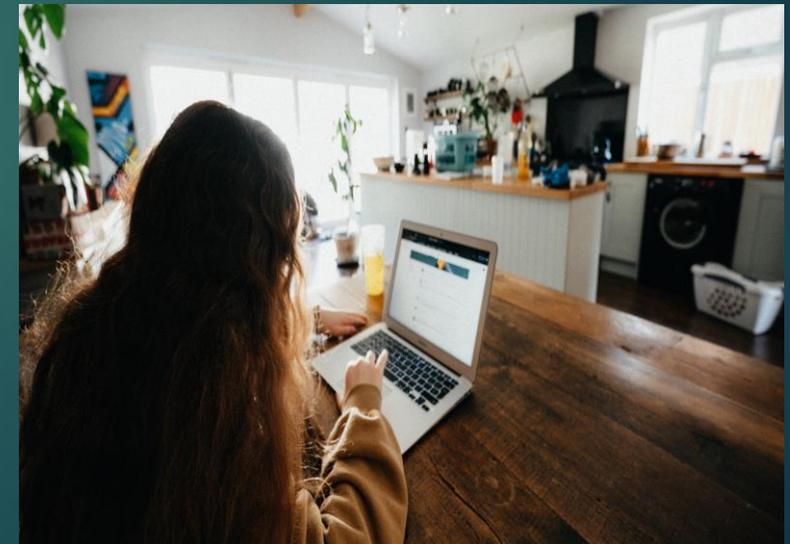
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Business Case Study

Three: The Future of Work

The global pandemic has ushered in a revolution in the ways & places we work

Hybrid models of work



The Future of Work:

It's important to take a **human centric** and **inclusive** approach in re-imagining and re-designing the workplace experience



Photo Sources: The Conference Board and Unsplash

Report Source on Future of Work: TCB

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Future of Work Cultural Shift I

When work becomes home, and home becomes work.

Photo Sources: Bloomberg Quint & Melissa Fisher

Report Source:

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Future of Work Cultural Shift I: Working at Home

- ▶ Enable an ergonomic home office
- ▶ Address the needs of a diverse workforce
- ▶ Support all employees juggling both work and caregiving responsibilities



Photo Sources: Unsplash; The Report Source: TCB

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Future of Work Cultural Shift II

From “personal” wellness to “social” wellness and a safe workplace.

Photo Sources: Covenant Health; Extended Notes

Report Source: TCB

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Future of Work Cultural Shift II: Social Wellness

- ▶ Use “hub and spoke” work models
- ▶ Communicate new guidelines & protocols and launch a mobility ambassador program
- ▶ Leverage technology & architectural design techniques
- ▶ Provide mental, social, and financial health support



Future of Work Cultural Shift III: An Inclusive Culture Everywhere



Photo Sources: The Conference Board and Unsplash

Report Source: TCB

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Future of Work Cultural Shift III: Inclusive Culture Everywhere

- ▶ Create intentional touchpoints and fostering spontaneous interactions
- ▶ Develop new workplace rituals that bond workers.
- ▶ Relaunch training to build a DEI culture.
- ▶ Organize conversations on how to create workplaces and experiences that reflect the values of anti-racism, gender equity, and social justice



Report Source: TCB

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Poll

Which of the three future of work cultural shifts just mentioned do you think is most important?

- ▶ 1. When work becomes home, and home becomes work
- ▶ 2. From 'personal' wellness to 'social' wellness and a safe workplace
- ▶ 3. Building an inclusive culture everywhere

Questions and Answers:



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Some of Melissa's Selected Articles:

Fisher, Melissa and Amy Ye. "A Human-Centric and Inclusive Approach to Work Wherever it Happens." *The Conference Board*. New York, New York. December, 2020.

[REMOTE WORK | A Human-centric and Inclusive Approach to Work Wherever It Happens \(conference-board.org\)](https://www.conference-board.org/remote-work)

Fisher, Melissa. "Wall Street Women: Saviors of the Global Economy?" Special issue on Critical perspectives on the Globally Mobile Professional and Managerial Class" in *Critical Perspectives in International Business*. Emerald Press. Volume 11, Issue 2. 2015.

[Wall Street women: professional saviors of the global economy | Emerald Insight](https://www.emeraldinsight.com/doi/10.1108/CPIB-05-2015-0011)

Some of Melissa's Selected Books:

Fisher, Melissa. *Wall Street Women*. 2012. Durham: Duke University Press.

[Wall Street Women: Amazon.co.uk: Fisher, Melissa S.: 9780822353454: Books](https://www.amazon.co.uk/dp/9780822353454)

Fisher, Melissa. *Frontiers of Capital: Ethnographic Reflections on the New Economy*. 2006. Co-Edited volume, with Greg Downey. Durham: Duke University Press.

[Frontiers of Capital: Ethnographic Reflections on the New Economy: Amazon.co.uk: Fisher: 9780822337393: Books](https://www.amazon.co.uk/dp/9780822337393)





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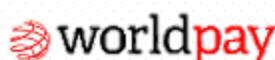
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Forthcoming Events

- Wed, 05 May (15:00-15:45) How Capitalism Could Save The Planet
- Thu, 06 May (10:00-11:00) Fighting Climate Change: The Important Role Of Global Green Finance Centres
- Fri, 07 May (14:00-14:45) Finance In The Climate Decade– Emerging Stewards Of The Net Zero, Resilient Transition
- Mon, 10 May (15:00-15:45) Leading With Compassion - Building Successful Teams & Influencing Change

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