

FUTURE OF WORK LEADERS FORUM

Shaping the Future of Work, *together*

The Year to be Brilliant at Really Basic Stuff

23rd January 2025

Fiona Farrell

<https://workmatters.ie/>



WorkMatters

Connecting You with Tomorrow



Today's Agenda

- **Welcome & Introduction**
- **The Year to be Brilliant at Really Basic Stuff**
- **Discussion & Q&A**
- **Close & After Hours**



Work Matters....and it's changing

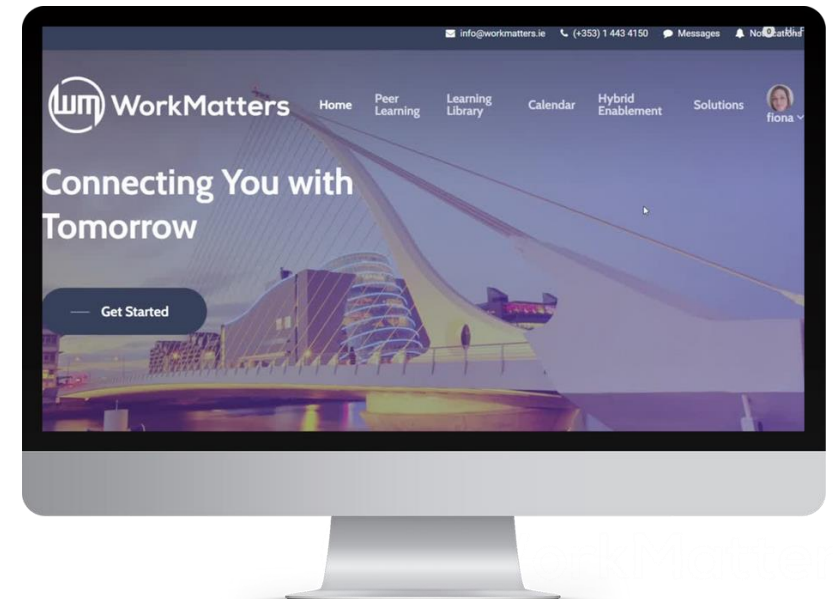
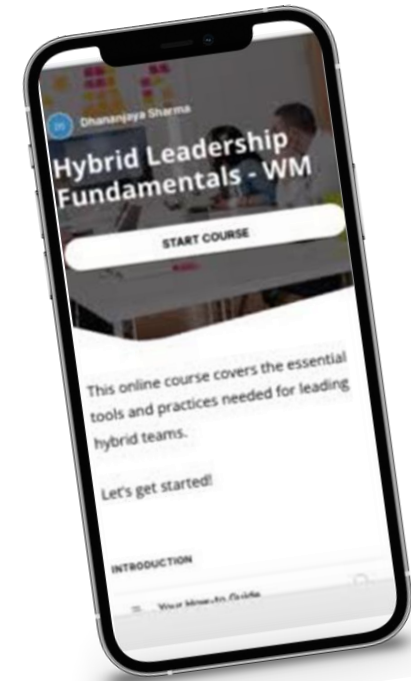
While continued business disruption, transition to more flexible work models, digitalisation and more adaptive ways of working provide opportunity and progress, they also bring significant people and leadership challenges. **That is where we can help.....**



WorkMatters Solutions: Enablement and Ways of Working solutions, development, AI /HR tools - programmes to help your organisation and people adapt and thrive in the changing world of work



WorkMatters Forum & Portal: A Peer to Peer learning network and membership portal that enables members to shape the Future of Work, *together*





Future of Work Leaders Forum: 2025



A unique peer-to-peer learning and knowledge exchange community, dedicated to shaping the changing world of work, *together*

"This Forum has been of huge value to us as we deal with our future of work strategies and plans - a high impact blend of both inspiration on local & international best practices with practical peer to peer support."

Simply not matched by any other ongoing forum for topics shaping the future of work".

Tamsin Trevarthen

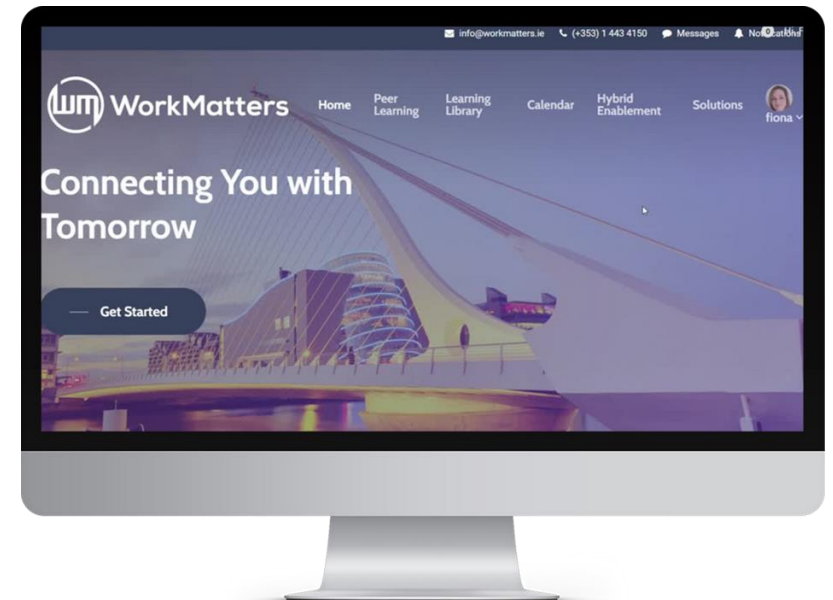
Head of Culture & Capability, Irish Distillers

For full 2025 joining details contact Fiona.Farrell@workmatters.ie



Future of Work Leaders Forum – Key elements & events

- Member + Guests **Masterclasses**– knowledge leadership on “next practice” and Future of Work themes impacting the next phase of work
- Member’s **Case Study** sessions – member stories on real life practices and ways of working
- Member’s **Mastermind** calls – solution orientated member discussions on specific themes
- Member’s Online **Portal** for FoW materials, recordings, tools, calendar & member collaboration





Future of Work Leaders Forum: A flavour of what's coming up this quarter

23 rd January 2025	2025: The Year to be Really Brilliant at the Really Basic Stuff Neil O'Brien	Future of Work Masterclass	Online via Zoom	Future of Work Leaders Forum Members and Guests
13th February 2025	Future of Work Member Mastermind Call		Online via Zoom	Future of Work Leaders Forum Members
27 th February 2025	The Skills Based Organisation. Where are we in 2025 and what next ? Prof. John McMackin and Prof. David Collins	Future of Work Masterclass	Online via Zoom	Future of Work Leaders Forum Members and Guests
Starting March 2025*	Adaptive & Future-Fit HR - Open Programme – details to follow	Open Programme	In person / Blended	Future of Work Members
11 & 12 March 2025*	Applied AI for HR Open Programme	Open Programme	In person – in conjunction with Trinity College Dublin	Future of Work Members & Guests
13th March 2025	Future of Work Member Mastermind Call	Future of Work Masterclass	Online via Zoom	Future of Work Leaders Forum Members
27th March 2025	How Can We Improve How Work is Working – Creating team sustainability, productivity and predictability in changing times Rob Healy, WorkMatters	Future of Work Masterclass	Online via Zoom	Future of Work Leaders Forum Members and Guests

For full 2025 programme of events and joining details contact Fiona.Farrell@workmatters.ie



Free and Discounted LIVE Events in 2025 for Members.....



<https://www.talentsummit.ie/>

Free ticket offer for Members
6 March 2025



<https://workmatters.ie/event-applied-ai-for-hr/>
Member discounts
11/12 March 2025



**"Sustainable Practices for
Modern Working"**
2 April 2025



<https://hrworldsummit.com/>
Half price ticket offer for Members
20/21 May 2025

For full 2025 programme of events and joining details contact Fiona.Farrell@workmatters.ie

Upcoming Events

APPLIED AI FOR HR

STRATEGY, SOLUTIONS AND BEST PRACTICES

Dates: 11 & 12 March 2025

Times: 09:30am - 04:00pm

Venue: Trinity College Dublin



2 Day In Person Programme

<https://workmatters.ie/event-applied-ai-for-hr/>

A transformative two-day, in-person programme designed specifically for senior HR professionals led by AI and HR experts from **Trinity College's Centre for Digital Business and Analytics** and **WorkMatters**

This programme will:

- Provide you with the knowledge and tools to lead AI-driven change in your organisation
- Give a practical, hands-on approach to demystifying artificial intelligence for HR
- Offer real-world applications and theoretical insights without the jargon

Understanding the steps involved to implement and use AI and the ethics around using AI were incredibly helpful. The programme provided a deep understanding of where AI can be applied effectively for HR. I highly recommend this programme.

– Eleanor Hession, ADD TITLE & ORG

Contact fiona.farrell@workmatters.ie for member discounts and booking details

The Year to be Brilliant at Really Basic Stuff

Neil O'Brien



Reflections on Change: Metrics & Wellbeing

48 Years and Counting

Last December marked my 48th work anniversary, prompting me to reflect on workplace changes. While technology has evolved rapidly—transforming from typewriters and ledgers to today’s digital landscape—it’s not the biggest shift.

The Day Work Stopped Being Fun

The real change happened in 1982 when we moved from relationship-driven work to sales-driven targets. Previously, our days were spent building genuine connections with customers. But the introduction of sales targets, starting with a Visa card, changed that. We were no longer “being” in relationships—we were “doing” sales.

No Joy, No Soul

Metrics can drain joy and authenticity. When we measure engagement, relationships, or innovation, they become checkboxes rather than natural, meaningful experiences. The same applies to personal aspects like happiness and love—measuring them changes their nature.

Wellbeing 2.0: Time for a New Approach



Having worked in corporate wellbeing for over 12 years, I see the need for a shift:

- **Beyond the Individual:** Wellbeing has focused too much on personal initiatives rather than community and group connection.
- **Relatable Role Models:** Many employees struggle to relate to wellbeing providers who seem far removed from everyday workplace pressures.
- **Ownership Clarity:** The balance of responsibility between the individual and the organisation remains unclear.
- **Esteem vs. Worth:** Most wellbeing efforts focus on self-esteem but overlook self-worth.

While wellbeing programs, initiatives, and champions are valuable, we can refine our approach to be more impactful.

100 Things vs. 1 Thing

Many organisations try to fix wellbeing by doing 100 different things. But what if just **one** thing could improve 100 others?

2025: The Year of Basics in Life and Work

Start with Subtraction

Before adding more to your plate, start with what you want to remove:

- Who do you no longer want to be?
- What habits or behaviors are you ready to let go of?
- What role-playing are you tired of?

Letting go of even one or two things can create momentum for meaningful change.

Mastering the Basics

Survivors of extreme situations rely on fundamental skills—they trust what has worked repeatedly. The same applies to top performers in business, sports, and the arts. They don't chase complexity; they master the basics so well that their execution appears effortless.

The key to success in 2025? **Do the basics exceptionally well—and never neglect them.**

The One Thing That Improves Everything? Enjoyment.

If organisations focused on making work more **enjoyable**, it would positively impact engagement, productivity, innovation, and retention. And the best part? **No need to measure it.**

Esteem vs. Worth: A Deeper Perspective

- **Self-Esteem** = What you say **yes** to (yoga, journaling, hydration).
- **Self-Worth** = What you say **no** to (what you refuse to tolerate).

Self-worth is about recognizing that the world is better because **you** are in it—not because of your metrics, performance, or habits, but simply because of who you are.

“It is easier to try to be better than you are than to be who you are.”

— Marion Woodman

Self-improvement is easier than self-acceptance. But real fulfilment comes from recognizing and embracing your inherent worth.

2025 Manifesto for Work & Life

- Identify what is **no longer acceptable** in your life and work.
- Focus on the **fundamentals** that truly matter.
- Never neglect the basics.
- Make work more enjoyable—others might follow your lead.
- Regularly remind yourself: **You are a uniquely talented human being, and the world is lucky to have you.**
- Spend more time with **good people**.

Neil O'Brien

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A Few Questions ?





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