

# Re-thinking thinking

for People and Culture

with

**ROWBOAT**

28 Thursdays





Welcome to

# Re-thinking thinking

To change the way you think about  
the future, you have to change the  
way you act in the present.

**Hands up if you're tackling things  
you've never had to before?**

**We thought so.**

People and culture teams had such a critical role in steering their organisations through the pandemic. They showed adaptability and an ability to rethink policies and processes to redesign for what people needed at that time. Whilst we're (mostly) emerging out of that phase, P&C now need to look to the future and lead the conversation into how we'll work over the next decade.

This is why we've designed this session with P&C teams in mind. To explore and imagine glimpses of possible futures and build the tools, language and mindsets they'll need to lead the future of work.

If your P&C team are stuck in the whirlwind of reactive work, feeling overwhelmed by constant change, and aren't sure where to start when it comes to learning more about what's happening, this day will reset, reignite, and refocus on what's possible.



## The event

**Q: What do you get when you cross a futurist, a human-centred designer and a learning designer?**

**A:** A healthy dose of brain-tickling thought-experiments, practical tools, takeaways, and a whole heap of fun (we promise).

This day is about blending the mindsets and tools of some of the leading methodologies when it comes to thinking differently about the future of work.

Our aim is to give you a practical reset and inject some excitement about your role in that future. We'll help you and your P&C team be the wise managers, visionaries and innovators needed in this time of uncertainty.

You'll go away with the tools to both anticipate and shape what's coming in your own organisation and/or industry.

## What's inside...

- + Time spent learning new strategic language and tools to identify current and emerging changes in work futures (and the related ecosystems)
- + Practice using Futures Thinking and Human Centred Design tools to disrupt short-termism and identify new possibilities
- + Examples and case studies of the interesting shifts in ways of working already happening
- + How to connect current changes to possible actions you can take today
- + How to create more future-focused strategic plans
- + Practice applying all of the toolkits and ideas to the opportunities in your own team and organisation
- + Tools you can use forever
- + A trip in our time machine
- + Being part of a growing collection of people thinking differently
- + A few surprises!

After the event you'll have ongoing access to our own library of prompts, playlists, inspiration, and signals that help us think differently. This is not just a spray of 'more' (everyone already has plenty of that), we'll only choose and curate the best stuff to share with you.



## Meet Bec



Bec reimagines experiences and products. She enjoys supercharging the problem solving process using the magical tools of human-centred design. Bec's work involves either helping HR teams re-imagine the moments that matter most to their people such as onboarding, recruitment and learning or helping organisations reimagine their services to better support and engage their customers.

Bec founded Rowboat in 2017 after nearly a decade working with HR and Organisational Development teams globally while working with PwC as a management consultant.

The Rowboat crew have been lucky enough to partner with organisations such as the International Cricket Council, Cricket Australia, Tennis Australia, Australia Post, Coles, nab, So if you're a sports organisation or you have a red logo, get in touch!

**The thing Bec is most excited about in the future** is the prioritisation of 'life design' that happens alongside the shifts in work design. How can we apply the same mindsets and tools to design fulfilling and meaningful lives, relationships, and communities. It's a biggie!

 /designwithbec  
wearerowboat.com

**R O W B O A T**

## Meet Steph




Steph uses the best bits of facilitation, modern learning approaches, coaching, visual design, futures thinking, human centred design, and a healthy dose of creativity to help organisations raise the bar on the development element of their employee experience. She works with leaders to design and deliver approaches that bring together an organisation's employee value proposition with the high expectations people now have of workplace learning.

Steph is a life-long learner who practises what she preaches by learning out-loud with a range of hobbies. She is the host of the podcast Steph's Business Bookshelf, where she shares the three big ideas and reviews of the best non fiction books she reads.

Steph's particular strength is bringing the outside in; looking for the best ideas from other industries and fields and using these as ways to bridge the gap between the learning that people have access to outside of work and what exists in the majority of organisations.

**Thing Steph is most excited about in the future:** Te changing attitudes and habits already being demonstrated by Gen Z around climate, consumption, and mental health. There's far too much pressure on that generation to save us all, but they're already showing us how systems need to change for the better. That and universal digital identities - a hugely complex but very interesting area of emerging tech that touches everything.

 /steph-clarke  
28thursday.com

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## Meet Reanna



Reanna is an academically trained and practicing futurist, industry fellow, organisational designer, strategic workforce planner, start-up co-founder, keynote speaker and creative practitioner.

She is the founder of Work Futures - a global strategic foresight consultancy that helps organisations and workers 'unlearn the future', build foresight capability and get practical around the future in the present.

She works across a range of sectors including the futures of; work, tech, sport, engineering, banking, water, law, insurance, policing, unions, local government, public sector, engineering.

Reanna holds an MA in Strategic Foresight from Swinburne University, a post-graduate qualification in Futures from the University of the Sunshine Coast, a BA in Business (HRM) and is a graduate of the Finland Futures Academy and the Shillington School of Graphic Design.

Reanna has also been recognised as one of the 'World's Top Female Futurists' by fellow practitioners.

 /reannabrowne  
workfutures.com.au/





What our early pilot session participants said:

"Bec and Steph did an awesome collab on futures thinking for a one day offsite with our Strategy & CX team recently. The activities were super practical to get us challenging our assumptions about what's coming next and how to even look at just small things we can do now to better prepare for an inevitably different future! Recommend."

Kieran McMillan  
Head Of Customer Experience at Cricket Australia

### What's next

**Investment:** \$19,990 + gst  
for teams of 6–20

*(NFP discount available, talk to us if your team is bigger or smaller)*

**Includes:** materials, venue, catering, & facilitator travel within Victoria

**Book it in:** email [steph@28thursdays.com](mailto:steph@28thursdays.com) to book your team experience or find out more

Email us now