



## Working tribes get set for century-long career

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AUSTRALIAN workplaces are heading towards a seismic restructure in which work-life will span up to 100 years and many traditional careers will be replaced by “hyperspecialisation”.

Workplaces will also need new approaches to management to accommodate four generations in a single office and to radically transform office design as jobs become “a thing you do rather than a place you go”.

A report, *Liberated Work*, to be released in Brisbane today, predicts the rise of working “tribes” — people who work together like an organisation but avoid the overheads of running a business.

The report was written by Co-Activ8 principal Caroline McLaren and Third Spaces Group chief executive Brad Krauskopf, who both head organisations committed to meeting the demand for hub-style shared work environments.

Mr Krauskopf said he was seeing the conventional model of a series of careers over a lifetime being steadily replaced with “one fluid career focused on hyperspecialisation”.

“Specialisation is being encouraged by the ability to become an expert on virtually any subject and have it rewarded by the ability

to easily access projects related to your niche,” he said.

“I expect a new organisation structure to emerge — it’s not a co-op company or a not-for-profit — it’s a ‘collaborative’, a tribe of

people that work together. In this fluid structure, an employment contract or rules or processes do not bind individuals. Tribes are stickier than a big company because of higher trust and social capital.”

Mr Krauskopf said young people entering the workforce, might

be looking at careers that span 100 years.

This was based on the concept that people were expected to live to 120 and, due to the welfare challenges of so many people in older age, continuing to work in some capacity may be required. In this context, many of the new

workplace flexibility options would be adopted by less obvious demographic groups.

“Often we think of freelancing and the contingent workforce being something for gen Y and Millennials and those people coming into the workforce,” Mr Krauskopf said. “But it will actually be at the other end of the career where people will need to have a lot more flexibility with how they work and the opportunities provided by freelancing be-

come particularly attractive.”

Claudia Barriga-Larriviere, project director of Switch, and Mikey Leung, the co-founder of Impact Strategist and cinematographer of Digital Storytellers, are embracing the new “hub” working model at Hub Australia in Sydney.

Ms Barriga-Larriviere said her team was determined to build a collaborative approach to work, unrestrained by the legacy of older corporate models.

“It’s amazing to be able to see into that world,” she said.

Mr Leung said one of the great values of tribal environments was serendipitous collaboration with people who happened to share the space. It was also a way to get a start-up company viably out of people’s houses and into a setting where sharing ideas was easier.



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