

**DEAR LEADER:**

**Life** is just too damn precious!

It's no longer acceptable that there's work and there's life and it's up to us to balance the two.

We deserve a better return on the time and energy we invest in your company.

# The New Work Contract

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**FROM WORKFORCE TO LEADERS**

## Article 1.

**Our working capital gets stuff done.**

You use our assets — time, attention, ideas, knowledge, passion, energy, and networks — to make your company go. The new contract is all about how to leverage our working capital — and how not to.

## Article 2.

**Our work is an investment.**

Our time and attention are finite, becoming more valuable and sought-after with each tick of the clock. Tell us again: why should we invest all these assets in you?

## Article 3.

**We want better returns on our investment.**

If an hour invested in your firm could be invested in a competitor for greater return, we will leave...Or hack a workaround. Our choice.

## Article 4.

**Hello value, or goodbye.**

You, the company, are a middleman between us, our teammates, our customers, and the marketplace. What value do you create for us as we try to get stuff done?

## Article 5.

**Productivity is personal.**

For every day spent with your company, it must get easier to do great work, make myself better, and make the world a better place.

## Article 6.

**Form follows passion.** Listen to what rocks our heart, what inspires and excites us. Ask and listen first, and then set your targets, goals and plans.

## Article 7.

**What must radically change** is how we use the company to get stuff done. We believe that infrastructure — not just dialogue — is part of our dynamic relationship with you. Technology, processes, information flows, and everything that connects us and organizes our work, need to change. Change them to meet our needs, as much as they currently meet customer and company needs.

## Article 8.

**The important fundamentals** haven't changed.

None of this reduces our need for decent pay, appropriate benefits, being on a winning team with great people, great leaders, and great communication.

## Article 9.

**We win, you win, they win.** Corporate and customer success are tied to the decisions that each of us makes, and how we make them. So if you focus on creating value for us, (the keepers of your working capital), everybody wins!

## Article 10.

**Work 2.0 value is My Job, My Way.** Yes, teamwork and shared goals are super crucial. But we are also business units of one. The great places to work will set new standards in real-time responsiveness, interactivity, customization and personalization for each individual.

## Article 11.

**Work 2.0 value is peer-to-peer** connections that deliver personal freedom, growth and success. We no longer compare your communities of practice, your culture or talent pool to other companies. We now scrutinize how you build teams and communities according to what's available "out there." (Web 2.0, 3.0, and more.)

## Article 12.

**Work 2.0 value is more useful,** usable, and practical tools, apps and processes than we could build ourselves. It should be just as easy to get exactly what we need to make a difference, exactly how we need it, and when we need it, as it is for us to download any app and build My Whatever.com.

## Article 13.

**Work 2.0 value is now, wow,** and addictive learning. We'll go wherever we get just-in-time, on-demand learning, that's exciting, and continually draws us back for more.

## Article 14.

**Work 2.0 changes what you value,** and therefore, what you measure. Do you consider it an organizational value to be respectful of how you use people's time? Do you measure the usability of the tools you build for us? Do you even understand how we need to learn, the information we need, and how we need it?

## Article 15.

**Work 2.0 forever changes** how our work is evaluated. Mostly, you don't know how to evaluate us. Truly talented people are not driven to please authority figures. So the evaluations, reviews, recognition we most value come from peers, customers and competitors who are closest to our work. We'll hang with them our whole lives. Odds are, we'll work with you for only a limited time.

## Article 16.

**Work 2.0 flows from simplicity** and common sense. We will always invest our time, attention, knowledge, passion, and energy in whatever and whomever makes the investment easier. Common sense governs our choices — not corporate logic.

## Article 17.

**Work 2.0 ignores timebandits.** Time and attention are the scarcest resources we have. We get ticked off when they are wasted. We will invest elsewhere. Anything, or anyone, inside your organization that wastes our time just gets ignored.

## Article 18.

**Work 2.0 has a great sense of humor.**

As individuals, we laugh easily, deeply and long. Lots of times, at ourselves. Does your firm? Do you?

## Article 19.

**Work 2.0 creates new levels** of trust, clarity, and deep conversation. What will happen when you use our working capital more wisely? We will have more time to connect with the real, wonderful people in your organization. And to talk about stuff that really matters.

## Article 20.

**Work 2.0 value starts with me.** We accept personal accountability. Regardless of what our organizations do, or do not do, we can do more to value other people's working capital.

**If you do step up to this new contract,** we're accountable for:

- Retooling ourselves even faster and more often than we do today
- Helping to create the structure and connections that ensure our customers and our company succeed
- Helping to ensure every person around us achieves their potential
- Asking ourselves: Have I got what it takes today?
- Kicking butt in all competitive situations!

From **WORK 2.0** by Bill Jensen

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**MAKE IT EASIER TO DO GREAT WORK**