

The Future of Work

Generator – Battery – Plug-In

TRA

COVID-19 showed we are not tied to the office.

We can embrace new digitally enabled ways of working.

We now see the TRA office as a *Generator*:

- *We plug in* to get its energy but...
- ...TRA also needs to be charged by us plugging into it
- There is also need and opportunity to work away from the office, running on *battery*.

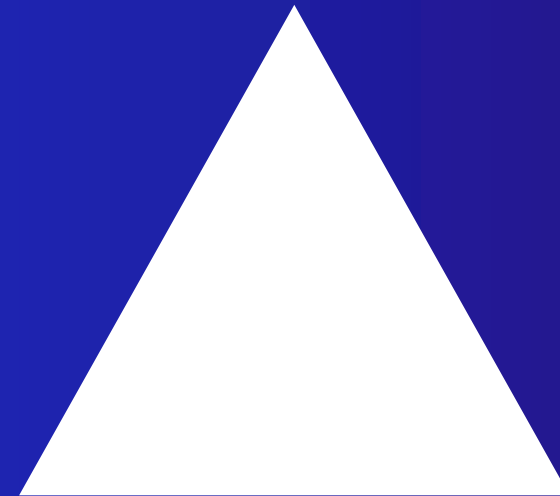
We know some hours are more important to be plugged in than others

- Those that require intense collaboration (eg: storyboarding, kick-off, design sprints)
- Those that allow people to develop and learn new skills (the on the job training makes up 90% of a person's development)
- Those that feed the TRA battery with creative energy
- Those that feed team & TRA culture

**Any new way of
working must
support a 3-way
win**

Best for our People

Happiness, Development,
Productivity



Best for our Clients

Great work, Available,
Agile

Best for TRA

Creativity, Collaboration,
Culture, Growth

**We are each more like
a smartphone battery
than a car battery.**



**Our batteries needs to
be regularly charged.**



**The TRA generator
is more like a solar
panel**



**Energy must come
in it to charge so it
can flow out.**



TRA

Let's talk