



# Unboxing Future of Work - Season 2

Episode: Creator Economy & the Progressive HR

[Audio Transcript]

## Vijay

Hello everyone! Welcome to Unboxing Future of Work season two. I have a very nice, progressive guest today with me. I'm so excited to talk to her today and because it's something very favourite to myself about human resources and people at work. So welcome Coreyne Woodman. Very nice to have you as our guest today on my Season Two of Unboxing Future of Work.

## Coreyne

Thank you, Vijay, thank you so much for having me. I'm excited. I'm excited to talk to you and the Unboxing Future of Work audience.

## Vijay

Okay, so Coreyne, great to have you and hope this is a nice, easy Friday for you. I'm sure it must be very busy. But thanks for giving us time and joining with me today. And it's going to be a very exciting episode for our audience as well. Great to have you again on the show.

## Coreyne

Thanks, Vijay. Yeah, no Friday is kind of a craziness around here in the household. You know, I have my husband and my two children. And one of the girls is still in preschool. So, my day is: wake up, get them all ready and get them to school and then come back, and then pick them up and then pick another one up. Yeah, so Fridays are always busy.

**Vijay**

It's the same schedule everywhere. For all of us.

**Coreyne**

Yeah.

**Vijay 2:00**

So Coreyne, just tell us about yourself a little bit and what you've been doing. I know you're passionate about human resources and people. How did that become progressive HR, if you can just give us a little bit of background about what progressive HR is and about yourself?

**Coreyne**

Yeah, absolutely. Thanks for asking.

So, I'm a content creator, and a content advisor for HR professionals, and HR tech and work tech founders and organizations. So, I focus on the future of work, new work ways, HR technology, web 3.0, and the creative economy.

And I'm from Madison, Wisconsin, although I have travelled the world, and I did go to school in Europe, in the UK, Spain, and in Germany for about six years. So, I started my HR career in the UK with Wrigley UK, over in Plymouth, which just seems so long ago. But I started as the assistant advisor in learning and development. So that was like a year, year, and a half. And then I came back to the US, I didn't get my visa extended. And I was really disenfranchised with the way that organizations treated human resources, and then how human resources interacted with employees. So, you know, it was very dehumanizing. And I really missed Europe, and the UK and the way that they did things there.

And so, I then set myself out on a mission to create Progressive HR, which is essentially a content platform that's celebrating the practice of progressive HR, and how professionals like myself, become influencers and visionaries for the future of work, digital transformation, digital enablement, and new work ways.

**Vijay**

Oh, that is awesome. That is so cool. I mean, because I think Europe is one of the very advanced or at least very progressive when it comes to giving importance to human resources, people at work. And the kind of importance they give to work life balance, whether it's about data privacy, personal privacy, so and so. I think there's so much we all can learn from Europe in certain areas. I'm sure it's going through some turmoil right now, but they've given a lot of ways to really bring best practices out of at least HR globally. So glad to be talking to you, with such a varied global experience in terms of managing, you know, human resources and starting from L&D which is one of the cores fundamental areas presented for HR as a division.

**Vijay**

So, you talked about Progressive HR being a platform for bringing the right message or bring the right best practices, bringing the best right ways to humanizing Human Resources actually. So, tell me a little about, what do you see the work tech evolving. I mean, the whole work and technology coming together. People are talking about future of work, and I'm sure everything related to future work keeps employees and people in the centre in terms of enabling them, in terms of providing the right technology, right learning, right mindset and wellbeing becoming the new focus. Tell us a little bit about, what are the trends that you see in the work-tech and whole digital transformation keeping people in the centre of the transformation.

**Coreyne**

So, I really liked what Ema Roloff said in a third Thursday program last week. And she said a digital transformation is what organizations are doing day in and day out to change the way that they work. So, kudos to Emma for saying that and I decided that I'm just going to take that up and go with it. And so, there's a lot of different movements right now going on. So, we've got first of all, the movement of web 3.0 and crypto and NFTs and the metaverse. And as an HR professional, as a progressive HR professional, we really need to keep on tabs about what's going on there, and how these technologies will become very, very relevant for the work that we do. And new work ways that we're still unboxing these cases, the use cases, for the metaverse and NFTs. And we're ready, we're really wanting to look at how what's today's reality and have find our way to where we belong there. I'm really into these technologies and really into like, how they could democratize the way that we work and offer greater opportunities and more freedom for individuals. I think that these technologies will bring a lot of freedom to individuals and create larger talent pools for work. And

I'm really excited for that. And whether that is for creator work, or different types of work in the metaverse or as well as outside the metaverse. So, talking about crypto and blockchain too, they're providing a lot of financial support and financial freedoms for different populations around the world and really bringing in underrepresented populations into our talent pool. And that helps a lot with global mobility as well. So, if we're really looking at these technologies and helping us match talent and jobs. So, I'm also looking at like human-led design, and human-centred design in work tech, and how HR professionals can kind of look at the work tech stack and really educate themselves on what would be the best work technologies for their organizations because now, it's not a one size fits all.

### **Coreyne**

And as much buzz as one work technology has, or solution has it may not be the right solution for your organization.

You know that I'm really excited about the creator economy, and what that can do for creator cultures within organizations. And lastly human centred benefits. I think that a lot of organizations are doing really great work with understanding that employees, workers, talent, want more than just 401Ks and insurance. It's not just perks, they want benefits like there has to be a benefit for deciding to become an employee in this modern era.

### **Vijay**

Oh, absolutely. And I think that's a perfect segue, you mentioned about some of the key trends that we're all following about human-centric design, and in fact, elevating to Ema's favorite topic, human-centric transformation.

So, you also talked about some of the buzzwords in the industry. So, there's nothing bigger than automation when it comes to as work technology. As automation coming in, AI and automation becoming, playing an enabling role.

And there are two schools of thoughts, right? One is the thinking that it's actually enabling people to be efficient and making them more humane at work.

On the other side, there is so much of hype about these technologies coming and replacing people and people becoming redundant and stuff like that. So how do you see the autonomous technology evolution, the human centred automation? There is no, we know that there's no silver bullet here.

But I just wanted to hear from you. What's your way of looking at this? Which one will be the future of work?

### **Coreyne**

It's a really interesting question. And I have an interesting answer to that. So, I'm currently watching The 100 on Netflix. So, The 100 is very interesting because you think it's just about this group of teenagers who get dropped on a post-apocalyptic world, but it's really about how we're looking at autonomous technology versus human centred technology. And as the seasons progressed, they're really debating this narrative about a battle between A.L.I.E. 1 and A.L.I.E. 2.

A.L.I.E. 1 being this autonomous AI that controls everything that doesn't understand human empathy, and A.L.I.E. 2 being a very human centred AI technology design. But I won't spoil the story. But A.L.I.E. 1 creates a problem for the human race, and A.L.I.E. 2 tries to fix the problem with the help of humans. So, I really think that we haven't scratched the surface yet on human potential. And human centric automation will help us be even more human. So autonomous technology, it's great for mundane tasks, but it shouldn't take over everything that we humans do, because we will cease to be human. Whereas we're human centred automation really supports us as humans, and helps us take on, greater knowledge of who we are and what we can do. We certainly shouldn't automate, just to automate. But I believe that the future is a future where humans are involved. And automation should be there to help humans. So that, you know, want to make sure that we make use of technology to conserve the human time and energy. That technology improves user experiences by eliminating repetitive and mundane tasks. That technology enhances human skills and compensates for human liabilities, again, that it complements humans rather than competes with humans. And lastly, that technology benefits workers by improving working conditions.

So, what are progressive human leaders doing differently in bringing and driving digital transformation in the organizations?

### **Coreyne**

And so, my answer to that is Progressive HR professionals are doing a number of different things. You know, they're upskilling their departments. And they're looking at ways to how they can transform their departments. And I think Gartner has a really great report on the five imperatives

that a CHROs can look at to transform their organizations into a future work and human first centred department and organization.

And Progressive HR professionals are really investing in micro learning, and micro learning, especially in the flow of work. And I recently did a Progressive HR live with Marty Robbins. And that was her big imperative for her organization. She's the head of people, or she was the head of people at pod sites. So that's one thing that her and I talked about a lot is micro learning within the flow of work. And we mentioned this before, is that it's really important to understand and experiment with the HR tech stack. And looking at how we can build digital fluency into organizations.

### **Vijay**

Oh, absolutely and one of the key trends I mean, that was so good, and I hope we will capture it all well, then we are doing it in the text version of it. But the whole nervousness about displacing people through automation and AI. And all that you nicely summed up is how it's actually enabling, and most importantly, how it can bring actually maybe next billion people into the digital workplace. There are so many people you talked about, in the previous context, you mentioned about technologies like blockchain, crypto. So, there's so much research going on... there's a negative side of it, there's a positive side of it. But what we see is it's one of the trends that almost three and a half billion people still don't have access to a digital workplace.

And it's a huge transformation if we can bring them into the new era of hybrid digital workplaces, so that the world can become much better place. So, we see a lot of positive ways where this technology can add value to humans, than the negative connotations of replacing mundane work-related activities, right?

So great. So that' actually also a very interesting topic like leaders like you...and I follow you very closely and you are one of the thought leaders in the HR space who's so upfront in talking about bringing all these best ways of how would we be working in the future, the technologies and impact, reducing the nervousness, bringing HR people into the technology mix of things, right?

### **Vijay 15:52**

So just looking at HR as a back-office cost centre, managing people payroll benefits. So bringing them into technology fore, how do you see some of the leading HR leaders, maybe you can take some references, I'm sure you're talking to so many of them, were actually championing, pioneering from

the front, how they can bring transformation, they can drive digital transformation, taking a seat along with CIOs and CEOs of the organizations to enable people digitally and bring well-being in the centre, bring technology in the fold of it than just being in the background.

**Vijay** 16:32

So how do you see, if you can take some references of some of the leaders and how they are driving digital transformation, how they're doing things differently than a traditional HR compared to a progressive HR?

You need to have a role model? Right? There's a traditional HR, and there are these New Age HR leaders, how they are transforming using technology work tech, what kind of digital transformation, if you can give us some references, one of the role models in this space?

**Coreyne**

So, you know, HR leaders like the first and foremost, they're really focused on upskilling their departments. And Gartner has this really interesting report that they just came out with, with the five imperatives for digitally transforming the HR department. And it talks about how you can look at the different ways that the CHRO can take upon themselves to look at how they can upskill the departments and so that's a really interesting report, if anybody wants to look into it. But then they're also looking at edutainment. So that's the big idea right now, is that micro learning through edutainment, so educational entertainment, and short how-to bytes. And as well they're investing in understanding and experimenting. And we talked about this earlier on, experimenting, understanding the work tech and the HR tech stack, and how not every technology or every buzz technology that's out there might be right for the organization. So, it's really understanding the players in the industry and the players within the spaces within the industry, or the sub industries. And we talked about building digital fluency within their organizations. So not just letting AI do everything for you, but experimenting with low code, and no code, applications, and templates like, like Canva, or Loom, or Techforce.ai. And then we're looking at how HR is leading organizations in building a creator culture.

And I really like this term, building a creator culture, because HR can be visionaries for this, and they can create pathways for talent, to where we can mold the best of the creator culture within the organizational life to orchestrate this new cultural paradigm. And that's what I call the Creator

culture. And creative culture is a culture where, we're enabling employees in a flexible manner to work the other way that the work reflects them and reflects their individuality and lets them choose what they want, how to work, how they work, and where they want to work. So, the creator economy is where the employee is not limited by the constraints that we've put on in traditional work ways. But really has the freedom to act like a creator and use their own work output that is creativity. So, it's really unlike a world of work where the products of employee were monopolized by the organization. And in today's context, it's about the output, that the employees time is what the organization gets. And employees are getting this freedom, to follow their passions and really connect with the purpose and the values and the mission of the organization. And I really like this quote from Jack Murdock from Oyster, and he says, "HR will own and design how people work, just like a product team."

### **Vijay**

Oh, yeah, that is an awesome statement actually. Very, very deep in a sense how HR should look at going forward and think about enabling workforce. And one very important point you mentioned about creative culture, right? I know you talk about it lot you yourself being a creator, driving the Creator economy, one of the thought leaders in this space. And it's so important that if you look at the workforce today, right, the way that we do 9-6 jobs, and people don't think that as creators at work, their creativity, normally outside work, we have created in the music industry, arts and there are so many knowledge workers creating content, masterclasses webinars, blogs, writing books. There's so much that happens outside the word. And we all spend 80% of our life at the work. So, bringing the creative culture into the work is something that at Techforce.ai, we're also passionate about. And that's the only way to have a fulfilling workforce, right, and its especially millennials and Gen Z. These are so involved, they grew in the social media world, they have a voice from day one. So, for them, what has to be not just work, it has to also be more purposeful and more fulfilling. So, having that creative culture and building that from the ground up, who else can open it up than HR, right?

### **Coreyne**

Exactly.



**Vijay**

Who else can do that? So that itself is the fundamental change that HR will start thinking for how to create, a creator culture. What are the interventions that we need to do? What are the kind of digital transformation that we need to drive? What are the tools and technologies that we need to bring people close to people? And how do you create that mindset? There are so many aspects to it. So, but you know, we can't think of anybody better than HRs to drive this creative culture in the new creator economy or the new age of future of work. That's where I see HR playing an absolute pivotal role in next generation organizations... I think the whatever can be automated will be automated. So, HR should not have to worry about those mundane work, managing, answering simple HR Helpdesk tickets and stuff like that, they should be able to focus more on creating the creator culture is what I believe is the next generation progressive HR would be.

**Vijay 22:50**

So, thank you. Thanks for covering me up and also bringing this interesting point, which we are also very passionate about at Techforce.ai. Coming to...and now it's going to be a little bit more fun round for you. Are you all set?

**Coreyne**

I am all set. And with that, I am going to move my location because somebody needs my office. So, if you bear with me here, we're going to be moving.

**Vijay**

What is this? This is nice!

**Coreyne**

So yeah, now we talked about hybrid, and we talked about, you know, being flexible.

**Vijay**

And there it is. I love it. I love it. So, moving and talking...

**Coreyne**

Moving and talking. Yes. Okay, so I'm ready for the fun.

**Vijay**

Cool. So favorite app?

**Coreyne**

My favorite app. Canva.

**Vijay**

Oh, yeah. Nice.

**Coreyne**

Is Canva an app? I mean, I see it as an application.

**Vijay**

It is! It is an app for creators for sure.so you can say that

**Coreyne**

Yeah. So okay, my second favorite would be LinkedIn then.

**Vijay**

I know! I think this is the same thing that Kieran Gilmurray, in one of my previous...in season 1 I had Kieran and Emma and both of them said the same. I think the first thing they said is LinkedIn. That's where they live. In the morning, first thing that he checks is LinkedIn and before sleeping, that's what he does. Kieran and Emma does the same thing looks like so...

**Coreyne**

Yeah, it's almost it's almost a bad habit. So...

**Vijay**

Yeah, so second question... Favourite book?

**Coreyne**

Oh! 'Like Water for Chocolate'. And I am fluent in Spanish. So, it's 'Como agua para chocolate'. So that's my favorite book if anybody has read that so...

**Vijay**

So, do you still read a lot of Spanish books and literature or?

**Coreyne**

I actually don't read books anymore. Unfortunately, I'm very like digital. So, and everybody says, get a Kindle. But most of my time is taken up by my kids and reading online. So...

**Vijay**

So nice, nice. And I'll take a note of those books and I'll check it out sometime. And so, this is going to be an interesting one for you. So, who is your favorite creator that you follow? And you take a little bit of an inspiration from?

**Coreyne**

Oh, that's hard.

**Vijay**

You don't get to be diplomatic here.

**Coreyne**

Yeah, yeah. Now, there's lots of craters that I follow. So, I would have to say Ema Roloff...she's got to be... Ema Roloff and Julie Turney: two of my favorite creators.

**Vijay**

They are two of our favorites too. And Ema especially talking about a very close topic, the both of us about people and change. In the old transformation words was one of our other first favorites.

**Vijay**

So, the last one?

**Coreyne**

Yeah!

**Vijay**

And the most important one. So where do you see yourself like where do you see Progressive HR in the next five years?

**Coreyne**

Hmm, that's a good one. So, I thought about this a lot of times. And because things are moving so fast, I could say exactly where I see it in five years, but I don't think it's going to be that. So ultimately, Progressive HR will have its own creator education and accelerator platform. So, I am currently working with an organization to build that platform. We'll see how that works out. So...

**Vijay**

Oh, wow, wish you very good luck. It's interesting. Wish you all the best about getting it on and making it happen. I think we all have to dream, and I see this as a very, very relevant dream for all of us, which makes so much impact in the not just about what you do. But I think so many people it's touching and giving them inspiration. So best wishes.

**Vijay**

And that brings me to the last question of the day, which I ask all of my guests about this whole future of work thing. The kids are joining the workforce, there are so many graduates who are getting out of college joining taking up work, what would be your advice to them to stay relevant? Because there's so much happening, there's so many things to learn and do, there's no end to it. So, what would be your advice to the kids who are joining the workforce?

**Coreyne**

Yeah, it just, to remember too, that, we're all our own unique individual human resource and the skills and the innate experience that we come with, our backgrounds... Everybody is their own unique individual. And so going into work is finding that special place for yourself, because the world is changing so much now. And you know, people, organizations are finally coming to have the light bulb and to look for people, they don't treat or are not treating people as blocks of talent anymore. And they're really looking for that individual to come that has those very individual unique skills that is gone and the competence within themselves, that they are an individual to propel organizations to success. So...

**Vijay**

So that's: Believe in yourself, build your own unique skill set, be there, hang on, hang around, and make it worthwhile, right...

### **Coreyne**

Yeah, you can't compare yourself. You can't compare yourself to anybody else. Because there's no one like you. No one else like you in the world of 7.8 billion people.

### **Vijay**

Absolutely, absolutely great, great advice. There's a lot for them. So, I think the fundamental belief in yourself and believing that you are unique, and you can acquire a unique skill set and be yourself. Which is again, the going back to the entire creator culture and the creator mindset is what I think is the value and the message.

### **Vijay**

Great Coreyne! Thank you very much. It was nice having you, a pleasure. Thanks for calling me up, by the way. And great having you and hopefully we'll catch up again soon in a different format very soon. Thanks for being a great guest and talking so passionately about creative culture, progressive and the modern HR and how we actually can bring changing the world one at a time with this mindset.