

# Participate in the 2023 New Rules for Work Experiment

Unleashing creativity in pursuit of a brighter future.  
Anytime. Anywhere. Everyone.



**WRK**

[ 3 ]

# Experiment

**TEAMS WILL LEAD IN-  
PERSON, HYBRID, AND  
REMOTE TEST MEETINGS.**

Teams around the world join in the experiment to see which designs, tech, and conditions achieve the best results.

## You're Invited

Join us for a groundbreaking experiment to revolutionize hybrid work!

Engage employee teams in a short meeting exploring creative solutions to workplace challenges. Meetings can be held online, in-person, or as hybrid groups, and survey data and recordings will be collected to inform your company's hybrid work policies.



Global Program • Academic Oversight •  
Comparative Research • Appreciative  
Viewpoint • Timely Data

# How it Works

Our team will visit your location for up to 3 days. We'll set up the meeting space, optionally including leading-edge conference room technology provided by our partners. Then, we'll facilitate the experiment with multiple teams.



**90 minutes or less**

**Each group participates in one scripted session.**

We then compare results from online, in-person, and hybrid meetings.



**Engaging topics and fresh ideas**

Unleash creativity by sharing ideas for increasing **integration and autonomy, amplifying unheard voices**, and innovative **uses for underutilized buildings**.



**Data you can use**

Receive **a private executive debrief and report**, where we'll look at **meeting satisfaction, psychological safety, technology** feedback, task **performance**, and generated **ideas**.

# Timeline and Costs

The experiment runs from **April through June 2023**.

As a participant in our large-scale research project, you'll only be responsible for travel expenses and a project administration fee of \$5,000 USD.

Simply reserve an appropriate in-person space and schedule your teams to run the experiment.

Contact us to get started at [info@newrulesforwork.com](mailto:info@newrulesforwork.com)

# Program Background



Pictures from the research study. Brucks, M.S., Levav, J. Virtual communication curbs creative idea generation. *Nature* 605, 108–112 (2022). <https://doi.org/10.1038/s41586-022-04643-y>

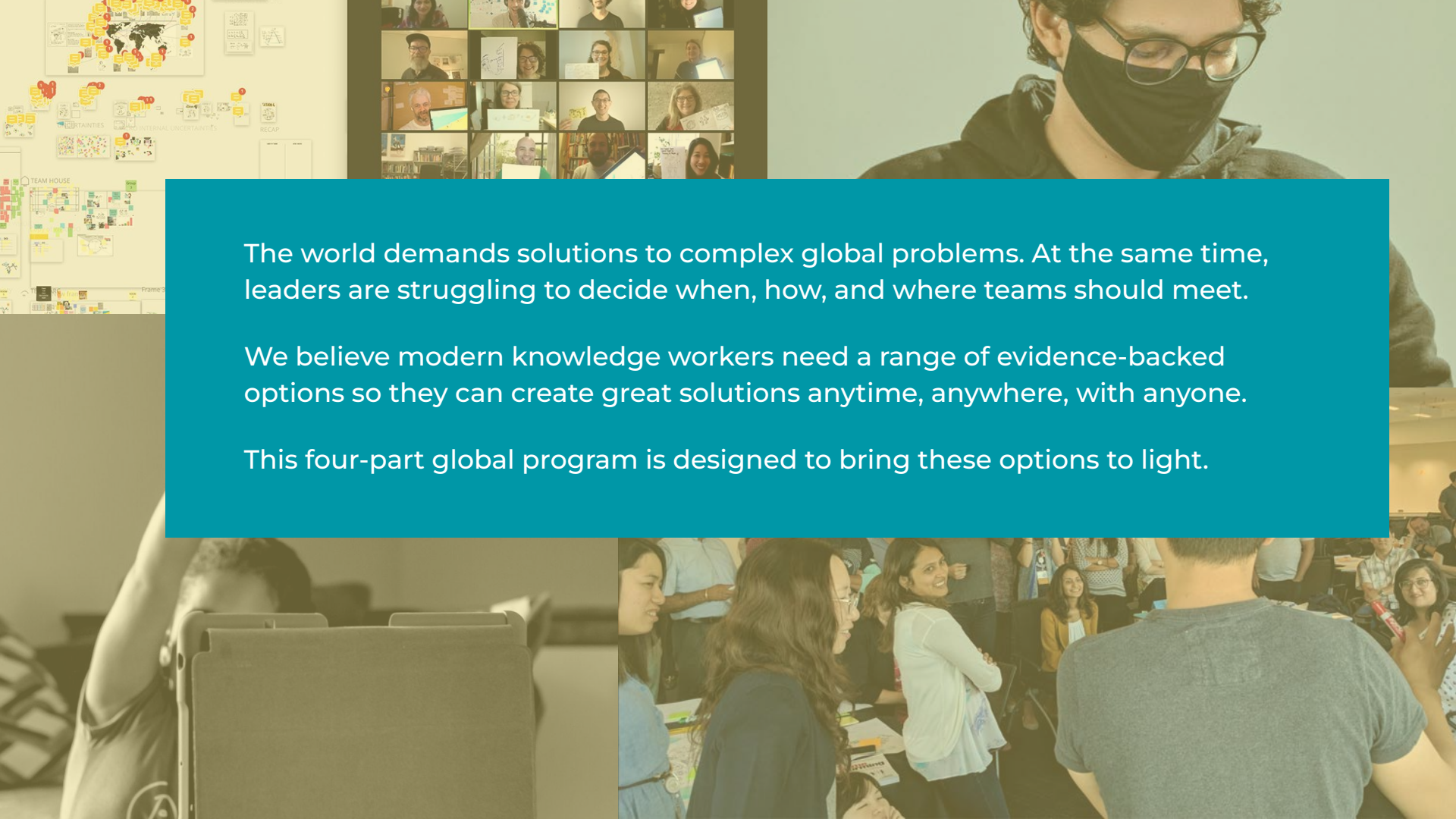
**Recent research** suggests that people should meet face-to-face if they want to drive innovation, and that creativity suffers when teams meet online.

This research fails to incorporate basic science-backed, proven creative and collaborative techniques.

No one should be making critical policy decisions based on these methodologies alone.

We need more information.





The world demands solutions to complex global problems. At the same time, leaders are struggling to decide when, how, and where teams should meet.

We believe modern knowledge workers need a range of evidence-backed options so they can create great solutions anytime, anywhere, with anyone.

This four-part global program is designed to bring these options to light.

# A FOUR-PART GLOBAL PROGRAM

**Kickoff  
Symposium**  
January 17-19, 2023

56 presenters  
300+ collaborators

**Experiment  
Prep**  
Feb-Mar

Design Finalization  
IRB approval  
Scheduling

**Data  
Collection**  
Apr-Jun

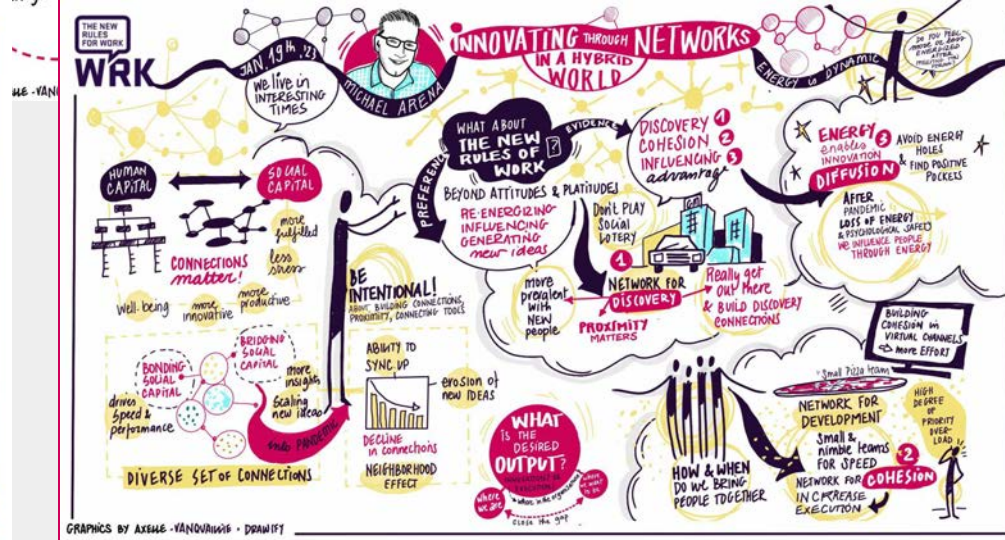
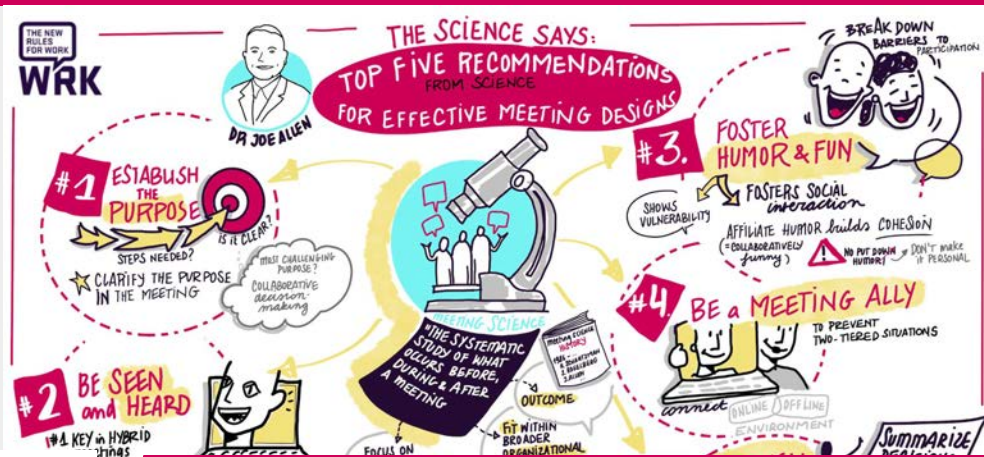
Groups run the  
experiment and  
submit data

**Results  
Announced**  
Oct

Insights explored in  
a 2-day hybrid  
festival



# Building On Symposium Insights



# Our Advisors

Advisors oversee the research design, analysis of results, and support the educational symposium. They each bring deep expertise and relationships to the program.



**Keith McCandless**

Liberating Structures  
Author & Co-Developer  
Seattle, WA



**Dr. Nale  
Lehmann-Willenbrock**

Chair of Industrial &  
Organizational Psychology  
Center for Better Work  
Universität Hamburg



**Dr. Samantha Dubrow**

Lead Researcher | The MITRE  
Company  
Massachusetts



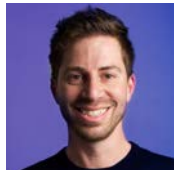
**Dr. Myriam Hadnes**

Behavioural Economist |  
Podcast Host | Community  
Builder  
Amsterdam



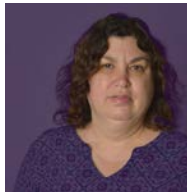
**Dr. Joseph Allen**

Author & Meeting  
Effectiveness Center Director  
University of Utah



**Dan Levy**

Innovation Facilitator |  
Strategist | Podcast Host  
Australia



**Dr. Roni  
Reiter-Palmon**

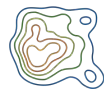
Director of the I/O  
Psychology Graduate  
Program and Innovation,  
University of Nebraska at  
Omaha

Premier Partner

# logitech

Solutions Partners

crowdcomms.



SPRYNG.io

Qiqo<sup>™</sup>  
Chat



## HOSTS

The program hosts are responsible for the overall organization, operations, and promotion of the competition.



**Elise Keith**  
CEO Lucid Meetings,  
Host of The Meeting  
Innovation Community



**David Mastronardi**  
CEO Gamestorming Group

To learn more about how to get involved, contact us at  
[info@newrulesforwork.com](mailto:info@newrulesforwork.com)