

Social Capital: "The Future of Work"

Charles E Grantham, PhD.

Institute for the Study of Distributed Work

Sociology "Helping to create the future of work"

7652 8th Hole Drive

Windsor, CA 95492

Phone: (707) 838-8065

E-mail: charlie@isdw.com

Web: <http://www.isdw.com>

- Grantham is the author of remarkable book:

The Future of Work: The Promise of the New Digital Work Society (CommerceNet)

by [Charles E. Grantham](#)



★★★★★ Must read for everyone who is affected by "work", February 15, 2000

Reviewer: **Gerald de Kerchove** from [San Rafael, California](#)

"The Future of Work is a significant book and a must read for anyone and everyone who will be affected by "work" during the next couple decades. Yes this means most of us, not just management consultants, workplace strategists and designers, and technology developers. Charlie Grantham uses a breath of perspectives from sociology, to environmental psychology, to economics, to knowledge management to force the reader to think about a future that is at the same time frightening and exciting. After reading (and perhaps re-reading the book), the reader will find him or herself better equipped to plan, prepare and adjust to working in new and fascinating ways. One of the most compelling arguments that Grantham makes is that technology is a tool evolving from "something we use to get the job done to something that we use to connect and relate to others". He then introduces us to the "community of work" where once you think about it you cannot escape the logic and the simplicity of the concept. As a researcher in the field of workplace strategy, I have shamelessly highlighted and borrowed and built on numerous thoughts and concepts wonderfully exposed in the book "

- For more information visit: www.thefutureofwork.net.

PdK Consulting focuses on Workplace performance optimization and on measuring the resulting performance improvements.

Using the "Balanced Scorecard", PdK identifies work group performance variables and establishes baseline performance measures. PdK develops a Workplace Strategy and a detailed Action Map with accountabilities and schedules aimed at:

- ◆ Implementing strategies and tactics for high performance workplaces
- ◆ Developing processes for continuing improvements
- ◆ Deploying knowledge supporting technologies
- ◆ Enabling behavior changes increasing performance

PdK measures the resulting **performance improvements** (business results) on a simple linear scale via multi-variate statistical or simple heuristic models.

<p>Gérald de Kerchove PdK Consulting</p>	<p>Tel: +1 (415) 453 6902 Fax: +1(415) 456 9041 Mobile: +1 (415) 246 4156</p>
<p>50 Palm Avenue San Rafael, CA 94901 U.S.A.</p>	<p>mailto:GdeKerchove@PdKConsulting.com http://www.PdKConsulting.com/</p>

Copyright © PdK Ltd., 2000, 2001. All rights reserved