October 16, 2021

Future of Work

Presented by David Shim

ABOUT

1.0 ★ ☆ ☆ ☆ ☆

Former Employee, less than 1 year

Worst experience of my professional career

Sep 6, 2017 - Anonymous Employee in Seattle, WA

✗ Recommend ✗ CEO Approval — Business Outlook

Pros

3 free lunches per week

Beautiful office in downtown Seattle

Smart people - rank and file employees are sharp as tacks and very friendly

Kitchen is fully stocked with drinks and snacks

Cons

Incredibly poor compensation, both in terms of salary as well as equity

Benefits are meager at best

No sick days - if you fall ill, you're expected to either take one of your precious vacation days, or work from home and produce like you're 100%

401K takes several months to vest

Hours are long - employees are expected to be in the office from 9-6 at a minimum, and then to spend additional time on nights and weekend

ABOUT

Snapchat parent Snap acquires location analytics startup Placed for more than $200M

BY TAYLOR SOPER on June 5, 2017 at 3:00 pm

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GeekWire STARTUPS

INDEPENDENT COVERAGE SUPPORTED BY MADRONA VENTURE GROUP

Snapchat parent Snap has acquired Placed, a Seattle-based startup that operates a consumer location analytics platform, GeekWire has learned.

Placed, which employs more than 100 people, will continue to operate independently at its headquarters in Seattle, and offices in New York and Los Angeles.

GeekWire first learned of the acquisition last week, and made inquiries to the company, which at the

Placed CEO David Shim.

ABOUT

1.0 ★ ☆ ☆ ☆ ☆ ✓

Former Employee, more than 1 year

Expect a mass exodus with David Shim as CEO.

Dec 6, 2019 - Engineering

✗ Recommend ✓ CEO Approval ✗ Business Outlook

Pros

- Free lunches
- Flexible PTO
- Great healthcare
- Smart coworkers
- Good exec leadership (under Jeff Glueck)

Cons

- High turnover and attrition
- Lots of legacy code and loss of institutional knowledge
- Feels like working for a once cool company
- Major clash of values following Placed merger
- Toxic exec leadership (under David Shim)

ABOUT

TAKE A SURVEY We want to hear from you. Take part in this short survey to help shape The Wall Street Journal. Take Survey

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CMO TODAY

Foursquare Merges With Factual, Another Location-Data Provider

The all-stock deal is aimed at sharpening Foursquare's location-data offerings, from audience-targeting and ad measurement to app developer tools

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Deloitte.

CMO Insights and Analysis from Deloitte

Pendleton Weaves Technology Into an Improved CX

Customer experience has always been fundamental to Pendleton Woolen Mills, whi has produced and sold woven goods from its Pacific Northwest facilities for the past 158

- In 2019, exceeding $150MM+ in calendar year revenue and hitting our first profitable quarter in Q4 2019
- Delivering one of the most impressive business bounces in the pandemic and returning to and then exceeding pre-COVID revenue numbers in Q3 2020 across almost all business lines
- Anticipating full year profitability since the merger with Factual
- A return to expansive growth in Q4 2020 with over 40+ openings across the entire organization

Any decision you make on the future of the work will be contested as there is no playbook

03-06-20 | CORONAVIRUS

Foursquare shuts NYC office over coronavirus concerns

MARCH 2020

Foursquare isn't taking any chances in the wake of the new coronavirus outbreak.

[Photo: Flickr user Achim Hepp]

BY CHRISTOPHER ZARA 1 MINUTE READ

Foursquare isn't taking any chances in the wake of the new coronavirus outbreak.

The location data startup temporarily closed its New York City office today out of "an overabundance of caution," a spokesperson

AMAZON

OCTOBER 2020

Amazon is letting some office employees work remotely through June 2021, joining other major tech companies

Tyler Sonnemaker Oct 20, 2020, 8:08 PM

AMAZON

JUNE 2021

Trending: Microsoft nominates ADP CEO Carlos Rodriguez to board, reports Satya Nadella's 2021 compensation

Amazon adjusts return-to-office guidance, says employees can work two days a week remotely

BY KURT SCHLOSSER on June 10, 2021 at 9:31 am

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AMAZON

AUGUST 2021

TECH

Amazon postpones return to office until January 2022

PUBLISHED THU, AUG 5 2021•12:29 PM EDT | UPDATED THU, AUG 5 2021•1:55 PM EDT

Annie Palmer
@ANNIERPALMER

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KEY POINTS

- Amazon said Thursday it's postponing a return to the office for its corporate employees to January of 2022.
- Previously, Amazon had said it expected most of its employees to begin returning regularly to the office the week of Sept. 7 of this year.
- Several companies have adjusted their return-to-work plans amid a rise in Covid-19 cases due to the highly contagious delta variant.

CNBC TV
Undercover Boss
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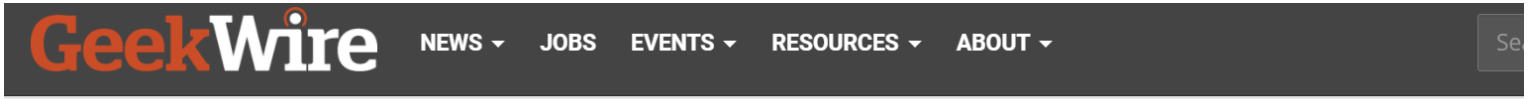
AMAZON

OCTOBER 2021



Trending: Microsoft nominates ADP CEO Carlos Rodriguez to board, reports Satya Nadella's 2021 compensation

Amazon will leave remote work decisions to individual team leaders in new policy twist

BY TODD BISHOP on October 11, 2021 at 9:39 am

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GREAT RESIGNATION

USA TODAY

TAKE OUR RETIREMENT SAVINGS
Retirement basics

YOUNG INVESTORS
Crypto risk, reward

INVESTIGATION
Corporate diversity

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MONEY

The Great Resignation led to 4.3 million Americans quitting in August. This trend is here to stay.

Employment Screening Resources

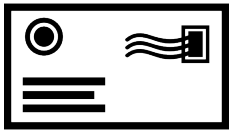
"Great Resignation" Survey: 1 in 7 Workers Plan to Quit Jobs ...

Resignations peaked in April 2021 with nearly 4 million Americans quitting their jobs that month and they have remained abnormally high for...

2 weeks ago

Evolution of Interactions

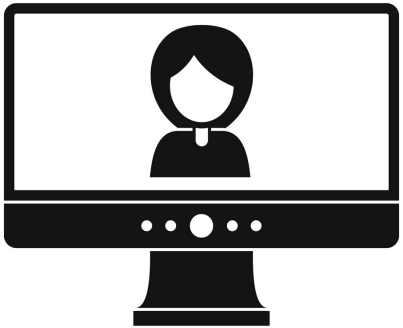
1:1



Letter

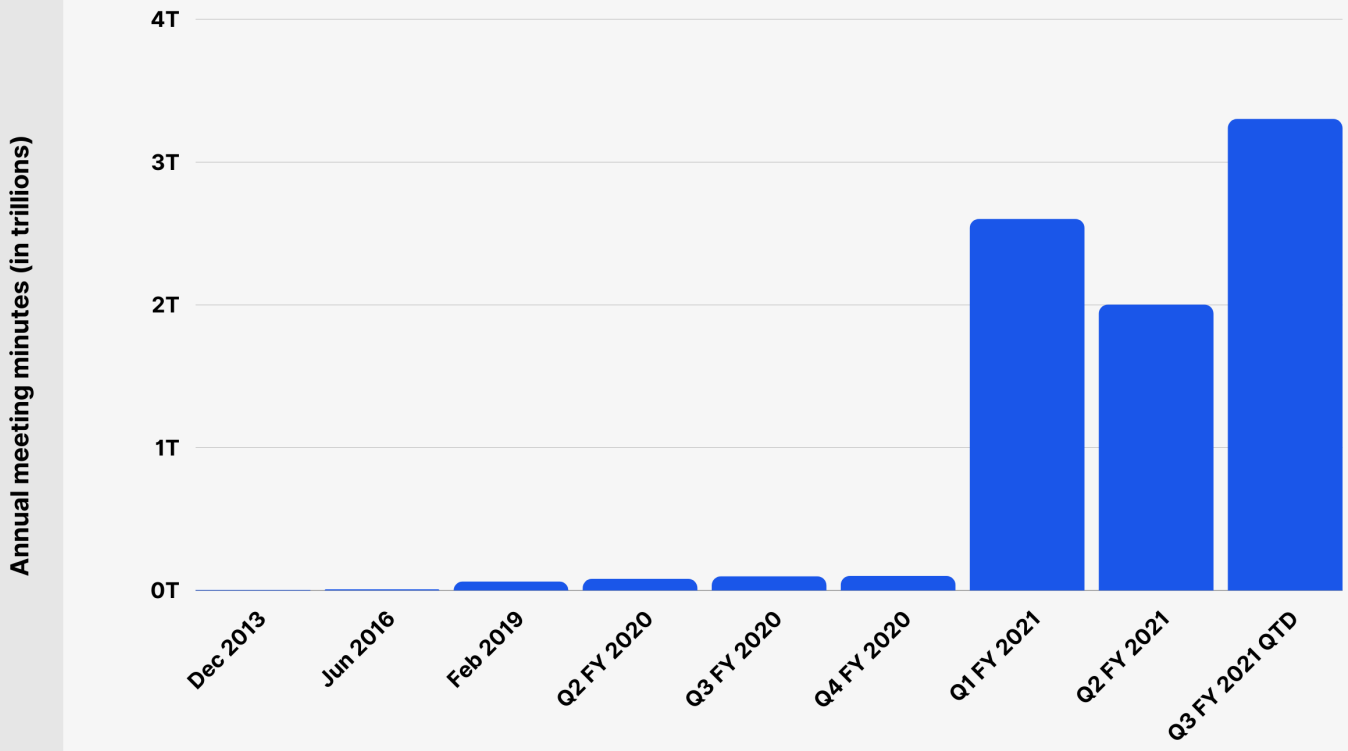
Phone

Email

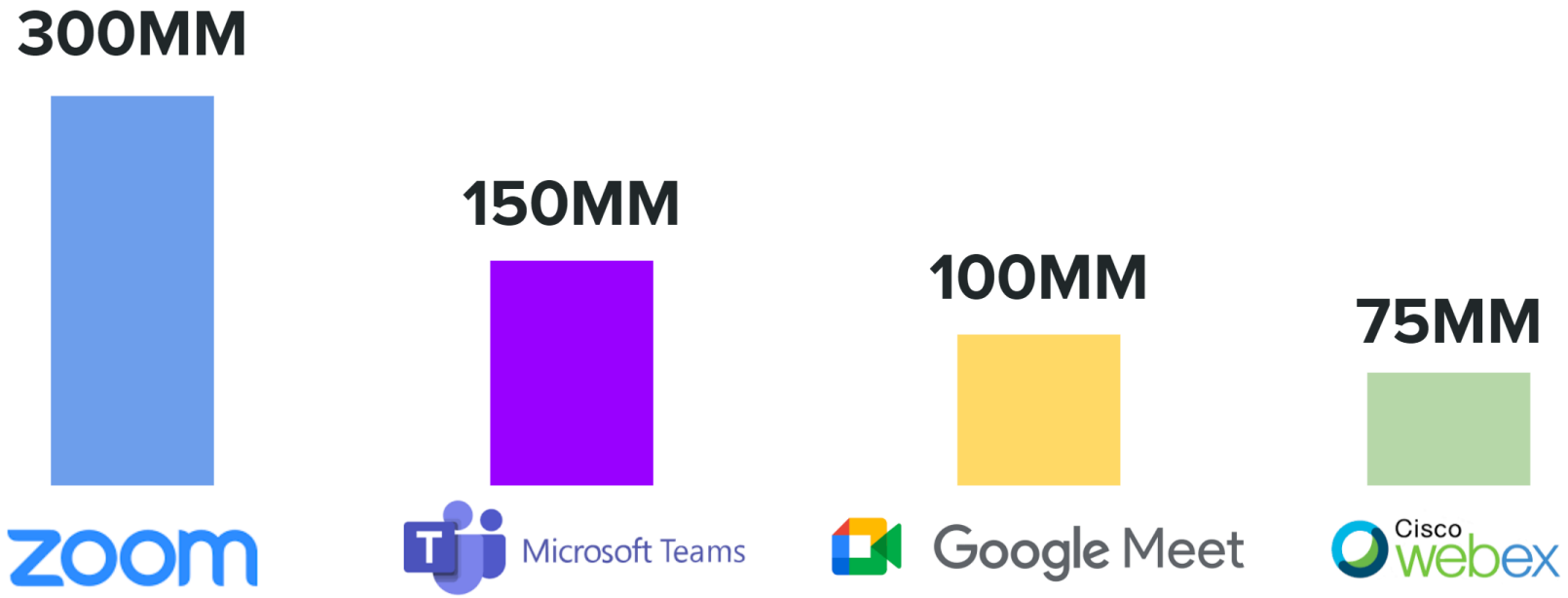


VC

Zoom annual meeting minutes



Daily Active Participants



TECH

Two-year-old events start-up Hopin boomed in the pandemic. Now it's a $7.75 billion business

PUBLISHED THU, AUG 5 2021•7:30 AM EDT | UPDATED THU, AUG 5 2021•7:56 AM EDT

Ryan Browne
@RYAN_BROWNE_

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KEY POINTS

- Virtual events start-up Hopin is now worth $7.75 billion after raising $450 million in funding.
- The company was founded in June 2019 and is already one of Europe's most valuable tech unicorns.

CNBC TV
Undercover Boss
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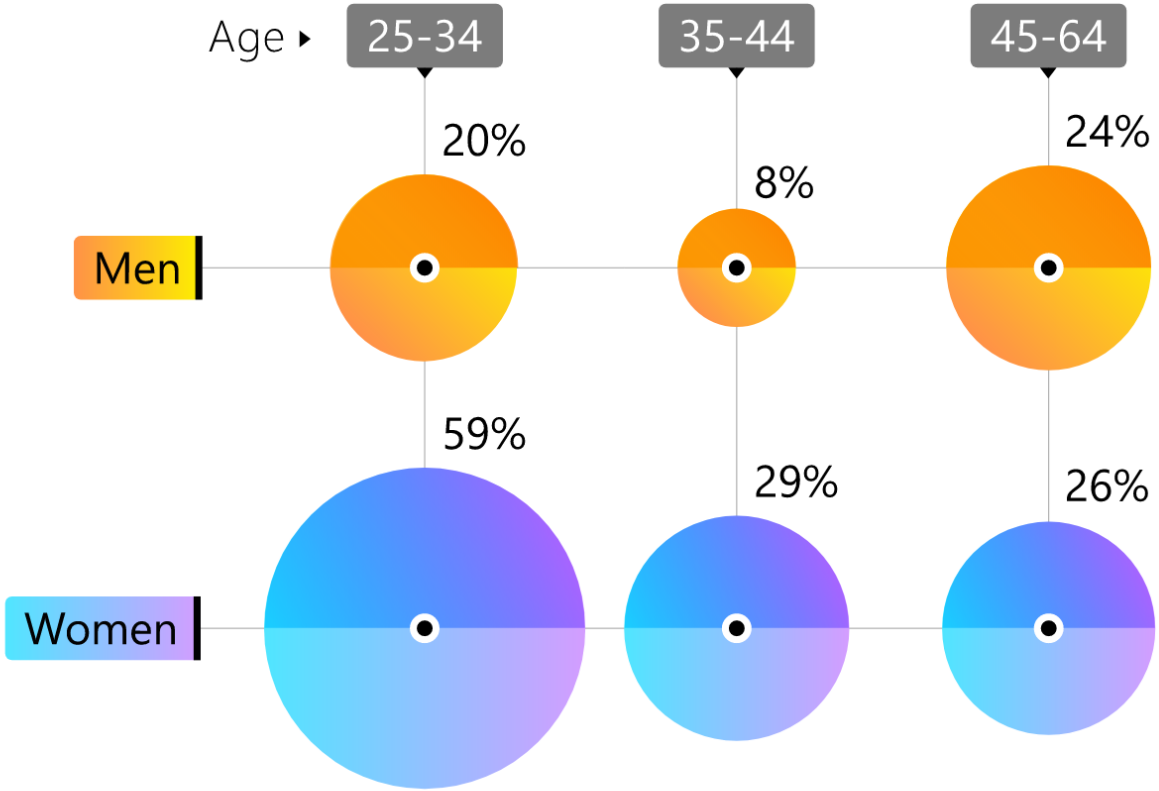
ET

When someone’s face is that close to ours in real life, our brains interpret it as an intense situation that is either going to lead to mating or to conflict.

“What’s happening, in effect, when you’re using Zoom for many, many hours is you’re in this hyper-aroused state,” Bailenson said.

Stanford researchers identify four causes for ‘Zoom fatigue’ and their simple fixes, February 2021

In-Meeting Chat Use Surged During the Pandemic, Especially Among Some Groups



A Microsoft study (see chart) found that women ages 25 to 34 are far more likely to say their chat use during meetings has increased during the pandemic. The same study showed women are also twice as likely to report using parallel chat for questions and answers during a meeting (16 percent of women versus 8 percent of men).

Infographic by Valerio Pellegrini

The Future of Work is Hybrid

BEST PRACTICES

Meeting Metrics

55 million meetings happen at workplaces across the nation every day.

50 percent of meeting aren’t considered time well spent

41% of people struggle to build connection and rapport virtually

BEST PRACTICES

Meeting Metrics

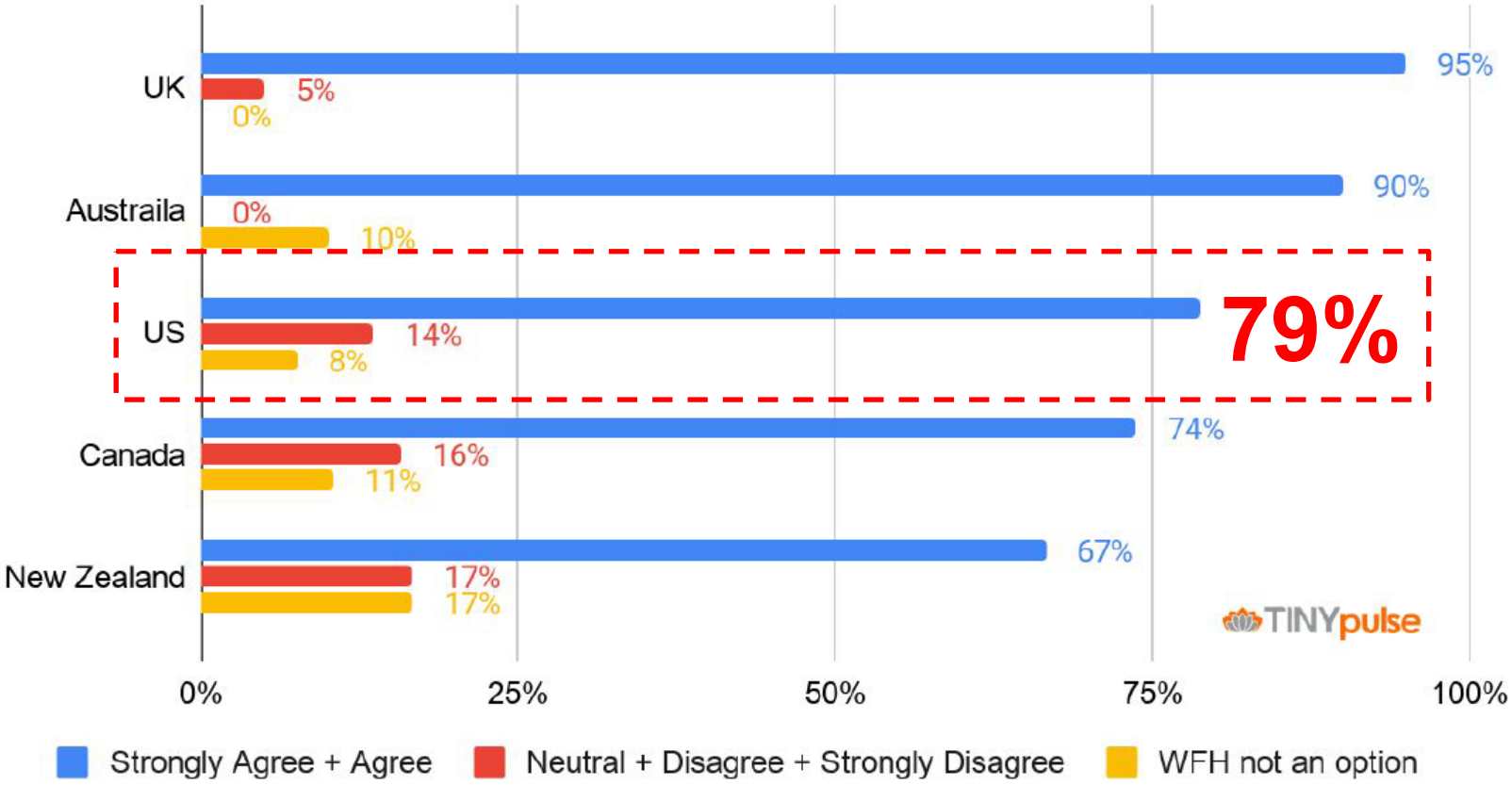
Only 20% of managers receive meeting training, even less for non-managers

53% of meetings have more than 7 attendees

Human attention span is 20 minutes, average meeting is 60 minutes

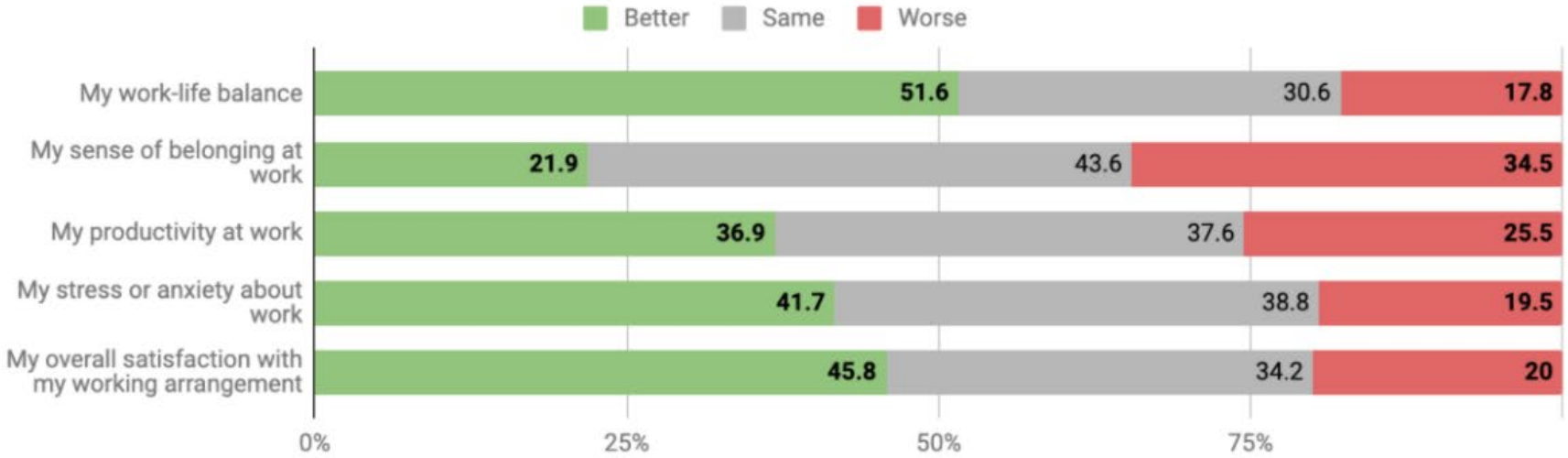
Webinars see over 60% of people multitasking

WFH Success for Primarily English Speaking Countries



TINYpulse, April 2021

How does remote work affect the experience of work?

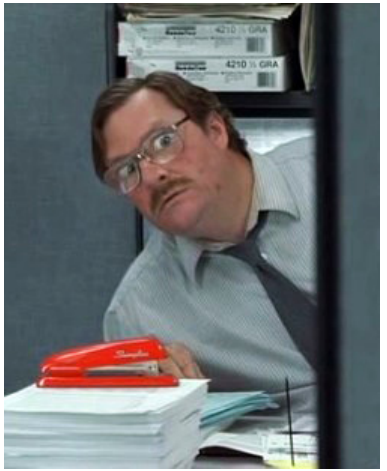


Preference on where to work?

65% of People Prefer Hybrid Approach

15% of People Prefer Fully from Home

20% of People Prefer Fully from Office



Zoom Blog, April 2021

Preference on where to work?

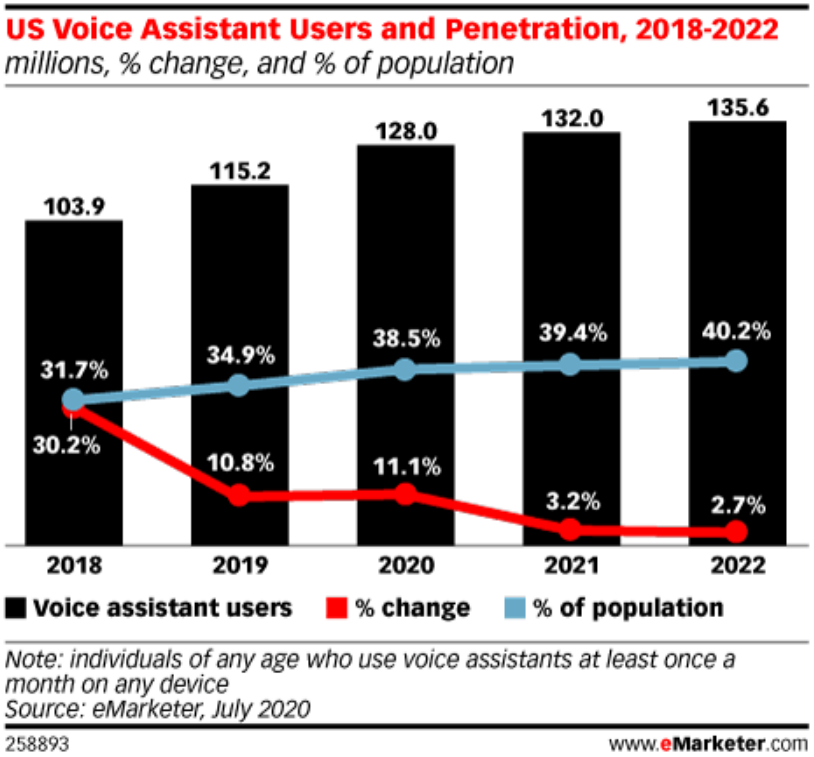
	At the office	Virtually at home
Attending large group meetings	39%	61%
Working in small teams on projects	51%	49%
Meeting one-on-one with your supervisor	53%	47%
Presenting in front of a group	54%	46%
Meeting one-on-one with people you supervise	59%	41%
Meeting new clients or customers	69%	31%

Zoom Blog, April 2021

Predictions

AI
AI

Evolution of Interactions (Ask)



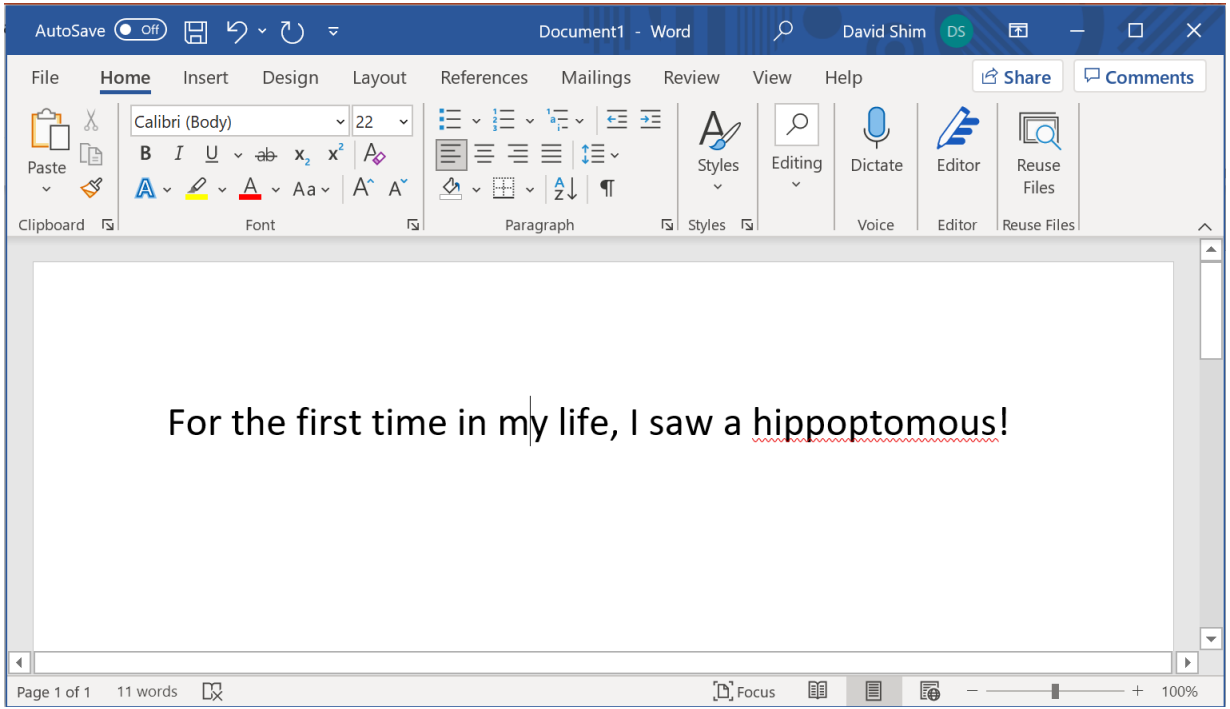
Top activities used with voice technology today include:

- Playing music – 48%
- Making a phone call – 48%
- Navigation – 43%
- Text messaging – 42%
- Getting weather updates – 41%
- General web searches – 40%

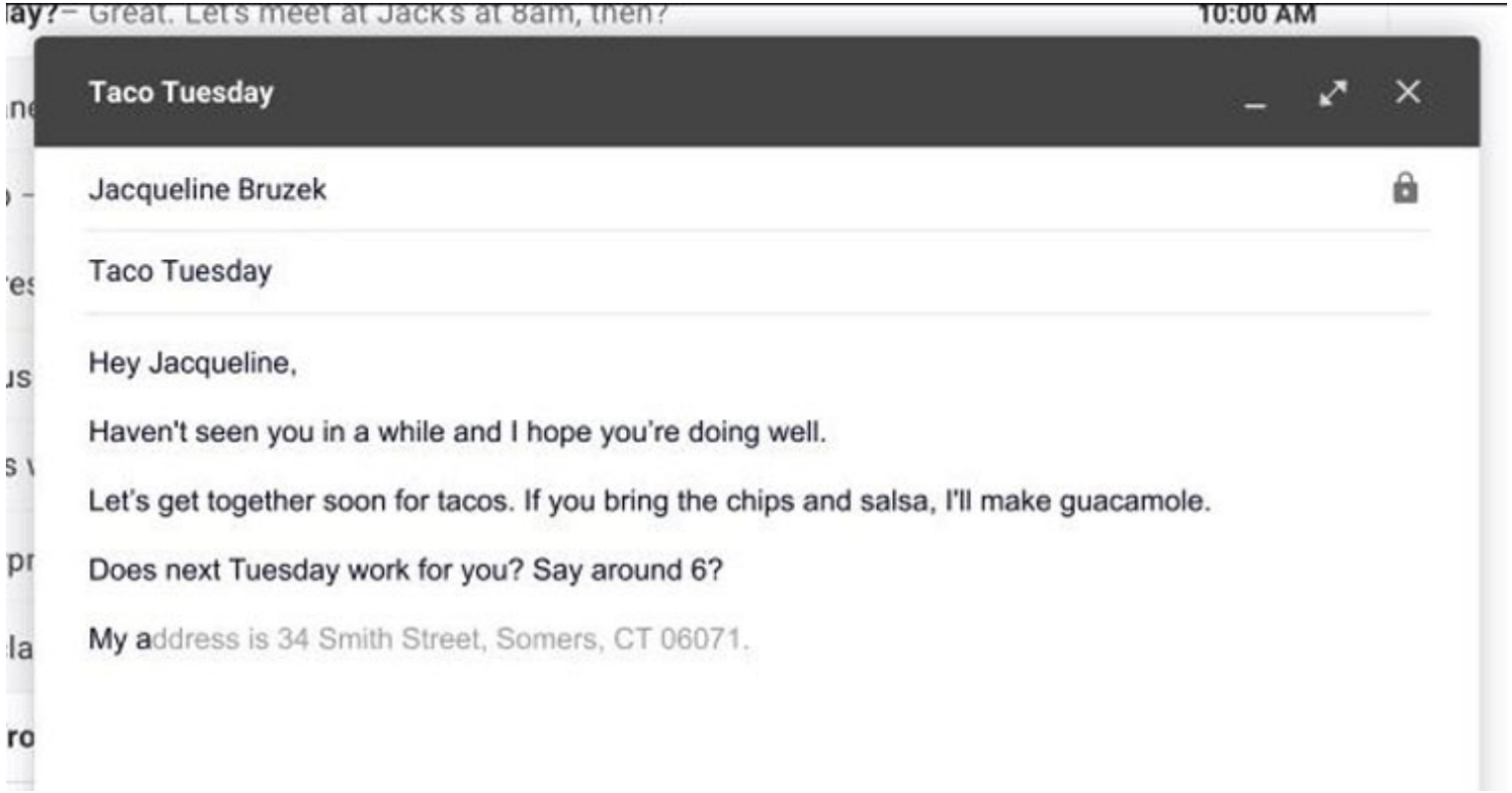
Adobe, 2020

Evolution of Interactions (Tell)

Evolution of Interactions (Tell)



Evolution of Interactions (Tell)



AI + Video Conferencing

500MM

Daily Active Participants

AI + Video Conferencing

2 Hours

Time Spent on Video Conferencing (Daily)

AI + Video Conferencing

$20 per hr

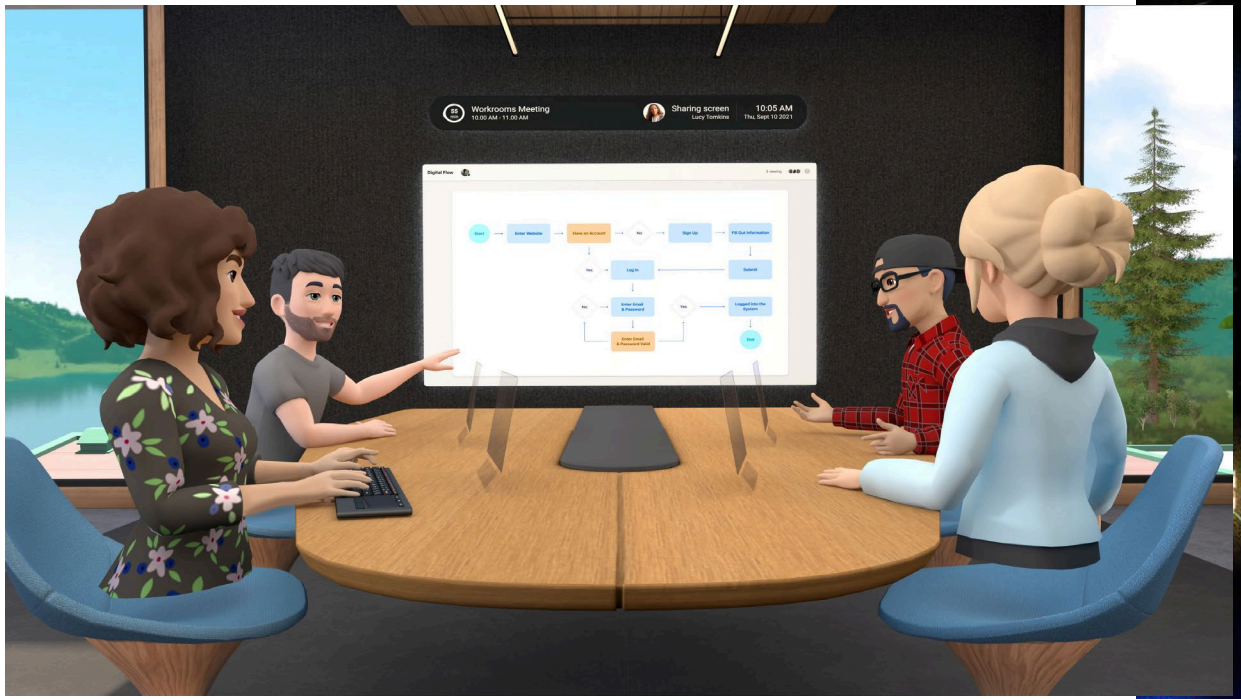
Employee Salary

AI + Video Conferencing

$10B a day

Employee Cost in Meetings

HYPE – METAVERSE



REALITY – AUGMENTED REALITY (AR)

REALITY – AUGMENTED REALITY (AR)

READ.AI

David Shim, Foursquare's Former CEO, Has A New Startup To Unsuck Virtual Meetings

by Allison Schiff *// Wednesday, September 29th, 2021 – 11:30 am*

Share:

What does ad tech have in common with analytics for virtual meetings?

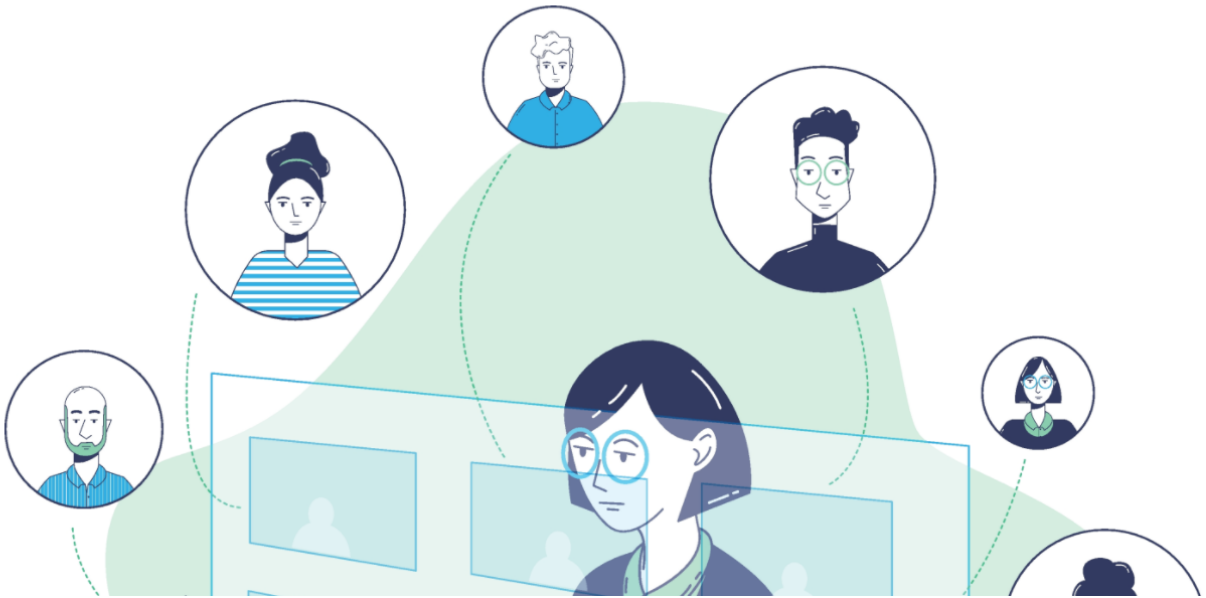
More than you might think, according to former Foursquare CEO and

READ.AI

Read AI raises $10M, creates virtual meeting dashboard to show you when you talk too much

Christine Hall @christinemhall / 8:30 AM PDT • September 29, 2021

Comment



Read Dashboard
Share
Send
Expand
beta
00:05:58
0s
Active Read
01:30
02:00
02:30
03:00
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04:00
04:30
05:00
05:30
06:00
Sentiment
Engagement
Talk Time
Last 5 Minutes
Total
Lowest
PC
10%
DE
14%
Highest
NI
24%
DS
52%
Mute
Stop Video
Security
Participants
Chat
Share Screen
Record
Apps
End

Read

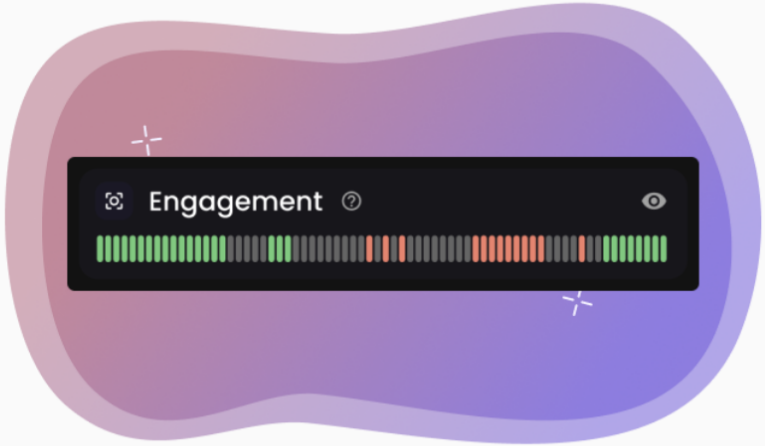
read.ai

Active Read

A single metric that gives you insight into how the call is going. Active Read is a combination of sentiment and engagement.

Sentiment

Measuring positive and negative reactions from participants. Sentiment is derived from both the video and audio features of the meeting.

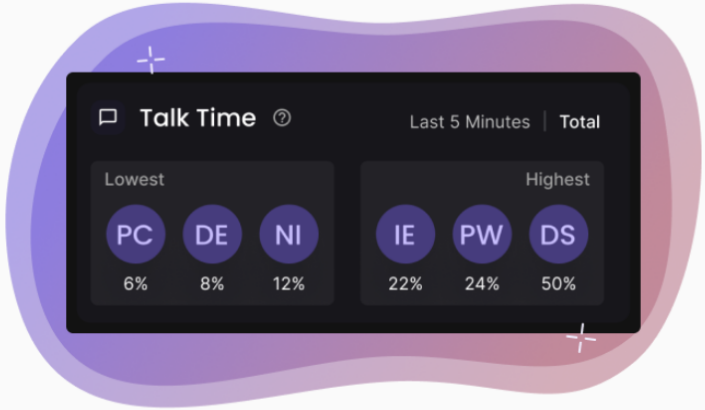


Engagement

Is the discussion interesting to attendees, or falling a bit flat? Engagement is a measure of how attentive participants are in the meeting. It is sourced from visual and audio features of the meeting.

Talk Time

Capture when the conversation becomes too one-sided. Talk time measures the amount that each meeting attendee is speaking as a percentage of time.



How to
Read a Room
Presented by David
Read Dashboard
Share
Send
Expand
beta
00:05:58
0s
Active Read
Sentiment
Engagement
Talk Time
Last 5 Minutes
Total
Lowest
Highest
PC
DE
NI
DS
1%
2%
4%
93%
Mute
Stop Video
Security
Participants
Chat
Share Screen
Record
Apps
End

Read

read.ai

BEST PRACTICES

Advice from Zoom CEO

Take Schedule

Breaks

BEST PRACTICES

Advice from Zoom CEO

End Meetings at

0:25 and 0:55

BEST PRACTICES

Insight from Webex

48% of People Don’t Speak in a Video Conference

BEST PRACTICES

Advice from Zoom CEO

Chat or Email

instead of VC

BEST PRACTICES

Advice from Zoom CEO

Turn Off Self View

BEST PRACTICES

Advice from Zoom CEO

No Internal

Meeting Day

BEST PRACTICES

Advice from Zoom CEO

Set Boundaries on Personal Time

BEST PRACTICES

Advice from Read CEO

In Office, Align For In-Person

BEST PRACTICES

Advice from Read CEO

BEST PRACTICES

Advice from Read CEO

Video Conference

=

Camera On

BEST PRACTICES

Advice from Read CEO

Measurement

=

Improvement

CONTACT

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https://www.read.ai