The knowledge workforce is made up of single contributors with unique skills and experience. These workers contribute in specific ways to the goals of the company. ***Why is your company standardizing work when your workforce is made up of individual contributors?*** If the answer to that question is, "because it makes managing easier," then ask yourself what exactly you're paying your managers for.

All aspects of work have evolved since the Industrial Revolution: how we work has improved via technology, who does the work has improved by education and training, and where we work has improved with digital accessibility.

So why are we still working an Industrial Standard 8-hour shift or 40-hour week?

This is a new economy and there are still standards to work.

Results. We have to address what constitutes work by identifying each contributor's role in the organization and quantifying the work products for which they are responsible.

Responsiveness. We have to set expectations around responsiveness that meet the needs of the team and foster a communicative, productive environment.

Return. We have to identify the primary aim of the organization and connect all activities, behaviors, and cultural norms back to their impact on the organization's mission.

Why adopt the KA Work Models?
- The Knowledge workforce has different requirements than the industrial workforce.
- Digital accessibility creates an invasive workday.
- The conversations around work-life balance, flex time, and remote employment all fail.
- There is no permanent condition; even those experiences that disrupt work are fleeting.

Clemson Road Creative teaches managers how to design customized work engagements. From Results metrics to Responsiveness policies through Return on investment, CRC Management Consulting redesigns the work environment to get the most out of each and every contributor.

How does it work?
- ***Plan the approach:*** CRC works with managers to understand the team's mandate and strategic plan. We learn each contributor's role, strengths, and ambitions.
- ***Investigate the environment:*** CRC learns how the team operates, watches processes and engagements, evaluates communications and productivity.
- ***Revise the current situation:*** CRC coaches managers to develop and test procedures around communication tools, productivity rhythms, and short term outcomes.
- ***Create the new normal:*** CRC leads the manager and contributors through designing daily, weekly, and monthly habits for delivering work.
- ***Validate the outcomes:*** CRC works with teams to measure outcomes and communicate change in the environment.

Who does the work?
Resident contributors stay on site for a majority of their work. *Zone* contributors operate in a flex capacity with cyclical on site and remote patterns. *Satellite* contributors are fully remote engaging almost exclusively by digital means.

Photo by rawpixel.com on Pexels.com

None of these categories is permanent. Contributors are expected to leverage designations to best fit external obligations such as family commitments and personal wellness needs such as continuing education, fitness, and vacation.

The Knowledge Alternative Work Models restore autonomy to the workplace. At Clemson Road Creative, we call it working when you want, where you want. It's how we **Redesign Work.**

Learn more about bringing the Knowledge Alternative Work Models into your environment:
www.clemsonroad.com/KnowledgeAlternative