



***A State of Flourishing  
for Everyday Heroes***

# Perry Timms MCIPD & FRSA



- Founder & Chief Energy Officer: PTHR
- Author: Transformational HR & The Energized Workplace
- 6x HR Most Influential Thinkers' List (4x Top 10 - Ranked Number 1 in 2022 / Hall of Fame Inductee 2023)
- 4x Adjunct Professor/Visiting Fellow
- LinkedIn Learning Instructor
- 2x TEDx Speaker
- Semco Style Institute - Certified Self Management Expert
- BPS Accredited Psychometric Instruments



# A State of Flourishing for Everyday Heroes



Microsoft Bing SEARCH CHAT Perry

Choose a conversation style

OK so I've got to deliver a keynote about "Everday Heroes" people in so-called low skilled jobs - what are the latest trends in this area of work please?

✓ Searching for: **latest trends in low skilled jobs**

✓ Generating answers for you...

Hello! This is Bing. I'm happy to help you with that. According to the **Office for National Statistics**, the UK labour market has been experiencing a shortage of workers in recent years, with a record 1.2 million job vacancies in the three months to November 2021 <sup>1</sup>. The pandemic has also affected how people work, accelerating new ways of working such as home and hybrid working <sup>1</sup>.

As for trends in low-skilled jobs, the **Chartered Institute of Personnel and Development** reports that over a third (36%) of UK graduates are overqualified for their roles, with a rising proportion ending up stuck in low-skilled jobs <sup>2</sup>. The **Organisation for Economic Co-operation and Development** highlights that low-skill service jobs such as janitors, home care workers and retail sales assistants have flourished in recent years <sup>3</sup>.

I hope this information helps you with your keynote. Let me know if there's anything else I can do for you!

Learn more: [1. ons.gov.uk](https://www.ons.gov.uk) [2. cipd.org](https://www.cipd.org) [3. oecd-ilibrary.org](https://oecd-ilibrary.org) [4. oecd.org](https://www.oecd.org) 1 of 30 ●

# A State of Flourishing for Everyday Heroes



Microsoft Bing SEARCH CHAT

Perry 196

what images represent key workers please?

✓ Searching for: **images of key workers**

✓ Generating answers for you...

I have found a collection of **277,200** authentic stock photos of **key workers** on **Getty Images**<sup>1</sup>. These photos include images of NHS workers, groups of key workers, and people supporting key workers. You can browse the collection to find the right photo for your project.

I hope this helps! Let me know if there's anything else I can do for you.

Learn more: [1. gettyimages.co.uk](#) [2. betterteam.com](#) [3. gettyimages.com](#) +1 more 2 of 30

See all images >

Images from: [1. number10theabbey.co.uk](#) [2. optifyourworld.com](#) +5 more

# A State of Flourishing for Everyday Heroes





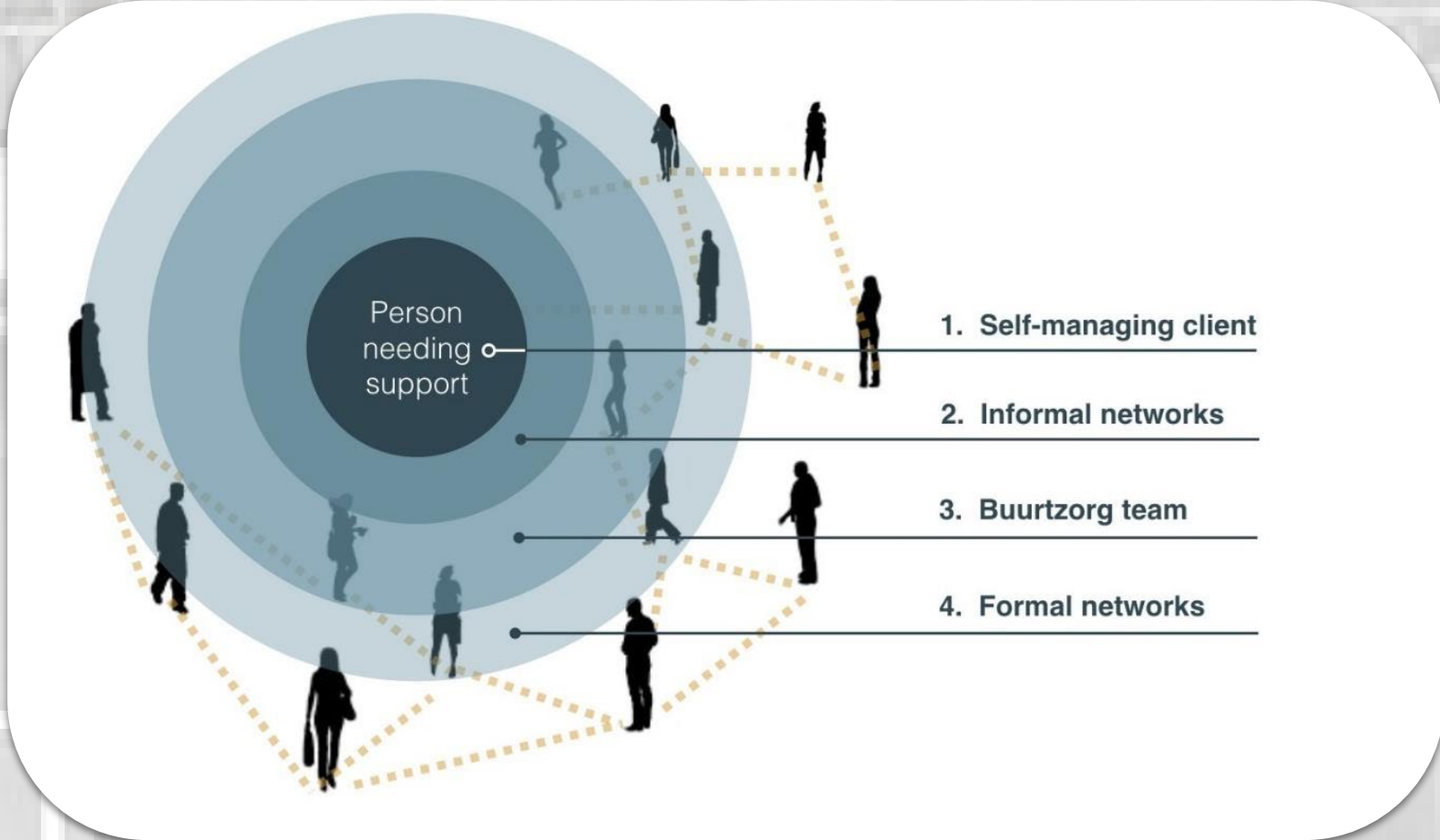
BUURTZORG



BUURTZORG

© Martje Ritzema - PrachtigPekeeland

Patients stay in care significantly shorter (108 hours v 168) and 50% of the patients receive care for less than three months.  
(KPMG, 2015)  
Overhead costs of 8%, compared to Dutch average of 25% (KPMG)  
Hospital admissions are reduced by 33%, and the average stay is shorter. (E&Y, 2009)  
Highest score on Customer Quality index (KPMG)  
EY estimate that the Dutch social care bill would be €2bn less if all home care was provided in the same way.  
Top marks across all inspection categories from Dutch regulator (IGJ, 2018-2021)  
Best Employer (NL) - 2011-12; 2014-15; 2018-2021  
Pay above the market rate 2011-2023



# A State of Flourishing for Everyday Heroes



The screenshot shows the Barry-Wehmiller website homepage. At the top left is the logo 'barrywehmiller' with the tagline 'BUILDING A BETTER WORLD'. Navigation links include 'OUR STORY', 'OUR BUSINESS', 'OUR OUTREACH', 'OUR BLOG', and 'JOIN OUR TEAM!'. A 'LANGUAGE' dropdown and a search icon are on the right. The main content area features a large image of a woman in a warehouse, a quote from Bob Chapman, and a QR code.

**barrywehmiller**  
BUILDING A BETTER WORLD

OUR STORY OUR BUSINESS OUR OUTREACH OUR BLOG JOIN OUR TEAM! LANGUAGE 🔍

Caring workplaces,  
**inspired**  
team members.

We're proud that the industrial equipment and engineering solutions we provide help bring many of life's daily necessities - toilet tissue and wet wipes, corrugated boxes, cans of soft drinks, bags of dog food, containers of yogurt, pharmaceuticals, envelopes and more - to people across the globe. But that's just what we do.

What truly defines us as a business is *how* we do it, and that's by fostering a caring, trusting, nurturing organizational culture through which people feel safe to express their ideas and share their gifts and talents. We understand that most fundamental of human needs: to know that who we are and what we do matter. Through our business, we have the unique opportunity to let our team members know that they do. And when they feel valued and cared for at work, they return home and enjoy better relationships with their loved ones, friends, neighbors and others.

*Everything we consider valuable in life and business begins and ends with people.*  
- BOB CHAPMAN

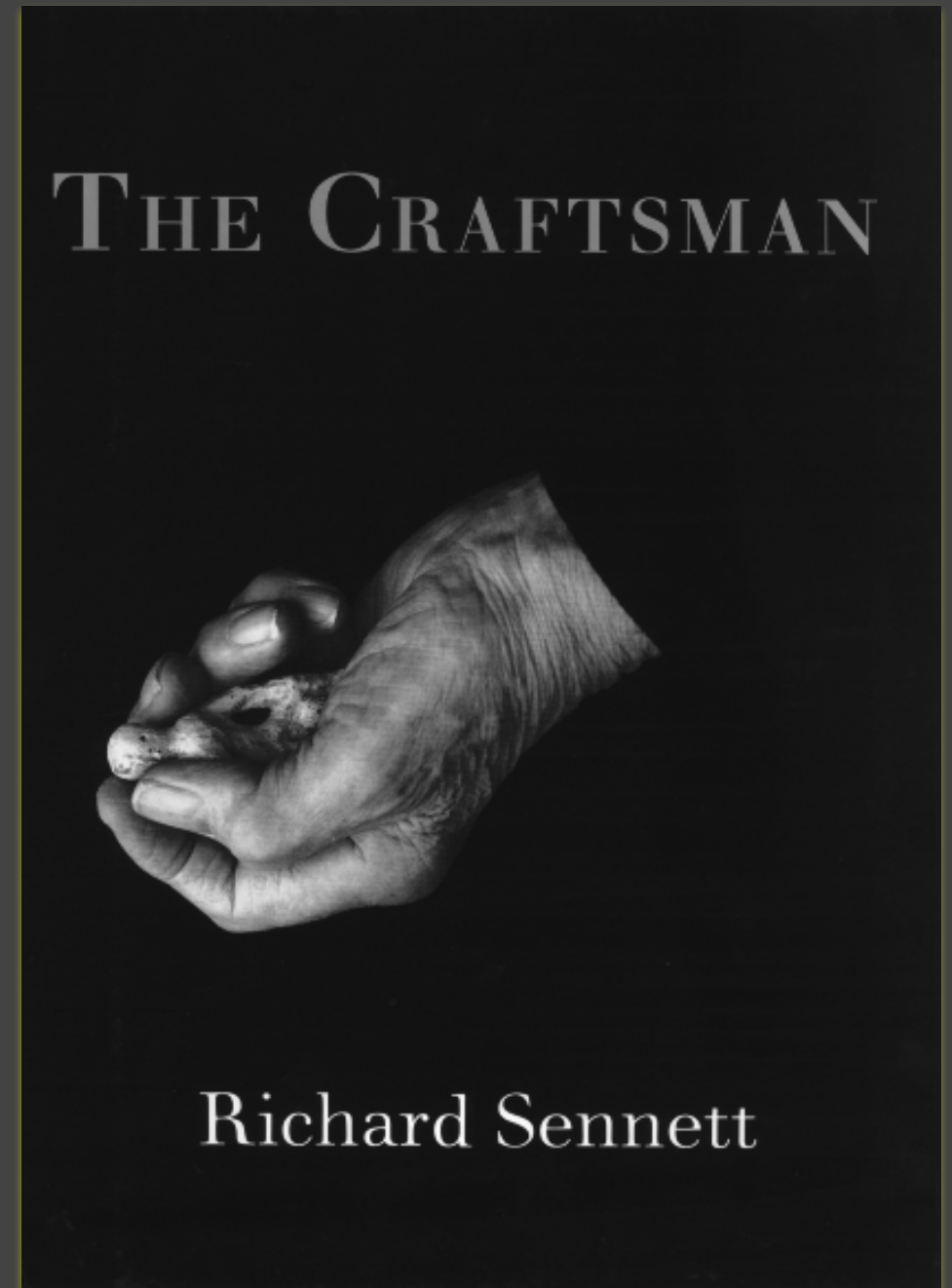


Barry-Wehmiller Documentary



In the mid-twentieth century Japanese corporate dominance, organisations embraced the W. Edwards Deming concept of “Total Quality Control” and that meant managers get their hands dirty on the shop floor and *subordinates* speak frankly to their *superiors*.

Deming spoke of collective craftsmanship - the *glue* binding an institution that is created by sharp mutual exchanges as much as by shared commitment.



## Professor Richard Sennett\*: The Wanderer

*“an adaptive self, oriented to the short term, migrating from job to job; focused on potential ability not accrued craftsmanship; and regretting nothing, willing to continually change and abandon past experience.”*

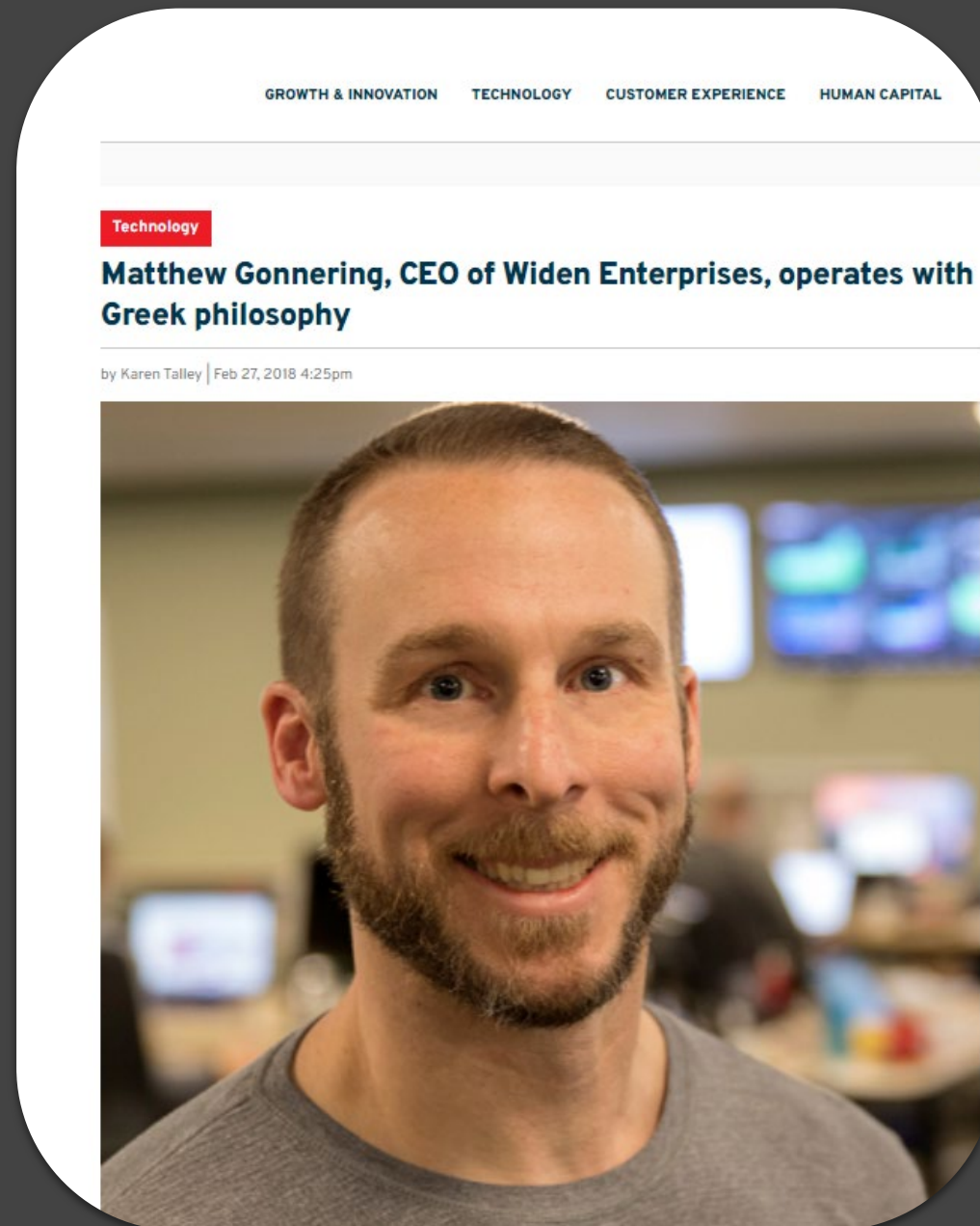
Sennett’s view: Most people need a sustainable life narrative, they take pride in being good at something specific, and they value the experiences they've lived through.

Maybe then our real question is:

**Which future of work is best for the people DOING the work, rather than for those extracting ever greater profits?**



# A State of Flourishing for Everyday Heroes



Matthew Gonnering, CEO of Widen Enterprises, operates his marketing technology company according to a philosophical tenet meant to promote employee well-being.

Eudaimonia is an ancient Greek word meaning “the state of having a good indwelling spirit, a good genius and human flourishing.”

Gonnering first learned the word from a fellow student when he was in business school.

“I thought I could apply that to a business,” Gonnering said. “It has an ethical component in that it can help guide right and wrong.”

He didn’t know of any other businesses that operated with eudaimonia, “but here was a chance to bring in a philosophical concept to a business setting,” he said. “It’s important because of what it stands for. As a business we can create, nurture and allow people to flourish.”

Putting it into practice includes “putting people through a 3-month program where they can discover their personal purpose,” taking time with trainers to work out, encouraging staff to recognize the good that fellow employees have done and hiring the developmentally disabled. The latter is good for the people who are hired and staff members, Gonnering said.

Widen Enterprises also operates with a “freedom-centered culture in opposition to a fear-based one” and has meetings once a week with staff to go over the company’s financials and to discuss “what we’ve done well and not so well,” Gonnering said.

He credits the company’s culture for making it successful. In a pretty cutthroat industry, Widen Enterprises has grown revenue 27% annually for the last five years, a rate that is ahead of competitors, he said.

“We’ve increased customer loyalty because they can feel the culture through our employees,” Gonnering said.

An example of what Widen Industries does is its work with Brooks Running Shoes. Brooks uses Widen’s software to host its marketing materials, including store advertisements. Shoe retailers or representatives who sell Brooks in their store log in to the software online and download the materials they need to roll out the Brooks shoe campaign in their store. Brooks can also use the software to work with their in-house designers, making notes in the program to tell their designers what changes they want made to the materials and keeping a log of those changes. It also allows teams to work from the same file rather than having copies of a document on multiple desktops

While business is good, there are still challenges. “We are scaling up and as we grow, how can we maintain the best elements of our culture as we add, say, 100 people,” Gonnering said. “And as we add more people, how do we make sure they are connected to the brand?”

Also, the company is self-funded, and “We have to make sure we run with financial discipline,” Gonnering said. There is no chance of going public because the owner wants to remain independent, he said.

# A State of Flourishing for Everyday Heroes

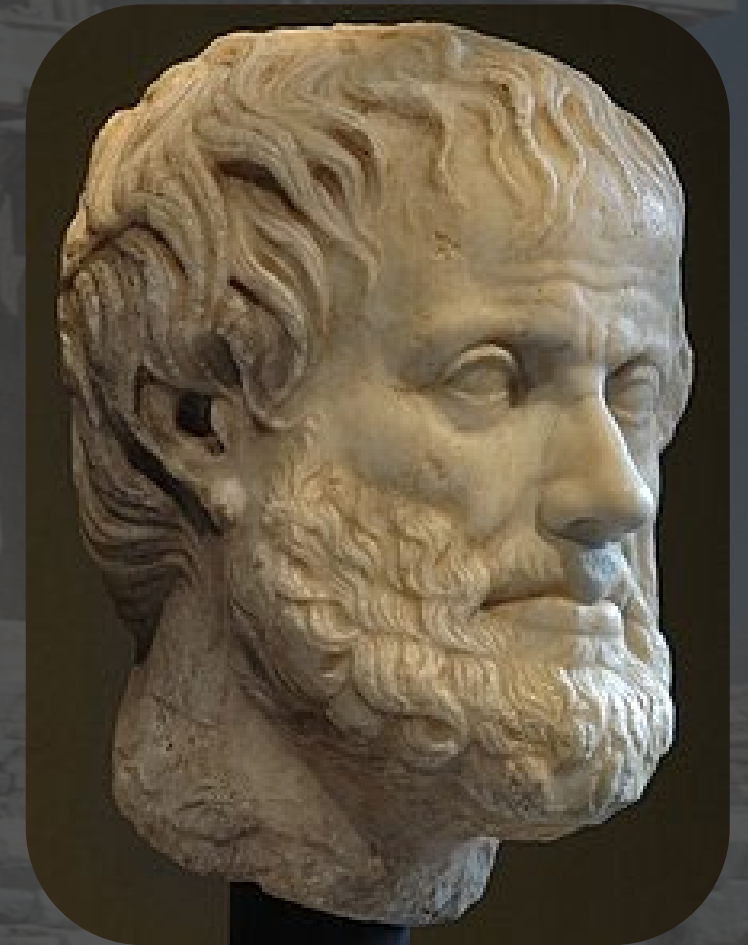


A 5th-Century BC term from Ancient Greece described by the Encyclopedia Britannica as:

*“...the condition of human flourishing or of living well.”*

It is often translated to happiness, but Philosopher Aristotle was clear on this: *Eudaimonia is the highest human good, the only human good that is desirable for its own sake (as an end in itself) rather than for the sake of something else (as a means toward some other end).*

It is our belief that a state of flourishing in life and work symbolises the highest human good that can be done in someone’s life and certainly in someone’s work.



# *A State of Flourishing for Everyday Heroes*



*When did you feel like an everyday hero?*

*When did you last feel in a state of flourishing?*

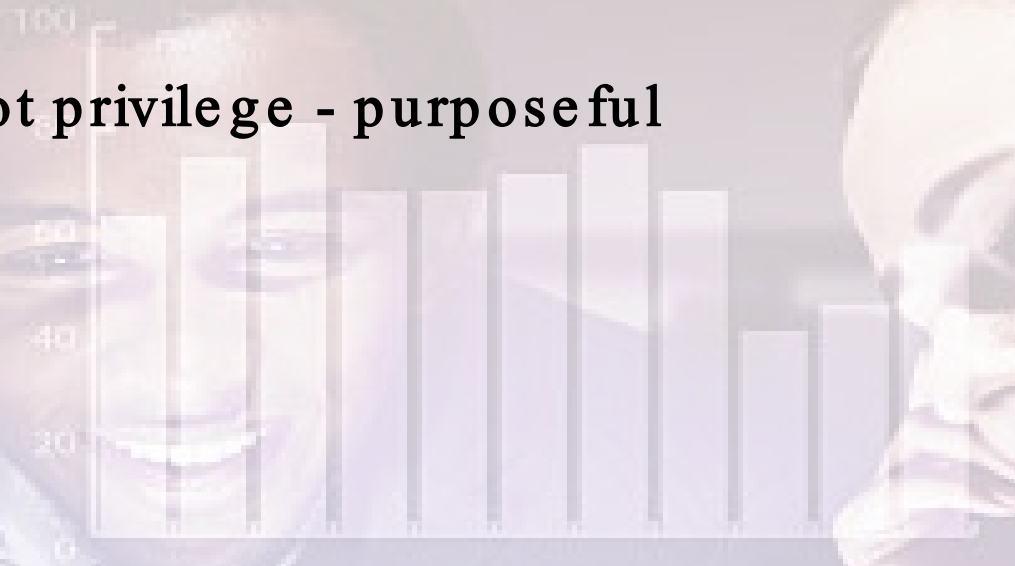
# The Dawn of Participatory Organisations

- Post-bureaucratic
- Humanistic Management
- Organisational democracy

Professor Gary Hamel  
London Business School  
The World's No 1 Business Thinker



## A shifting **paradigm**: Not privilege - purposeful



### Human beings are resources



### Human beings are resourceful



## The **Seven Secrets** of the World's Most Enduring, Employee-Focused Organizations

**Josh Bersin**

"This book is a road map for creating more humane workplaces. Josh Bersin gives us unusually clear and compelling directions to make people the heart and soul of organizations."

—ADAM GRANT, #1 *New York Times*  
bestselling author of *THINK AGAIN* and  
host of the TED podcast *WorkLife*

## introduction

Today's world of work is filled with paradoxes.

The economy is growing, but it's harder to hire than ever.

Companies spend billions on benefits and perks, yet employee anxiety and stress are at an all-time high.

Artificial intelligence, robotics, and automation are everywhere, yet we work more hours and get less sleep.

We can reach others in seconds from anywhere, but we feel isolated and lonely, particularly when working from home in today's flexible work environment.

What in the world is going on?



# irresistible

## The **Seven Secrets** of the World's Most Enduring, Employee-Focused Organizations

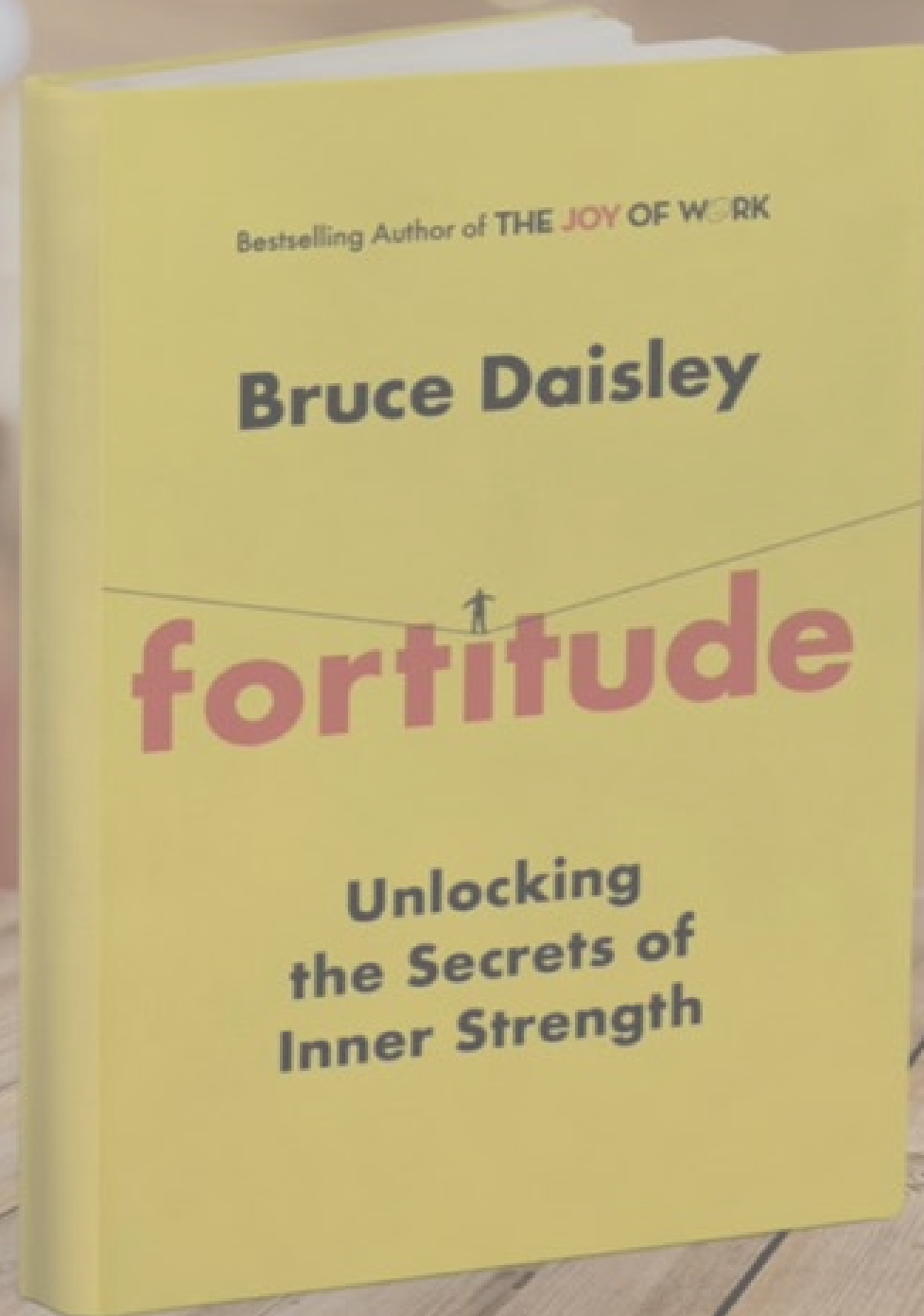
**Josh Bersin**

"This book is a road map for creating more humane workplaces. Josh Bersin gives us unusually clear and compelling directions to make people the heart and soul of organizations."

—ADAM GRANT, #1 New York Times bestselling author of THINK AGAIN and host of the TED podcast WorkLife

- Teams not hierarchy
- Work not jobs
- Coach not boss
- Culture not rules
- Growth not promotion
- Purpose not profits
- Employee experience not outputs





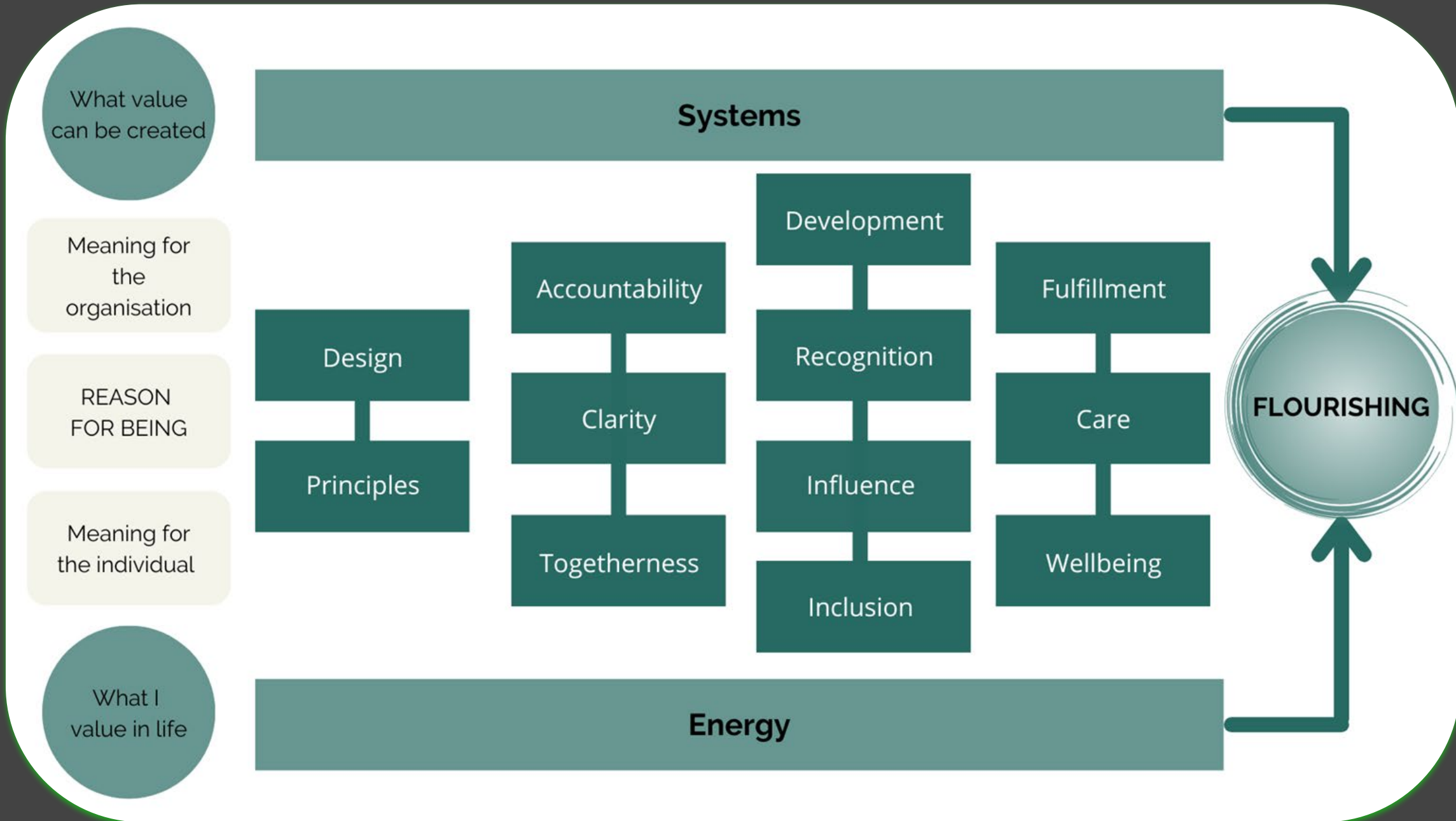
**Control**

**Identity**

**Community**

***Fortitude is the strength we draw from others...***

# A State of Flourishing for Everyday Heroes





It's a renaissance point for HR.

Because the future of work is about all of us: For people, our planet, and prosperity.

Built by Everyday Heroes

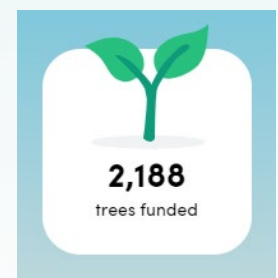
**“People don’t persevere because they are good at perseverance, they persevere because they find things that are worth investing in.”**

**Jal Mehta - Harvard Professor of Education**





This company meets the highest standards of social and environmental impact



2023

The Future of Work, Workforce, Workplace is...

Better business for a better world.



[pthr.co.uk](http://pthr.co.uk) / @TeamPTHR