



# WORK. LEAD. SPACE.

## VIDEO TRANSCRIPT

### PREFERRED FUTURE

Where do you see yourself in ten years?  
How will you work? – Will you work?  
How will you lead? – Will we need leaders?  
How will you use space? – Will you shape it?  
Who would've thought 10 years ago, that a pandemic would change the way we live and work so dramatically?  
Well, the future's not very predictable, is it?  
But don't worry:  
It's part of our life.

Before Corona, the internet changed practically everything.  
And globalization before that.  
And industrialization before that.  
Electricity. Letterpress. Language. Fire.  
People have always been scared by the unknown future.  
But how could something scare you if you shape it yourself?  
If you trust your intuition and question how things are.  
If you lead, create and act with an open heart and mind.  
If you follow a purpose and build teams who want to change the world.  
Who believe in the power of technology without losing the human perspective.  
Who build space without walls and embrace autonomy and diversity.  
Who don't hesitate, but accelerate evolutionary change and deal creatively with ambiguity.  
Turn uncertainty into possibility.  
Give up control and gain freedom to design.  
We think: The future can't surprise us if we surprise the future.

So... If you'd ask us today:  
"Where do you see yourself WORK, LEAD and use SPACE in five, ten or even twenty years?"  
We probably wouldn't know.  
But what we know is: we will determine it ourselves.  
We focus WORK on outcome.  
We LEAD by orchestrating.  
We use SPACE to connect.  
We call it: A PREFERRED FUTURE.  
And we started building it – right now.

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