



# Business Reimagined: Why work isn't working and what you can do about it

*Coplin Dave*

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## **Business Reimagined: Why work isn't working and what you can do about it** Coplin Dave

Are you happy with the way you work? Are you engaged, energised in the office? Or do you sometimes feel that your days are dominated by process and technology?

Reimagining business is about waking up to a new environment, based on collaborative and flexible working, on technology that, used correctly, liberates rather than constrains. The future of work must be based on being open, on focusing on results, not process and on empowerment, not hierarchy.

Dave Coplin, Chief Envisioning Officer at Microsoft UK, has been immersed in the technologies that are making waves in the workplace. This is his call to reimagine business.

#bizreimagined

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