



Our work culture lags behind

What kind of work makes you happy? Meetings or writing reports that no one reads; come up with ideas for which there is no space; or repetitive work? Not many people will have this at the top of their list. Still, you probably earn a large part of your income by doing this. Pretty crazy.

The Netherlands has developed into a knowledge economy, but our work culture still dates back to the industrial age. The labor market is not organized to offer much challenge and creativity. Our work system is still based on 20 years of studying, 40 years of work and then 20 years of enjoyment. We divide the work itself into functions, tasks and hours. Very strange, because knowledge is not produced in this way. As a result, talent remains largely unused. In doing so, we are not only selling ourselves short, but we are also holding back developments. A lot of work is, consciously or unconsciously, maintained. A 60-hour work week therefore makes no sense. Busy, busy, busy has become the new normal. At the same time, the desire for more challenging and meaningful work is growing. The need to keep developing is broadly supported, but we can't get it organized. As a result, due to the speed of developments, more and more work is taking on a temporary character. This increases the need to apply; another activity that few people enjoy. Supply and demand on the labor market are becoming less and less aligned, making it one of the worst-performing markets. The time is ready to organize work in such a way that it offers personal, social and economic benefits.

Fact: a third of knowledge workers are at their best in the evening