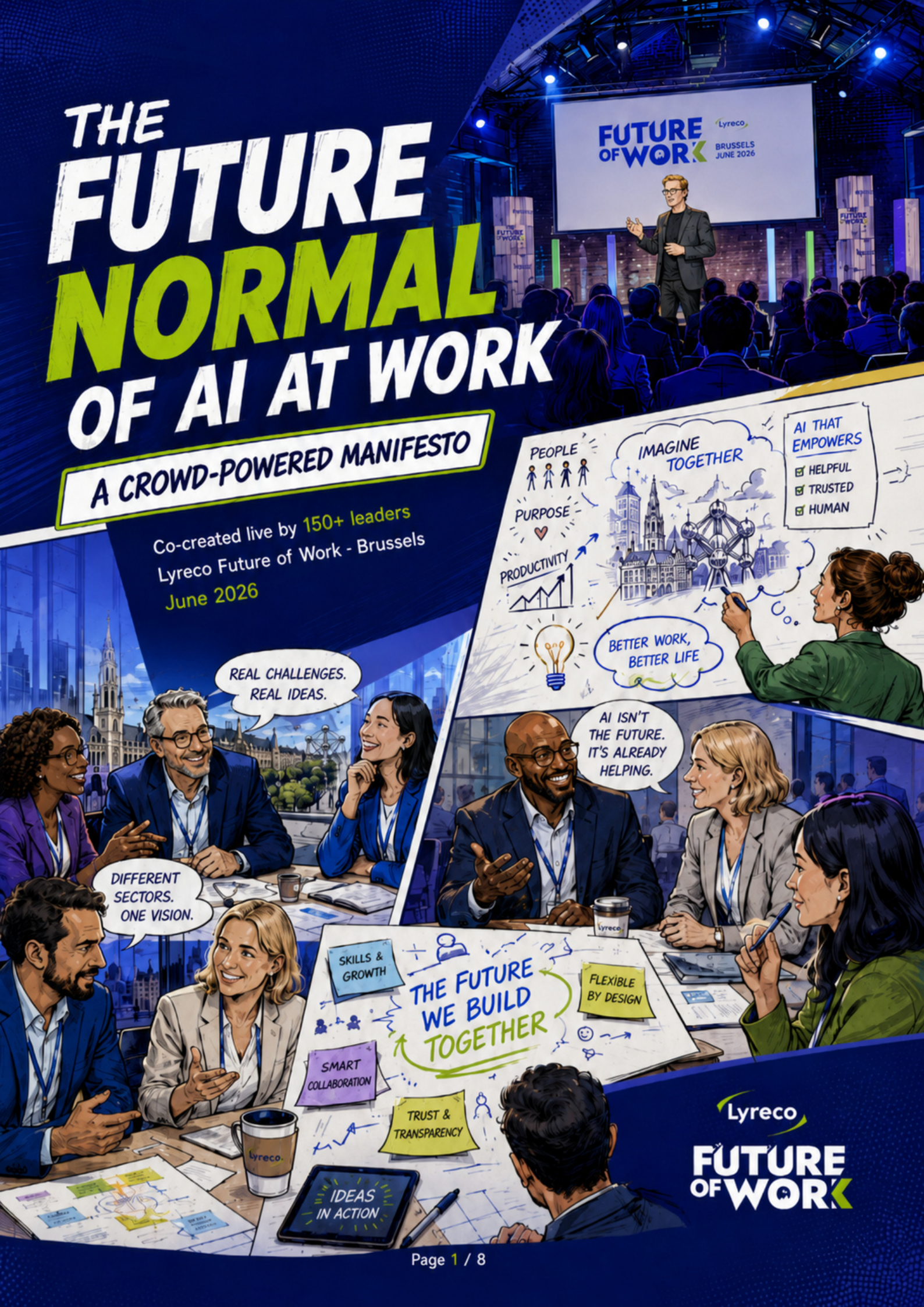


# THE FUTURE NORMAL OF AI AT WORK

## A CROWD-POWERED MANIFESTO

Co-created live by 150+ leaders  
Lyreco Future of Work - Brussels  
June 2026



REAL CHALLENGES.  
REAL IDEAS.

DIFFERENT  
SECTORS.  
ONE VISION.

AI ISN'T  
THE FUTURE.  
IT'S ALREADY  
HELPING.

PEOPLE



PURPOSE



PRODUCTIVITY



IMAGINE  
TOGETHER



BETTER WORK,  
BETTER LIFE

AI THAT  
EMPOWERS

- ☒ HELPFUL
- ☒ TRUSTED
- ☒ HUMAN

SKILLS &  
GROWTH

THE FUTURE  
WE BUILD  
TOGETHER

SMART  
COLLABORATION

TRUST &  
TRANSPARENCY

FLEXIBLE  
BY DESIGN

IDEAS  
IN ACTION

Lyreco

FUTURE  
OF WORK

1

## THE BACK OFFICE RUNS ITSELF. THE HUMAN GOES BACK TO BEING HUMAN.

Reconciliation, order entry, BAR files and invoice sorting move to the machine. One magic button clears the admin. What remains is the work people actually signed up for: ideas, relationships and judgment.



2

## THE ORDER ARRIVES BEFORE THE CUSTOMER ASKS FOR IT.

AI spots what customers bought, what they're running low on, and what the season demands. The right items are already on the truck. Reps stop chasing ghosts. Selling becomes the quiet delivery of something already wanted.

### AI SEES AHEAD



WHAT CUSTOMERS  
BOUGHT



WHAT THEY'RE  
RUNNING LOW ON



WHAT THE  
SEASON DEMANDS



PREDICTIVE  
REPLENISHMENT

### ALREADY ON THE TRUCK

RIGHT ITEMS.  
RIGHT PLACE.  
RIGHT TIME.



### A REP WHO ADDS VALUE

LET'S FOCUS ON  
WHAT MOVES YOUR  
BUSINESS FORWARD.



### DELIVERED BEFORE ASKED

EXACTLY WHAT  
WE NEEDED.



**LESS CHASING. MORE VALUE. HAPPIER CUSTOMERS.**

3

# THE WHOLE COMPANY FITS IN YOUR POCKET — AND SPEAKS YOUR LANGUAGE.

Every policy, product sheet, process and half-buried email folds into one brain that answers in plain words, in your language, on demand. On day one, the new hire knows what the twenty-year veteran knows. The company becomes something you can simply ask.

DAY ONE.

FUTURE  
OF WORK

WHAT'S OUR  
HYBRID WORK  
POLICY?

Here's your  
company policy:

- ✓ Who can work remotely
- ✓ How often
- ✓ Equipment support
- ✓ Ergonomics grant

Need more details?

QUEL EST LE DÉLAI DE LIVRAISON POUR MA COMMANDE ?

Livraison standard :  
2-3 jours ouvrés.  
Suivi inclus.  
Besoin d'aide pour  
votre commande ?

WIE REICHE ICH EINE AUSLAGE-ERSTATTUNG EIN?

So einfach geht's:  
1. Beleg hochladen  
2. Formular ausfüllen  
3. Absenden  
Bearbeitungszeit:  
2-3 Tage.

¿DÓNDE PUEDO VER LAS ESPECIFICACIONES DEL PRODUCTO?

Aquí tienes la ficha del producto con todas las especificaciones, descargas y guías.



COME FUNZIONA IL NOSTRO PIANO BENEFIT?

Ecco i tuoi benefit, come usarli e i contatti utili.

JAK ZGŁOSIĆ PROBLEM Z PRODUKTEM?

Zgłoszenie przyjęte!  
Otrzymasz aktualizację e-mailem. Numer sprawy: #58421.

HOE AANVRAAG IK VAKANTIE?

Ga naar Afwezigheid aanvragen, kies je data en verstuur. Klaar!



**ONE COMPANY. ONE BRAIN. EVERY ANSWER YOU NEED.**

4

# YOU TALK; THE WORK BUILDS ITSELF. THE DECK DIES; THE DECISION ARRIVES.

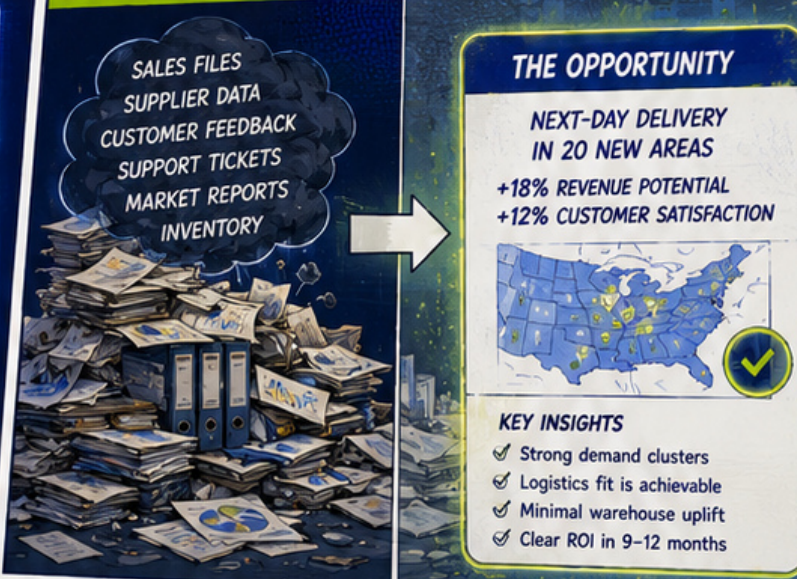
A half-formed idea becomes the brief, the analysis and the deck — without three nights of formatting. Data surfaces the opportunity hidden inside it. Meetings stop ending with 'someone write this up'. The decision arrives while the thought is still warm.



## SPEECH BECOMES STRUCTURE.



## DATA TURNS INTO CLARITY.



## THE DECK BUILDS ITSELF.



## MEETINGS MOVE FROM DISCUSSION TO DECISION.



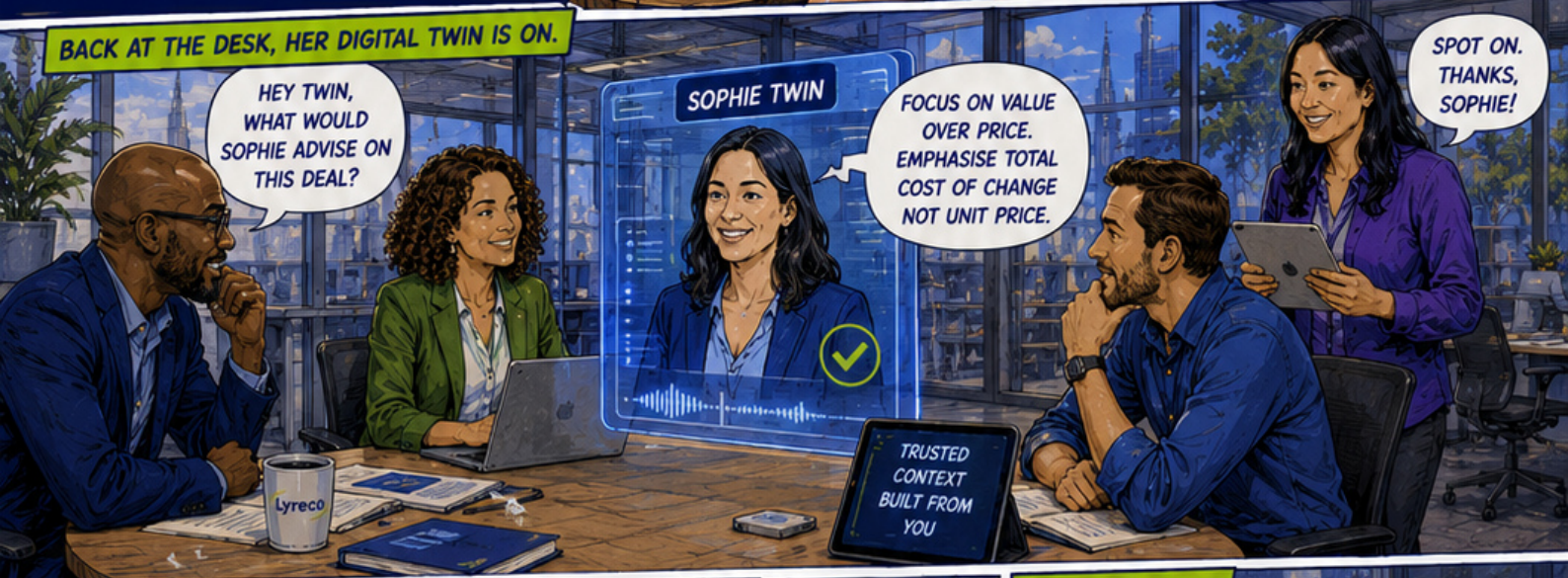
**SPEAK NATURALLY. AI DOES THE WORK. DECISIONS DON'T WAIT.**

# 5. WHAT IF YOU WENT ON HOLIDAY AND YOUR EXPERTISE STAYED AT THE DESK?

Capture how you think, how you sell and how you solve — into a trusted digital twin. Routine calls get answered in your voice while you're on the beach. Your team keeps your judgment on tap. Being irreplaceable stops meaning being unable to leave.



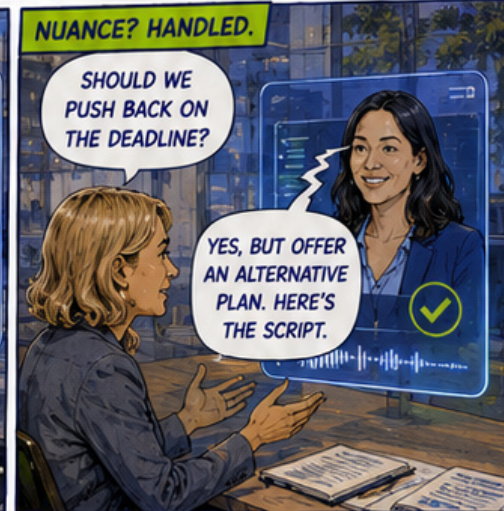
BACK AT THE DESK, HER DIGITAL TWIN IS ON.



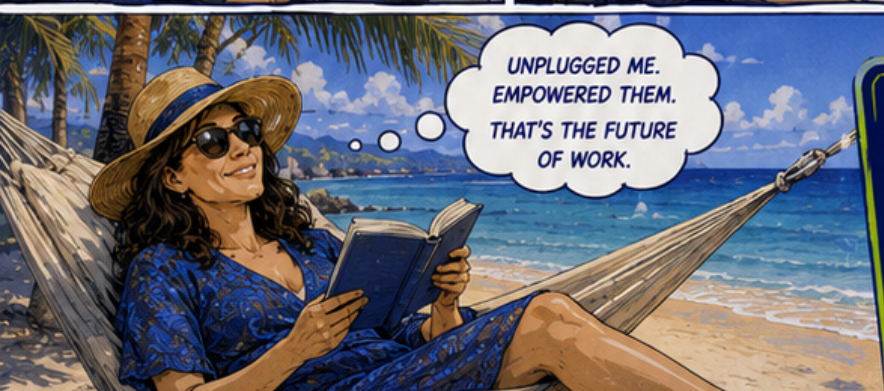
ROUTINE? COVERED.



NUANCE? HANDLED.



INSIGHT? ALWAYS.



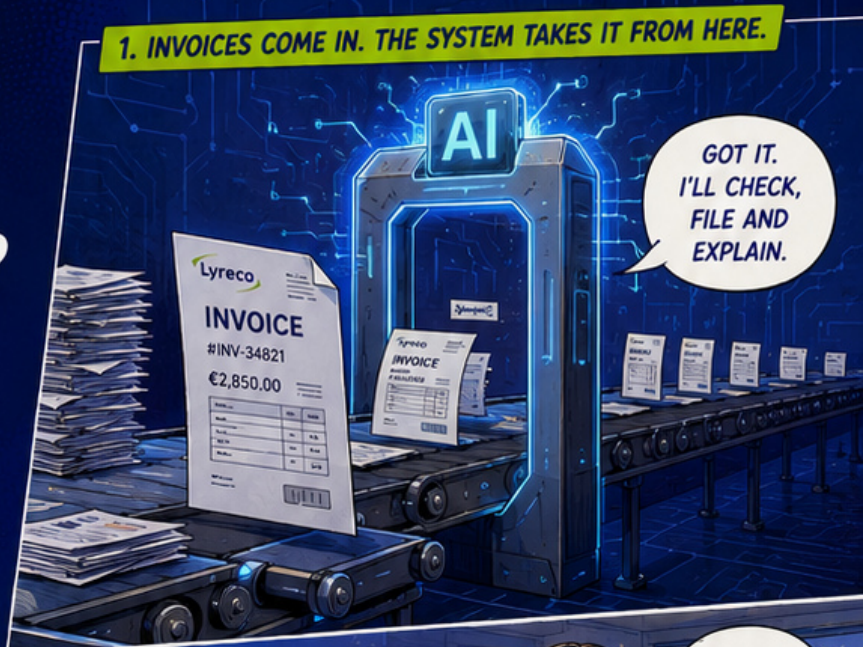
**BE FREE TO LIVE.  
TRUSTED TO LEAD.  
YOUR EXPERTISE,  
EVERYWHERE.**

6

# WHAT IF EVERY SPEND DECISION ANSWERED ITSELF BEFORE YOU SIGNED?

An invoice lands. The system checks it against the live budget and the ledger, files it, analyses it and tells you in plain words: safe to approve, or not. Month-end surprises disappear. Procurement becomes a faster, clearer conversation.

1. INVOICES COME IN. THE SYSTEM TAKES IT FROM HERE.



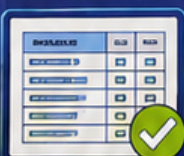
2. AUTOMATIC CHECKS. CLEAR ANSWERS.

CHECKING  
LIVE BUDGET



Within budget  
€2,850 / €5,000

CHECKING  
THE LEDGER



Match found  
PO #45021

ANALYSING  
& FILING



Categorised,  
stored, ready

PLAIN ENGLISH ANSWER



**SAFE TO APPROVE**

On budget.  
Correct PO.  
Standard terms.  
Filed for audit.

FINALLY.  
CLARITY  
IN ONE  
GLANCE.



3. WHEN IT'S NOT RIGHT, IT SAYS SO – AND WHY.



**NOT SAFE TO APPROVE**



Over budget by €1,250



No matching PO



Vendor not in contract



Suggest: Split or reallocate

CLEAR REASONS.  
SMART OPTIONS.  
BETTER CALL.

4. CLEARER CONVERSATIONS. BETTER DECISIONS.



WE SPEND WITH  
CONFIDENCE.

LESS CHASING.  
MORE FOCUS.

INSIGHTS WE CAN  
ACT ON.

5. MONTH-END, MADE SIMPLE.



**MONTH-END**

- ✓ All matched
- ✓ All reconciled
- ✓ No surprises

CLOSE FASTER.  
SLEEP BETTER.  
REPEAT.

**AUTOMATED. EXPLAINABLE.  
AUDIT-READY.**

**BUILT FOR TRUST.  
MADE FOR PEOPLE.**



**CLEAR ANSWERS. SMARTER SPEND. BETTER BUSINESS.**

**Lyreco**

7

# WHAT IF NO ONE EVER CHASED A COLD LEAD AGAIN?

AI filters the time-wasters out of both sides of the table. Reps only meet customers who are ready; customers only meet suppliers they actually need. The pitch disappears. Two people who already want to do business simply finish the deal.

AI FILTERS OUT THE TIME-WASTERS.

NOT A FIT  
NOT READY  
NOT NOW

THE RIGHT FIT  
THE RIGHT TIME  
READY TO ACT



REPS ONLY MEET CUSTOMERS WHO ARE READY.

NO MORE  
DEAD ENDS.  
JUST PEOPLE  
WHO WANT  
WHAT WE DO.



AI MATCH SCORE  
**95%** ✓  
High intent  
Perfect fit  
Ready to talk

**PERFECT MATCH**  
NEEDS + SOLUTIONS  
INTENT + TIMING

GOOD FIT.  
GOOD TIMING.  
LET'S TALK  
BUSINESS!



AI MATCH SCORE  
**95%** ✓  
High intent  
Perfect fit  
Ready to talk

THE PITCH DISAPPEARS.

YOU NEED FASTER  
FULFILLMENT AND  
BETTER VISIBILITY.

EXACTLY. AND  
POST-PURCHASE  
SUPPORT THAT'S  
EASY TO REACH.

WE GET EACH OTHER.  
LET'S SOLVE THIS  
TOGETHER.



TWO PEOPLE WHO ALREADY WANT  
TO DO BUSINESS SIMPLY FINISH THE DEAL.

**DEAL  
CLOSED!**

LET'S  
MAKE IT  
HAPPEN.

DONE.



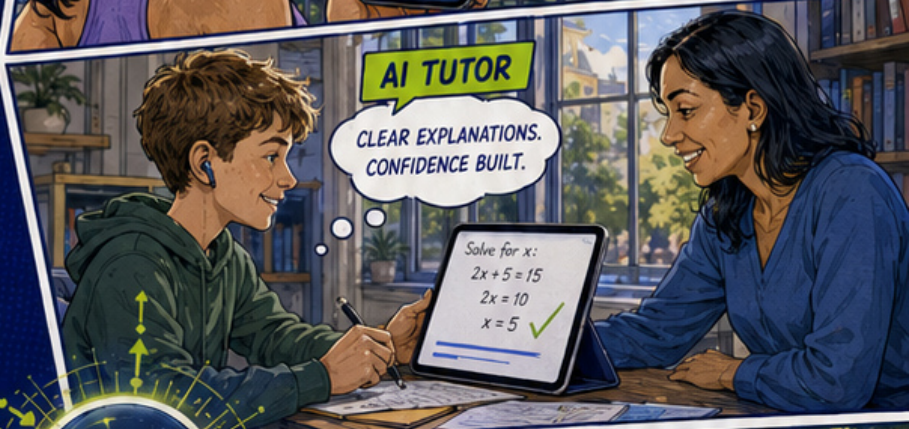
**NO MORE CHASING. ONLY MEETINGS THAT MATTER.**

# 8

## WHAT IF THE MOST HUMAN IDEA IN THE ROOM HAD NOTHING TO DO WITH THE JOB?

Asked about work, one in ten people left the office entirely: a fitness coach, a classroom tutor, a health scan from your phone, the best route home by bike.

The signal is powerful: the people who adopt AI fastest at work may be the ones already inviting it into their lives.



### THE BIG IDEA:

the future of AI at work is not less human. It is **more human** — because friction fades and people get more time for judgment, relationships and better lives.

