

The OfficeVerse starring Not-Your-Regular Employees | Passion that Prevails | Now Streaming Worldwide [HD]

This is the pilot of the hit sitcom, The Office (US version), reimagined for the passion economy in 2022 that's shaping the future of work.

COLD OPEN

FADE IN:

1 INT. MICHAEL SCOTT'S OFFICE - DAY - SCENE 1

1

Michael Scott¹ is sitting behind his desk and looking at his computer screen intensely.

SCOTT

What's this buzzword, huh? Passion Economy? Creator Economy? I don't understand this B.S. Now people are doing things *they* like. Not working for the corporates anymore. And are actually making money from it. Ha-ha, what a fad!

He points to a mug in the foreground with the inscription.

SCOTT

People call me, "World's Greatest Boss." And now they want to be their own boss?!? Rejecting an able boss aka friend, philosopher, and guide like me! Even the ones in our Scranton branch are contemplating jumping on this stupid trend. I wonder if that's why they're meeting without informing me.

He rolls his eyes and looks up at the camera.

SCOTT

Let's find out...

2 INT. MEETING ROOM - DAY

2

Employees are gathering in the meeting room. They pull up chairs as Jim² addresses them.

JIM

Y'all must have heard the rumors of corporate downsizing Stamford branch or ours because of papers being redundant in today's world, hence our

jobs being redundant and automated or outsourced.

EMPLOYEE

(out of shot)

How can they do this to us???

Other employees start chiming in. Chaos ensues.

JIM

Attention everybody! Attention. That's why we are all gathered here today. Y'all must have heard of creators, right? I mean so many of us follow the popular ones - the influencers - left, right, and center in social media. It's time for us to become them.

KELLY³

Ohh yes, yes omg! I love Charli D'Amelio, Emma Chamberlain...

DWIGHT⁴

(interrupts)

Yeah whatever, this is all fake PR - fake influencers with fake followers and bots - earning quick fame and nothing more. They go viral one night and become obsolete the next morning. How is this sustainable? I mean if you people want to leave this job and do all this, then be my guest, haha -

Evil laugh.

DWIGHT

(thinks to himself)

Let these fools quit. That day is not distant when I, Dwight K. Schrute: Assistant (TO THE) Regional Manager, will become the Regional Manager of the Scranton branch.

Chuckles.

JIM

Doo-wight, no one's going anywhere. We're just trying to secure our future, that too by doing what we like. Darryl and I are thinking of diversifying our income streams by starting a YouTube channel called "Athlead", where we will do reaction videos of variety of sports.

DWIGHT

So, what will be your contribution

then? You both will post others' videos in your channel - Identity Theft is Not a Joke, Jim!

DARRYL⁵

(annoyed)

Ohh, we will do so much more. We will analyze these games afterwards. We will share relevant stories. We will also discuss about players, coaches, clubs, sponsorships etc.

DARRYL

What made me interested in this is that we'll earn not only through YouTube ad revenues, but also through membership platforms like Patreon. People want to gain closer access to creators these days by showing more than passive support through subscription, so we will monetize on that. We will provide many rewards and perks there like behind-the-scenes videos, early access etc.

JIM

(excited)

When we hit more than 10k subs, we'll also release exclusive merch!

DWIGHT

And what if you don't? These platforms only reward their biggest creators. These aggregators and facilitators want to appease investors by increasing consumer engagement. They don't care about your-average-content-creator's monthly income or anything.

ANDY⁶

Well, when this *Nard Dog* was at Cornell, he learnt in Econ 101 that economy flourishes when the middle class prospers. So, these creator platforms and monetization tools better start thinking about all creators, irrespective of the size of their follower/ subscriber base. 'enthusiastic.' Huh?

Walks up to the board and starts scribbling.

ANDY

1000 fans * \$10 = \$ 10,000
100 fans * \$100 = \$ 10,000

No matter the size of your membership club, you can decouple monetization from that. If your content is good and

you gain highly engaged fans, or probably superfans, you can use these direct fan payment models to earn over and above those ad-based revenue models that seem to reward scale and reach. Consumers value new and exciting content - that is unique, relatable, quick (for viral or topical themes). They desire direct engagement with their favorite creators, you know sort of a two-way communication. Capitalize on that.

JIM

Woahh, *Mr. Ivy League*, that means I can leave this boring job then. Because this kind of guarantees that even if we don't become famous or our YouTube channel doesn't get like a million subscribers, we still will have some reasonable income to live off.

KELLY

Yayyy!!! I'm so excited you guys. I have always wanted to become a TikTok influencer. That was like my dream..

ERIN⁷

And we can also dance on that song we made "You're a male Prima Donna" ♪ ♪ ♪
♪

RYAN⁸

Ladies, this is madness. I am "The Temp" and lemme tell you why gig employees are the best - we

ANDY

Yeah, but like you, your argument itself is so wrong. The gig economy constraints a person with 'time for money' while on the other hand, the creator economy is passion-driven and the individual can work how, when, where they want.

RYAN

Whatever but these crazy girls can't make. I'm outta here.

SCOTT

Hahaha. These two always crack me up.

Everyone turns and looks at the door where Michael had been sneakily standing and listening to all this. Well, that's quite unlike him.

SCOTT

Looks like now I also want to be a creator just for the heck of it! Maybe I'll do professional coaching and impart my extensive sales knowledge through podcasts.

Looks at Pam⁹.

SCOTT

I am a business savant. *Pa Pa Pamela*, help me start a podcast. Now.

Pam shudders.

3 **INT. RECEPTION - DAY**

3

Jim approaches Pam at reception after the meeting.

JIM

(smiling)

So, what do you think?

PAM

About what? I donno Jim, this is too frivolous for someone like me. I can't afford to dream like you all, I actually need to pay my bills.

JIM

Listen, I have a plan. First of all, no one's asking you to take risks and leave this job if you're afraid. But your fear shouldn't also be stopping you from doing what you love. You're an artist, Pam. I will help you sell your paintings and other creations through NFTs or DeFis. No middlemen, you directly reach the customers. See in Web3.0, NFTs are non-fungible tokens that exist on blockchain...

PAM

I donno what you're saying. What I am saying though is the biggest reason I cannot take such financial risks is due to my lack of access to capital. Andy can go on and preach about passion economy because his family owns a boat and stuff, but mine doesn't. I have no seed capital or safety net. And now Scranton is about be scrapped, I will no longer even have this stupid job.

JIM

Hey - hey - hey. Don't worry. You know what we can do, if needed, let's move to Austria where they grant freelance artists €1,000 Euros a month for 6

months. No seriously Pam, I see what you're saying. And, I also understand now what Andy was saying earlier today.

If common creators, who are just starting out or want to or don't have access to a lot of resources or don't have many followers, if they feel safe while doing this, then more and more creators would not only emerge but will sustain in the longer run. This will be the future of work if it is made equitable. And WE will navigate all of this together.

4 INT. DESK AREA - DAY - SCENE 2

4

DWIGHT

Halpert, I looked into the stupid ramblings you made yesterday. You know in China; they have these influencer incubators where they onboard Key Opinion Leaders (KOLs) who are the social media influencers with massive followings. These people provide trainings on content creation, engagement with followers etc.

JIM

But Dwight...

DWIGHT

So, I am asking Michael to transfer you to China so that you can learn all these things there, and I - Assistant Regional Manager - will become...

JIM

(in a mocking tone)

Assistant (To The) Regional Manager.

KELLY

Hey guys! Being the business gal that I am, I researched a bit on my own. TikTok has launched a Creator Fund. The payments will be driven by views and engagement. Creators don't need affluent audiences anymore for higher payouts. This is the problem in YouTube and Instagram where creators are kind of incentivized to make content for high-income, advertiser-friendly audience. The monetization model is such that creators need to score more and more of those brand sponsorships and affiliate links.

KAREN¹⁰

And TikTok is also apparently trying

to make its search algorithm richer to promote up-and-coming creators by combatting filter bubbles and introducing diversity of content in their feed - language, country, followers, device type, schools of thought etc.

JIM

I heard that recently that the first ever creators gathering called the "Nas Summit" was held in Dubai. It was organized by the creator of Nas Academy, Nuseir Yassin, to bring together creators and startups with investors under one roof.

KAREN

Wow that's a positive step towards connecting and empowering creators.

KELLY

And that's why I am more confident about pursuing my dreams.

DWIGHT

Ohh God, creators like you all are the reason for influencer fatigue. People are increasingly using ad blocking technology and unfollowing creators with fake followers and bots.

KELLY

I have a lot of questions. Number one, how dare you?

What makes you think that I need to be like super famous in order to survive. There are and can only be a few on top of the pyramid. Most are at the middle and some at the bottom. I don't need to "buy" followers. Even if I am a micro-influencer, I can still make it. I can do what I like, when I like, and how I like.

5 **INT. DRUCKER TALKING HEAD - DAY - SCENE 3**

5

Peter Drucker's¹¹ hologram is being projected at the office wall.

DRUCKER

You're probably wondering what am I doing here? I am here because I hear that the employees of this office are searching for a change and wanting to exploit new opportunities. Well, I have a piece of advice or two for

them.

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In our days, people used to work at organizations driven by command-and-control. In my book, "The Age of Discontinuity" (1969), I talk about knowledge economy. It that can be married with passion economy, it can create wonders. You might be saying so many terms, so many economies, no no hear me out.

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For a society to truly become classless and sustainable, workers must receive both income and/ with dignity. So, in this new economy individuals will monetize their skills and expertise by leveraging digital technologies. Now you will ask are all these creators so knowledgeable. Well, in order to create trust, be customer-centric and survive in the long run, they must acquire knowledge in the fields of their liking, take ownership and provide reliable and research-backed content to users. Because this is not a game to be viral overnight, anymore right? These creators don't want to sprint anymore, they are in for a marathon. They want to expand their services to training and coaching. They are collaborating with independent organizations. They are designing courses and what not.

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To encourage a more creators in this big experiment, we must make way for diversity. We must try end the leverage held by upper echelons of creator society and provide a level-playing field for all. For example, unless and until, we make resources available to each and every employee in this office to chase their passions, only the Andy's and Jim's of the world will survive as creators. We also need to make it safer for marginalized groups. Kelly's and Erin's of the world should be protected from online harassment and cyber bullying. I hear this metaverse is already unsafe for women - people we need to do something here, okay?

Regulatory bodies must go beyond just developing frameworks to safeguard both creators and end consumers. It is time to act now.

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We also need to shift our mindset from just being platform-centric to business-centric. Don't limit yourselves to a single platform anymore. Deploy a media mix to better connect with your followers. Build a relationship with them. Choose platforms that let creators take ownership of discovery, monetization, and growth.

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And finally, you need to create a community - a community of creators who will support and help each other grow. In my book, "Innovation and Entrepreneurship" (1985), I discuss this. Interdependence over Independence. Work with others, create synergies, build a nurturing ecosystem, lift each other up. You survive when your fellow creators survive. You thrive when your fellow creators thrive.

Well, I just created something. A sitcom script. Omg! Which platforms should I use to release it? I know you all are waiting for more episodes to find out how exactly this passion economy pans out and what is the future of this "The Office", and probably that of all other offices out there. Let me get back to writing. But until then like, subscribe to Peter Drucker Challenge and hit the notification bell so that you don't miss the following episodes when I release them. Signing off for today, see you in the next one.

Guest Appearance by:

[11] Peter Drucker

Characters in Order of Appearance:

[1] Michael Scott

[2] Jim Halpert

[3] Kelly Kapoor

[4] Dwight Schrute

[5] Darryl Philbin

[6] Andy Bernard

- [7] Erin Hannon
- [8] Ryan Howard
- [9] Pam Beesly
- [10] Karen Filippelli

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