

Welcome to the Jungle is the go-to experience-at-work company.

We believe that work should be based on interactions between people with shared goals. Since our careers last for a lifetime, it is imperative to rethink our entire experience at work.

We are a European media engaged in promoting a more human and positive approach to work which takes into account each individual's well-being. We consider work to be a source of personal achievement, a collective and human effort to serve a common purpose.

We have the privileged position to observe social and corporate trends that are remodeling our lives at work. And so, we created The Lab to invite experts from around the globe to join our community and confront views, share ideas and enrich conversations that will pave the way to a new and better experience at work.



*It would be a mistake to believe that we are almost always right. The most important thing is to be open to opinions opposite to our own, to make sure we're not wrong about everything.*



# The Lab

by

**Welcome  
to the Jungle**



A European media in  
4 languages



More than 2 million  
unique monthly  
visitors



+70,000 HR  
decision-makers  
in France



Newsletter :  
250k NL B2C  
70k NL B2B  
3.3k Students



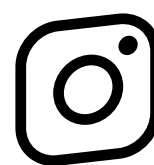
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# 1. Manifesto

Work is central to the way we live. It feeds our conversations, influences our choices and shapes our lives. At The Lab, we explore all the ways in which work impacts human society.

Through our advice columns, investigations, interviews, profiles and videos, we are pushing for a positive and global approach to work.

We want to build a community that shares a common vision in order to gather those who, like us, truly believe that work can be different.

We aim to create a place where we can think differently about work and reinvent work. Entrepreneurs, HR professionals, intellectuals, artists, researchers, journalists... all will be our guests to share their thoughts and knowledge on subjects that they master. Together we can start to create a better future for work.

## Open discussions

The workplace is continuously mutating and requires a healthy debate where we can confront different opinions, share new ideas and build a common understanding. Let's get the ball rolling on a rich conversation about the future of work.

Each of us defends a singular vision of work, in order to question its place in society. This will help us imagine and experiment with new ways of acting. Together, we want to kickstart a movement around the values of mutual help, impact and development.

At The Lab, each member has an engaged vision on work and constantly questions the place of this opinion in society. Even if our thoughts on work differ, our goal is the same: to feed a movement that encourages mutual help, impact and development.

Nothing is certain. But we have one conviction. The conviction that we can build a new, more human, more inclusive, more fulfilling experience at work with those who want to create, transform, invent, change, explore, provoke question... the modern work experience.

Want to join the conversation?

## 2. Who is an expert?

At Welcome to the Jungle, we believe work is a social experience that should be based on interactions between people with shared goals, and not on a mere transaction between companies and individuals. Our experts form a group of voices that are willing to partake in this transformation towards a more human experience at work. They are enthusiastic to share their knowledge and to inspire others to be part of the movement.

Joining this conversation will place you among the pioneers who share this human-centered vision on life at work. Your passion, engagement and expertise will not only empower others to think differently about work, but also inspire action. The conversation isn't just theoretical. We want your

ideas, analysis and proposals to spark change and to fuel the transformation that we are envisioning together.

At its core, Welcome to the Jungle is a lab for new work experiences. Our ambition is to explore and embrace ideas that can produce actionable solutions.

While they might differ in their opinions or approaches, our experts share a common belief: a new experience at work is necessary, and they are committed to being part of the solution.





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