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For Immediate Release

**THE METAVERSE WORKPLACE REVOLUTION  
A Path to Greater Profitability, a Stronger  
Culture, and Industry Disruption**

By Jason Gesing

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**THE METAVERSE WORKPLACE REVOLUTION** is “a philosophical exploration of what work can and should be. By addressing crucial focal points, from productivity to corporate well-being, Jason presents a holistic vision of the future workplace. . . . let yourself be challenged, inspired, and enlightened.” –Alex Howland, PhD, co-founder and president of Virbela

**JASON GESING’S NEW BOOK,  
THE METAVERSE WORKPLACE REVOLUTION,  
IS THE ULTIMATE GUIDE TO EMBRACING  
THE FUTURE OF WORK NOW**

“I am not alone in predicting that in the next two decades, the world at large will be transitioning to the Metaverse. Business owners who understand, embrace, and prepare will be on the cutting edge of technology, with competitive advantage, set to lead in their respective industries,” predicts Jason Gesing, in his new book, **THE METAVERSE WORKPLACE REVOLUTION** (Fast Company Press, March 2024). A pioneer in leading and growing virtual work environments, Gesing who served as CEO of eXp Realty and recently founded OMNUS Technologies, is an outspoken evangelist for building companies that can dominate in their industries, while at the same time valuing their people.

“In a post-pandemic era, it surprises me that so many business leaders are unaware of or still question the profitable, versatile offerings of the Metaverse,” he writes in **THE METAVERSE WORKPLACE REVOLUTION**. “Shedding the cost of physical real estate has an enormous impact on a company’s bottom line. Profitability is also enhanced by the other benefits of a thoughtfully constructed Metaverse culture: collaboration, employee buy-in, productivity, and more.”

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Based on in-depth research, case studies of organizations going “Meta,” and Gesing’s own decade of experience, **THE METAVERSE WORKPLACE REVOLUTION** provides leaders with a comprehensive framework and actionable strategies to leverage this new virtual terrain. Throughout the book, Gesing demonstrates why and how the Metaverse workplace is the most effective business model for service industries.

### **The New Great Equalizer**

One of the major themes addressed in **THE METAVERSE WORKPLACE REVOLUTION** is Gesing’s assertion that the Metaverse serves as “the new great equalizer.” By eliminating the need for physical offices and commutes, it levels the playing field and allows access to employment that transcends geographic divides and disrupts other barriers such as physical disabilities or being neurodivergent.

### **Top-Down Accountability**

For leaders who fear that working in the Metaverse will result in a lack of accountability among employees, Gesing argues in **THE METAVERSE WORKPLACE REVOLUTION** that being physically present is no guarantee of accountability. Instead leaders should think about building trust which will result in accountability. This means making personal connections with employees, sharing as much as possible about the health and future goals of the business, and encouraging people to succeed on their own, rather pursuing a command-and-control management style.

### **Achieving Peak Productivity**

According to Gesing, another advantage of the Metaverse is that it allows employers to create work models that incentivize and challenge employees toward peak productivity. “The trackability of every function makes it possible to pay employees based on their accomplishments, rather than their agreement to simply sit behind a desk for eight hours a day,” he maintains.

### **Making Real-Life Connections in a Virtual World**

Gesing counters leaders’ concerns that a virtual workplace deprives employees of the ability to forge strong relationships. He asserts that in the Metaverse, employees actually

experience more interaction, bonding, and camaraderie than in most bricks-and-mortar offices. “Instead of being limited to sharing with people who are in your physical office, you are instead collaborating with people/avatars across the globe. As a result, employees feel more committed to their places of work. In turn, they build lasting connections that refine them personally and professionally,” he writes.

### **Embracing Environmental Sustainability**

When it comes to environmental impact, working in the Metaverse eliminates or greatly lessens the need for commuting and business travel and reduces the office footprint and the related use for heat, electricity, furniture, etc. Gesing stresses that leaders must actively pursue sustainability, understanding their sector’s unique impact. “Only then can we collectively make energized, impactful, and effective global change,” he adds.

**THE METAVERSE WORKPLACE REVOLUTION** is the ultimate guide to creating high-performing, values-based, virtual workplaces. Author Jason Gesing makes it easy for leaders to understand the potential for long-term success and profitability – while forging a better world. As Alex Howland writes in the book’s foreword, “Let yourself be challenged, inspired, and enlightened. The future of work is not just about new technologies – it’s about a mindset, a vision, and the courage to redefine what’s possible.”

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### **ABOUT THE AUTHOR**

**JASON GESING**, author of **THE METAVERSE WORKPLACE REVOLUTION**, is a pioneer in Metaverse-based work environments. He is an attorney and the co-founder and CEO of OMNUS Technologies, Inc. and OMNUS Law, companies that use technology to unlock competitive advantages in positive and strategic ways. In addition, he currently serves on the board of directors of the Nasdaq-listed company eXp World Holdings, Inc. Prior, he was CEO of eXp Realty, the Metaverse-based real estate brokerage with approximately 86,000 agents and brokers across twenty-four countries. Gesing resides with his family in the greater Boston area. You can learn more at: [www.jasongesing.com](http://www.jasongesing.com).