



Future of **Work**

Trends transforming the workplace
and a blueprint for action



Executive Summary

The workplace is rapidly changing, driven by an evolving workforce and the changing nature of work. Today's workforce is quad-generational, composed of individuals with different values, motivations, and workstyles. Work is becoming more unstructured and agility is key. Employees increasingly demand flexibility in how, when, and where they work. At the same time, customer expectations are

growing, and technology is accelerating the pace of business. To keep pace with all these changes, you need to transform your workplace. The businesses that are not focusing on future of work risk falling behind and becoming irrelevant, especially in today's intensely competitive environment. This is true for companies of all sizes, everywhere in the world.

“Your digital transformation is doomed to fail unless you empower employees with a digital workplace.”

—CIO¹

Future of Work is about transforming...



Workstyles, by creating a work environment for the quad-generational workforce with different workstyles to co-exist and be better engaged



Workspaces, by merging physical and virtual work environments to adapt to various workstyles, enabling innovation and speed



Workflows, by enabling seamless collaboration across experiences and business processes

...using a **cognitive, secure, insights-driven** collaboration platform that enables your employees to be more engaged and productive helps you win the war for talent, provides a rich customer experience, and optimizes real estate and drives sustainability.

Contents

- 02** Executive Summary
- 04** Trends Transforming the Workplace
 - 04** An Evolving Workforce
 - 05** The Nature of Work is Changing
 - 06** Flexibility is Top of Mind
 - 06** Technology Disruption
 - 07** Growing Customer Expectations
- 08** To Compete Tomorrow, You Need to Transform Today
- 08** A Blueprint for Future of Work
 - 09** Workstyle
 - 10** Workspace
 - 11** Workflows
- 12** Putting Compelling Outcomes in Reach
 - 12** A More Engaged, More Productive Workforce
 - 13** Delivering a Superior Customer and Agent Experience
 - 13** Win the War for Talent
 - 14** Optimize Real Estate and Drive Sustainability
- 14** Conclusion
- 15** References









Trends Transforming the **Workplace**

What’s behind these changes?
Technology is playing a huge role in driving change, but there’s much more than that. Let’s explore some of the top trends that are shaping the future of work.

An Evolving Workforce

The foundation of any company is its people. In dynamic business environments, it’s important to remember that a workforce is not set in stone, but a diverse mix of individuals that’s constantly evolving. Today’s talent is a multi-generational mosaic of

Baby Boomers, Gen-Xers, Millennials, and Gen Z individuals. All of them have different motivations, values and workstyles. It’s up to businesses to keep those employees engaged, so they can be satisfied with their work and empowered to succeed. That means creating a work environment that’s aligned to their workstyle, with plenty of flexibility and choices. For example, tech-savvy Gen Z employees are generally more comfortable connecting and collaborating online and remotely, compared to older professionals who value face time.

	Motivation	Values	Work Style
 Baby Boomers (Born 1946–1964)	Working longer, retiring later	Defined by their work	Value face time
 Generation X (Born 1964–1980)	Independent, resourceful, self-reliant	Value work-life balance	Don’t need or want face time
 Millennials (Born 1980–1995)	Independent, resourceful, self-reliant	Work must make their lives and society better	Expect equal seat at the table
 Generation Z (Born 1995–2009)	Just now entering the workforce	Only know global, diverse workforce/place	Prefer live/video/visual

The Nature of Work is Changing

We're not only seeing new types of workers, but new ways of doing work. The days of employees working for decades for one company are long gone. The "gig economy" is on the rise, and we're seeing an explosion of contract employees, freelancers, and other short-term professional

engagements. Business agility is the name of the game, and companies move fast and stay flexible by connecting talent to their jobs through a digital marketplace. They can quickly scale their workplace up or down as needed, to reduce costs and increase their supply of talent, whether it's onsite or remote. Freelance and contract workers win, too, because

they can take advantage of schedule and location flexibility, coupled with autonomy and better work-life balance. To support these dynamic teams, you need to empower employees with integrated tools across workflows and optimize their experience with innovative workspaces.



Flexibility is Top of Mind

More than ever, work is not a place you go, but a thing you do. Not so long ago, most employees worked from a physical office, with a specific place to sit and most of their resources in reach. Then a mobility revolution happened, unshackling people from their desks. People expect to stay productive anywhere, in the office, on the road, from home, or in a coworking

environment. And as millennials grow in the workforce, they're bringing more spontaneous, informal approaches to collaboration with them. Huddle spaces are becoming increasingly popular. These informal, easy to use, and highly flexible spaces are perfect for agile, fast-paced employees. In today's talent-driven labor market, offering employees plenty of flexibility in where and how they work is key to attracting and maintaining the best people.



Technology Disruption

New technologies are having a big impact on processes and tasks at every level of the workplace. Innovations like artificial intelligence (AI) and virtual and augmented reality (AR) are increasingly automating manual, time-consuming

jobs, and freeing up employees to work smarter and faster. AI and machines can assist humans, working together with them in the same space. And AR can overlay valuable information onto a user's real-world view, to take applications like vehicle and aerospace design to a new level.

Growing Customer Expectations

The digital economy has provided people with more choices than ever, and it's dramatically changing customer expectations. Today's consumers value hyper-personalization. They want products and services that are tailored specifically for them – and anticipate their needs. That's putting more pressure on companies to build

customer insights based on rich analytics, so they can proactively deliver an individualized experience. To stand out from the competition, your enterprise needs to be customer-centric every minute of every day, with uninterrupted workflows to serve people better. Every interaction with your consumers should feel seamless, frictionless, and effortless.



To Compete Tomorrow, **You Need to Transform Today**

Companies across every industry know that they need to transform their workplace to achieve outcomes like:



Employee engagement
and productivity



Win the war
for talent



Customer and
agent experience



Optimize real estate
and drive sustainability

Despite all the powerful communication tools that have emerged in recent years, in many ways people are more disconnected from one another and their work than ever. People have

different workstyles and the workforce is often globally dispersed, employing disparate technologies and multiple applications. Today's average user has 34 different applications.

To successfully transform your workplace, you must build a strategy around engaging people who have different workstyles, who work in different workspaces, and who are part of the integrated workflow.

A Blueprint for **Future of Work**

Future of Work is about transforming...

Workstyle

By creating a work environment for the quad-generational workforce with different workstyles to co-exist and be better engaged

Workspace

By enabling seamless collaboration across experiences and business processes

Workflow

By merging physical and virtual work environments to adapt to various workstyles, enabling innovation and speed



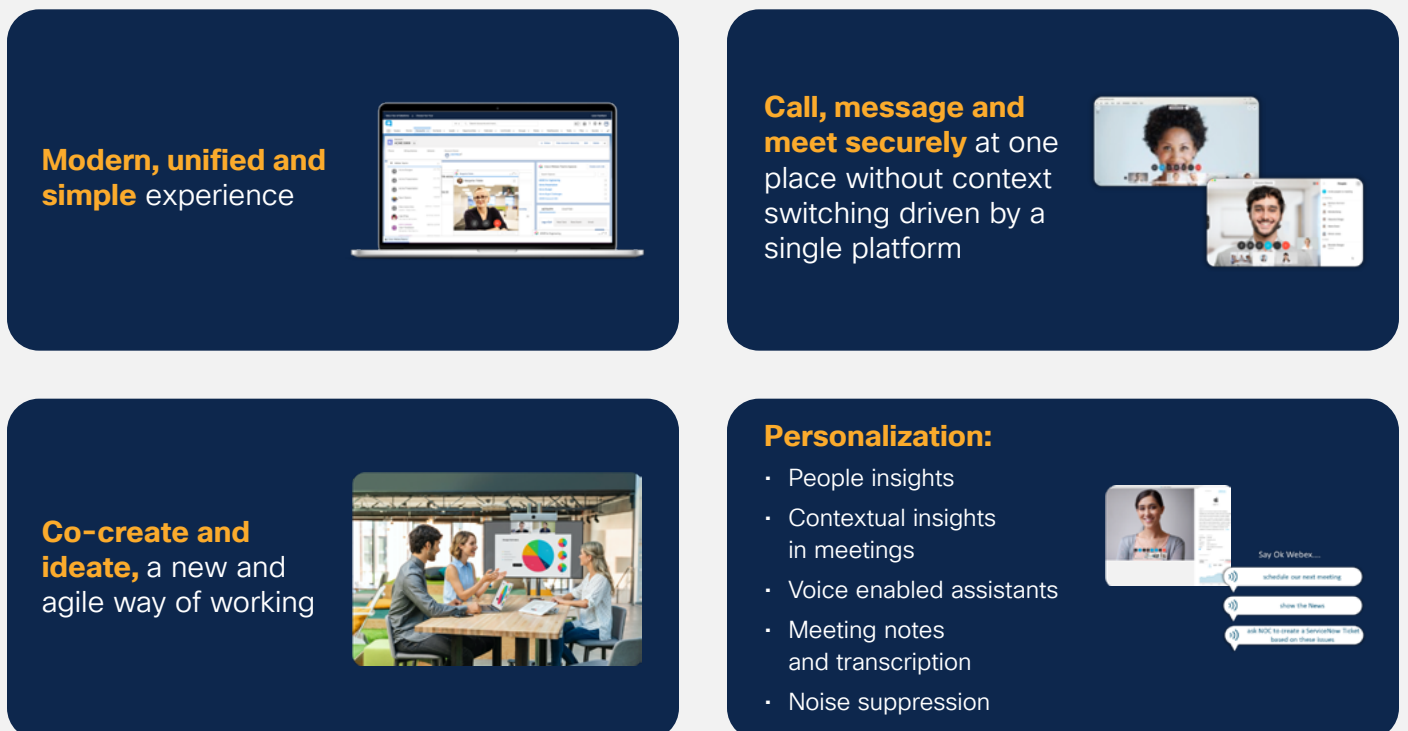
...using a **cognitive, secure, and insights-driven** collaboration platform that fosters human relationships, enhances customer interactions, and builds high performance teams across boundaries to make smarter, faster decisions.

Workstyle

The way we work is changing. We are moving away from the traditional way of working and becoming more mobile and agile. All different workstyles should be able to support this new way of working.



To enable these workstyles to work in a more agile way, you need:



Workspace

Employees are always on the move, hopping between physical and virtual environments many times a day. We can help you give them the freedom

to move effortlessly between both worlds. Employees want to collaborate in a conference room, a small huddle space, from their desk, or sitting in a coffee shop. They want to concentrate at their desks and learn at learning

centers equipped with the right technology. Nowadays, employees also want to socialize with other employees in different geographic locations using collaboration.

Executive Office
with Meeting Room



Huddle Room



Board Meeting Room



At Desk
with Video



Collaborate

Working
on Laptop



Training Center



Game Room



Concentrate

Learn

Socialize

To enable all these different workspaces, you need:

Workspace Management and Analytics



Room utilization
dashboards



Automatic
room-release
on no-show



Real-time
room/desk
availability pages



Navigation/
Wayfinding

Intelligent and Integrated Workspace



Smart room
controls – change
temperature,
on/off lights



Facial
detection and
face recognition



Intelligent
framing and
speaker tracking



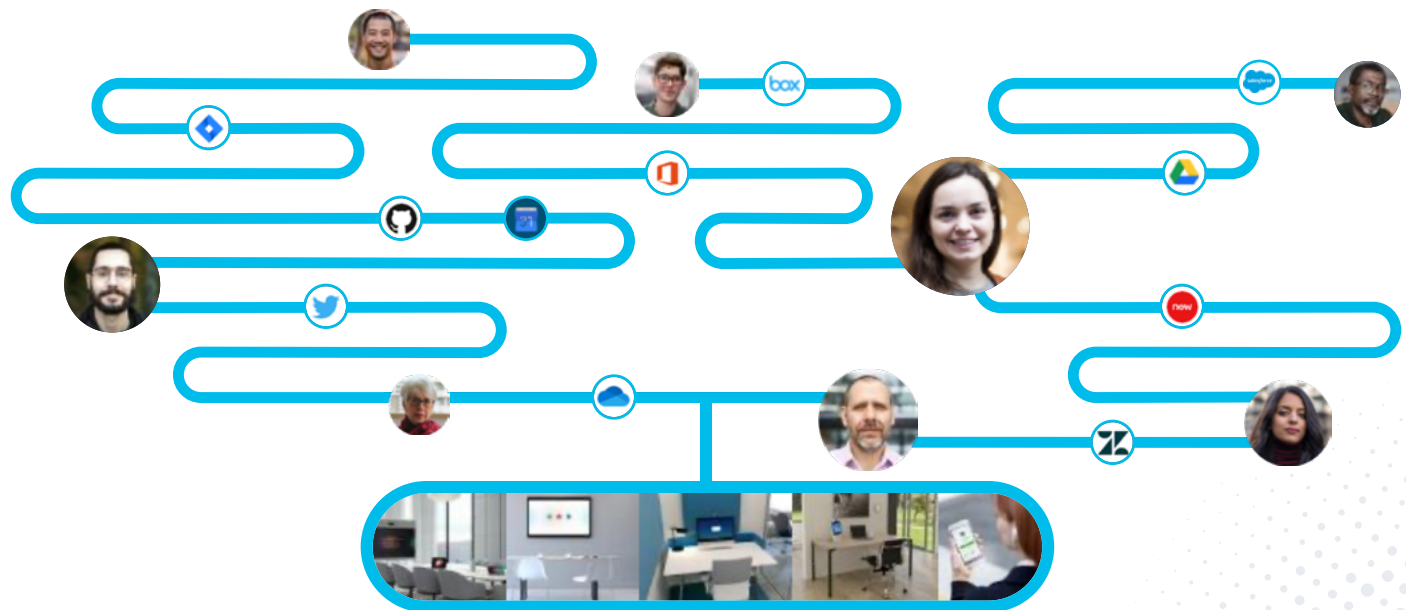
Noise detection
and suppression



Proximity pairing

Workflows

Collaboration shouldn't be an add-on or an afterthought. It should be second nature, embedded deeply into your business processes.



Seamless collaboration across all experiences, workspaces and business processes

To enable workflows, you need to:



Call, message and meet
from a **single app** driven by
a **single unified platform**



Pervasive security
to enable collaboration
without compromise



Insights and analytics across
collaboration portfolio



Collaborative contact center
integrated across work streams
bringing front and back office together



Open ecosystem/platform
where collaboration solutions
are integrated with all tools

Putting Compelling Outcomes **in Reach**

Successful initiatives around future of work using a cognitive, secure, and insightful collaboration platform helps your employees be more engaged and productive, helps you win the war for talent, provides a rich customer experience, and optimizes real estate and reduces costs.



A More Engaged, More Productive Workforce

Engaged employees are the ones that show up for more than just a paycheck. They work because they believe in your business and want to contribute all they can, to help it succeed and grow. Aligning your workspaces to every individual's work style and work activity helps employees be more productive.

It gives them the secure access to the people, information, and resources they need, however and wherever they are working. And it helps you create a more collaborative organization overall, where every individual is connected to the right business processes natively, across workstreams. When you empower people to do their best work, they'll be more engaged and satisfied.

Delivering a Superior Customer and Agent Experience

Delivering a personalized, delightful customer experience is key to staying competitive. In a marketplace with more choices than ever, people will choose – and stay with – the company that delivers proactive, personalized

service. And when you transform the workplace, you also transform workstreams to support intelligent, more proactive customer journeys. Delivering the right product or service, to the right customer, at the right time, is the best way to improve NPS and CSAT scores.

Win the War for Talent

To build a workforce that can succeed in the digital economy, you need to focus on attracting the best people – and keeping them productive and fully engaged once they come aboard. According to Deloitte, talent acquisition is considered important or very important by 81 percent of survey

participants.¹⁵ One of the best ways to bring in and retain talent is by meeting the expectations of today's increasingly mobile workforce. People want the flexibility to work anytime, anywhere, on the devices they choose. Transforming the workplace lets you deliver the experiences people crave, tailored to their workstyle.

50%

of office space is unused¹⁸

Optimize Real Estate and Drive Sustainability

It's not news that real estate is at a premium. Physical space is limited, so you have to make the most of it, using strategies like dynamic workspace allocation. A future of work initiative can position you to take advantage of all the rich data that your employees generate, so you can leverage it for new efficiencies and cost savings. Support workplace analytics by tracking meeting and conference room usage, to maximize availability of spaces.

Utilize real estate more efficiently so you're not paying for space that's rarely occupied. And modernize your office environments to optimize lighting, power, and cooling expenses, while giving employees improved access to huddle spaces and other collaborative environments. Efficiently using and closing spaces that is rarely used helps in reducing carbon footprint and making businesses more sustainable. Products created with ecofriendly plastic also helps to create a sustainable business which is very important for the environment.

Conclusion

You can't stop the pace of change in business, so you must transform your workplace to keep up with its new demands. An effective technology partner can work with you to help you transform your workplace with a cognitive/AI, secure, insights-driven collaboration platform. They can show you how to blend a rich variety of workstyles, workspaces, and workflows seamlessly together, so you can strengthen employee engagement and help them stay productive. It's time to meet the future of work head on, forging a path toward sustained success and growth.



References

1. CIO, "Digital workplace strategy: 10 steps to greater agility, productivity," January 2019. <https://www.cio.com/article/3229104/the-digital-workplace-8-steps-to-greater-agility-productivity.html>
2. EY – Building a better working world, "The future of work is changing. Will your workforce be ready?" 2017. [https://www.ey.com/Publication/vwLUAssets/The_future_of_work_is_changing/\\$FILE/ey-the-future-of-work-is-changing-will-your-workforce-be-ready.pdf](https://www.ey.com/Publication/vwLUAssets/The_future_of_work_is_changing/$FILE/ey-the-future-of-work-is-changing-will-your-workforce-be-ready.pdf)
3. Future Workplace LLC, "Multiple Generations at Work: Multiple Generations Working Side by Side in 2020," 2012. http://futureworkplace.com/wp-content/uploads/MultipleGenAtWork_infographic.pdf
4. Gallup, "What Workplace Leaders Can Learn From the Real Gig Economy," August 2018. <https://www.gallup.com/workplace/240929/workplace-leaders-learn-real-gig-economy.aspx>
5. EY – Building a better working world, "Key Insights," Unknown. <https://gigeconomy.ey.com/Future-state/Key-insights>
6. Small Business Labs, "Global Coworking Forecast: 30,000 Spaces and 5.1 Million Members by 2022," December 2017. <https://www.smallbizlabs.com/2017/12/coworkingforecast.html>
7. MagazineUS Powered by Regus, "The Workplace Revolution – a picture of flexible working," January 2017. <https://www.regus.com/work-us/the-workplace-revolution/>
8. Deloitte, "The future of work: The augmented workforce," February 2017. <https://dupress.deloitte.com/dup-us-en/focus/human-capital-trends/2017/future-workforce-changing-nature-of-work.html>
9. Accenture, "Artificial Intelligence is the Future of Growth," September 2016. <https://www.accenture.com/us-en/insight-artificial-intelligence-future-growth>
10. Accenture, "Consumers Welcome Personalized Offerings but Businesses Are Struggling to Deliver, Finds Accenture Interactive Personalization Research," October 2016. <https://newsroom.accenture.com/news/consumers-welcome-personalized-offerings-but-businesses-are-struggling-to-deliver-finds-accenture-interactive-personalization-research.htm>
11. Gartner, "Customer analytics holds the key to greater business value from data," April 2017. <https://www.gartner.com/smarterwithgartner/3-steps-to-get-the-most-from-customer-data/>
12. Gallup, "State of the Global Workplace," 2017. https://www.gallup.com/workplace/238079/state-global-workplace-2017.aspx?utm_source=link_intdede&utm_campaign=item_183833&utm_medium=copy
13. Shipearly, "Customer Experience to Overtake Product & Price in 2020," 2019. <https://shipearly.com/customer-experience-to-overtake-product-price-in-2020/>
14. Gartner, "Create Powerful Customer Experiences," May 2019. <https://www.gartner.com/en/marketing/insights/articles/create-powerful-customer-experiences>
15. Deloitte Global Human Capital Trends, "Rewriting the rules for the digital age," 2017. <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/HumanCapital/hc-2017-global-human-capital-trends-gx.pdf>
16. iOffice, "15 Amazing Workplace Design Statistics You Should Know," September 2018. <https://www.iofficecorp.com/blog/workplace-design-statistics>
17. Forbes, "Concerned About Your Bottom Line? Focus On Employee Experience," October 2019. <https://www.forbes.com/sites/workday/2019/10/09/concerned-about-your-bottom-line-focus-on-employee-experience/#6513ddde4398>
18. FMLink, "Corporate Real Estate: How Efficiently Do You Use Your Space." <https://fmlink.com/articles/corporate-real-estate-how-efficiently-do-you-use-your-space/>



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)