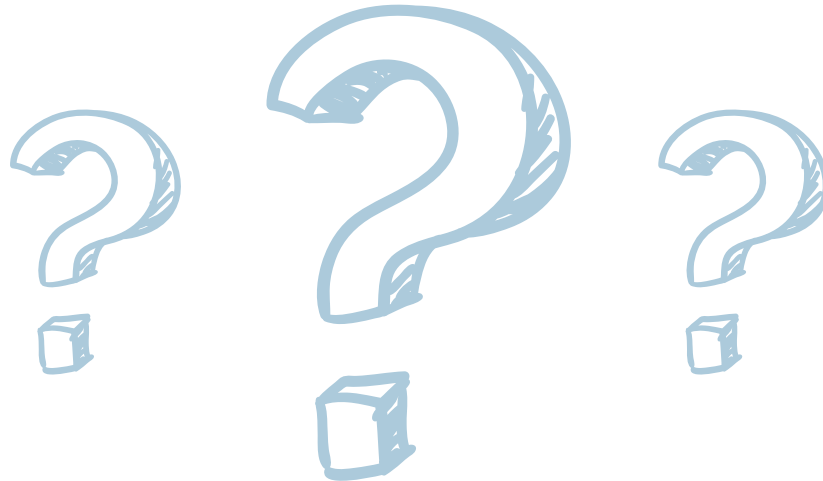


# WORKPLACE OF THE FUTURE

# What will the modern workplace look like by the end of 2022 and beyond?



At Dial A Geek, we think that the many changes 2020 and 2021 have started or accelerated some key trends.

Specifically, we think there are five trends we're seeing now that will be ongoing features of the workplace of the future.

Here's what we think those trends are and how we foresee them affecting the businesses and people of the industries we work with.



# Digital Transformation

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The past few years have seen more and more businesses integrate digital technology into the way they work.

The benefits are there to be seen. Greater resilience to crises like the COVID-19 pandemic. Greater value for your customers. And a better work experience for your team, boosting recruitment, morale, and productivity.

The spread of digital technologies into more industries, functions, and processes is also going to continue. AI, automation, and the Internet of Things will become even more a feature in more products and services.

This is a trend that's still developing. There is still resistance in many industries. But the coming years will show how businesses that embrace their digital transformation are going to be those that come out ahead.

“

At least 40% of all businesses will die in the next 10 years... if they don't figure out how to change their entire company to accommodate new technologies.

”

— John Chambers, Cisco

## Digital Transformation Geek Fact Bash

- ✓ 87% of companies think digital will disrupt their industry (44% say they're prepared for it)
- ✓ Digital transformation focused on customer experience can boost revenue by 20-50%
- ✓ 27% of businesses now believe that digital transformation is vital for their survival





## Digital tools will continue to spread

The wider digital transformation is going to embrace more industries and businesses. People in the workplace of today and tomorrow will have to cope with but will also be able to exploit:

- More AI-assisted, AI-driven, or AI-run services and processes
- More products connected to the Internet of Things (IoT)
- More automation of different processes and services



## Common objections will continue to fade

Many businesses were forced to adopt new digital technologies and processes by the COVID-19 pandemic. Others saw how successfully their competitors did so.

As realisation of the growth opportunities meet more competitive pressures and regulatory demands, common objections to digital transformation will continue to fade.

- Crises like the COVID-19 pandemic will show the resilience of transformed businesses
- The sheer number of successful cyberattacks will drive businesses to transform
- Realisation of the power of digital connectivity and actionability will drive change



## Digital enables action on other key trends

Digital's ability to enable organisations to meet the critical challenges and exploit the new opportunities of other modern trends will also drive more businesses to transform the way they work using tech.

- Meet corporate social and environmental responsibilities
- Offer remote and hybrid working environments
- Stay safe in the ever-changing landscape of cybersecurity threats

“

The next 5 years will be more disruptive than the last 15. This is NOT business as usual. A lot of technology that came in three years ago doesn't work anymore.

”

—Saul Berman, IBM



## Changing technology means changing culture

Integrating digital technology into every part of your business will increase the value you give your customers and change how you operate.

Really engaging with transformation will require many organisations to actively change their existing culture. Yet with knowledge of the benefits of digital adoption becoming increasingly widespread, it's a change that's sure to be a feature of the modern workplace for years to come.

# Social and environmental responsibility



Corporate Social Responsibility (CSR) policies have become more of a focus for many businesses. Over the past few years, this change seems to have accelerated.

Few days seem to go by without fresh announcements of carbon neutrality or increased diversity goals. More companies than ever before are publishing social and environmental impact assessments and supporting social movements and issues.

This accelerating trend isn't just driven by individual businesses responding to the uptick in extreme weather events and societal inequality. It's driven by a market that is increasingly willing to put its money where its mouth is in terms of backing responsible businesses.

“

People are going to want, and be able, to find out about the citizenship of a brand, whether it is doing the right things socially, economically and environmentally.”

— Mike Clasper, Proctor and Gamble

## Responsibility Geek Fact Bash

- ✓ 77% of consumers are more likely to use a company that “makes the world a better place”
- ✓ Recent research has shown that acting responsibly can actually increase a company's market value by up to 6%
- ✓ In 2011, only 20% of the largest companies on the US stock market published a CSR report. In 2019, over 90% did





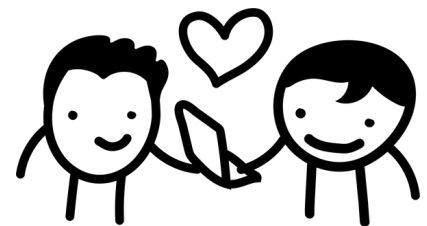


## The cost of (not) acting on social responsibility

Even a few years ago, most people assumed that organisations that acted responsibly would be costing themselves profits to do so.

Today, the reverse seems to be true. Companies that fail to act now risk being left behind in the race to become more socially and environmentally responsible.

- Businesses with responsible policies are the winners in the Gen Z talent market
- Companies that pay lip-service to CSR risk being “outed” by motivated hackers
- Organisations are investing more in all kinds of team wellbeing activities and tools



## Leverage the power of technology

A key way the trend towards a more socially and environmentally responsible corporate world has expanded in the past few years has been the employment of technology as a solution.

- Going SaaS (Software as a Service) as a clear win on green issues
- Using tech tools and software to help with employee mental health and wellbeing issues
- Connecting all stakeholders on CSR issues and enabling transparent conversation

“

Stakeholders want companies to make a profit, but not at the expense of their staff and the wider community.

”

— Brian Gosschalk, CEO of MORI



## A trend that’s only going to get bigger

With climate change sure to become even bigger news as we approach 2030 carbon targets and public reflections on individual and corporate social responsibility more widespread than ever, the trend towards CSR primacy isn’t going away.

Businesses in all industries that want to lead the way will decide to act sooner rather than later. They will continue to leverage the power of tech to do so.

# Cyber Security

A cyber attack sounds pretty nebulous. Even innocuous. If it hasn't happened to your business yet, it can be difficult to picture the effects.

But for thousands of UK businesses each year, cyber security breaches are a very real and very costly reality.

Hackers are getting more and more sophisticated and the costs of a breach ever-higher. This means that cybersecurity is something no business that wants to protect itself and grow can afford to ignore.

“

Given people are aware of cyber security and the threat, and there is money to invest, why aren't those simple defences being improved to the extent they need to be?

”

— Ciaran Martin, CEO of the NCSC



## Cyber Security Geek Fact Bash

- ✓ 4 out of 10 UK businesses reported suffering a cybersecurity breach in 2021
- ✓ The average (mean) cost of each attack is estimated at £13 400
- ✓ 13% of UK organisations ended up paying the “ransom” of ransomware attacks



## Cyber security as a trend to follow

Cyber security attacks are on the rise. This may be partly driven by COVID-19, but attack numbers were skyrocketing year on year even before the word “pandemic” entered our lives.

This should be a concern for businesses in every industry and of every size. The relative impact of a single attack scales as the size of a business does. So a cyber security breach will be a comparatively big hit whether you are a business of a dozen people or hundreds.

The major trends in cyber security are tied to the growing sophistication of the threats out there and the way the workplace of today is different to that of a few years ago.

- Huge increases in phishing attacks, now the most “effective” threat
- Malware - especially ransomware - also heavily on the rise
- More remote endpoints to track (laptops and other devices from home workers)
- Larger businesses especially ignoring the dangers of no-longer supported software
- Increased difficulty of hardware and software updates in distributed workplaces

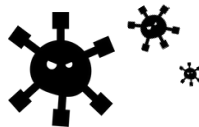


## Hackers are going to get better at their jobs

Protecting your business from cyber threats isn’t a one-shot-and-done task. History shows us that hackers won’t just give up because you’ve carried out one cybersecurity project.

Keeping up with ever-evolving cybercrime is an ongoing challenge. In 2022 and beyond it will be important to:

Expect more attacks every year



In 2018 alone, ransomware attacks shot up by 350%. Between 2009 and 2018, total malware infections rose from 12 million to over 800 million. This sad trend seems unlikely to slow.

Brace for more targeted attacks



Numbers are up, but so is the technical sophistication of each attack. The quality of data being extracted is growing, the targeting is getting more systematic.

Learn more about social engineering



Modern hacking includes just as much social engineering as old-school number crunching. Team training to protect against vulnerabilities will continue to be of prime importance.





## The push to achieve minimum cyber security standards

There's another trend that seems likely to continue. Organisations containing people who are fully aware of the threats cyber security poses to their future success will continue to ignore the situation.

Some will end up being punished for it. But there is also a growing movement to standardise the measures that business owners should take to protect themselves, such as the NCSC (National Cyber Security Council) Cyber Essentials scheme.

This includes key controls like Multi-Factor Authentication, firewalls, and access control. Things no organisation should be without.



## Meet the growing threat

2022 will be the time that many businesses across all industries finally take action on cyber security. They recognise that relatively small measures now will prove very cost-effective protection in the long run.

But cyber security is a threat that won't just leave us alone. The threats are always evolving, meaning it's a trend business leaders will need to pay attention to long into the future.

### Did you know?

At Dial A Geek we offer comprehensive cyber security solutions, including the Cyber Essentials certification, as a part of our Managed Service.

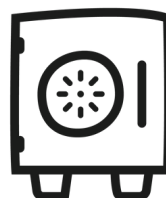
To find out more, go to:  
[dialageek.co.uk/it-support-bristol/protect-grow](https://dialageek.co.uk/it-support-bristol/protect-grow)

“

If you spend more on coffee than on IT security, you will be hacked. What's more, you deserve to be hacked.

”

— Richard Clarke, former US presidential cybersecurity advisor



# Remote working

Remote working is a trend that's here to stay. Rapidly accelerated by the COVID-19 pandemic, more organisations than ever before have or are considering offering a remote or hybrid work setup.

The benefits of remote and hybrid working are huge. But if you really want to unlock your business's potential with this trend, there are two sides of the coin to consider - managing your remote workforce and your use of tech.

“

We think, mistakenly, that success is the result of the amount of time we put in at work, instead of the quality of time we put in.

”

– Ariana Huffington, Huffington Post



## Remote Working Geek Fact Bash

- ✓ 16% of global companies are now 100% remote
- ✓ 77% of workers say they're more productive when working from home
- ✓ Industries with the highest number of remote workers are healthcare (15%), technology (10%), and financial services (9%)



## Remote working is a trend of the future

The rise of remote working was given a big boost by “stay at home” and “lockdown” orders bought in to tackle COVID-19.


But businesses around the world were already finding that offering their team the ability to work from home at least some of the time was advantageous for all sorts of reasons:

- ➔ A big recruitment draw for new and younger talent
- ➔ Surprising boosts in productivity and team morale
- ➔ Flexible and easy collaboration using the right tools



# The challenges of remote workforce management

Yet the exciting possibilities of the trend towards remote working aren't free of complications. Organisations that want to get the best out of their remote workforce need to make key decisions.



How to choose the right remote working model



How to encourage the team to create productive home offices



How to facilitate human connection and interactivity



## Trust in the tech

The other side of the remote working challenge is technological. A new remote setup requires different tools and comes with its own opportunities and hurdles.

- Giving your team access to the right cloud-based solutions
- Managing your team's device use and updates
- Understanding modern cybersecurity threats and how to protect your business



## Engage with the workplace of the future



Remote and hybrid working conditions will be a key feature of the workplace of the future in almost every industry you care to name.

More and more organisations are realising that they don't lose out by offering their team a homeworking option. Instead, they become more productive, happier, and more profitable businesses.

Are you still not sure how to make remote working a long-term option for your business?

Let's chat.

0117 369 4335

“

As we've moved to virtual work, we haven't just coped, we've actually thrived. We are more focused on the things that have the greatest impact for our customers, associates and the business.

”

– Suresh Kumar, Walmart

# Productivity

Simply put, productivity is a measure of how much your organisation gets from its resources. This could be your capital, your materials, or your team.

Understanding productivity has always been vital to a business's success.

But in the past few years, the word "productivity" seems to be on everyone's lips.

That's partly because there are suddenly fantastic tools out there for improving your business's productivity.

Yet there are also new productivity challenges, opportunities, and questions prompted by current trends.

“

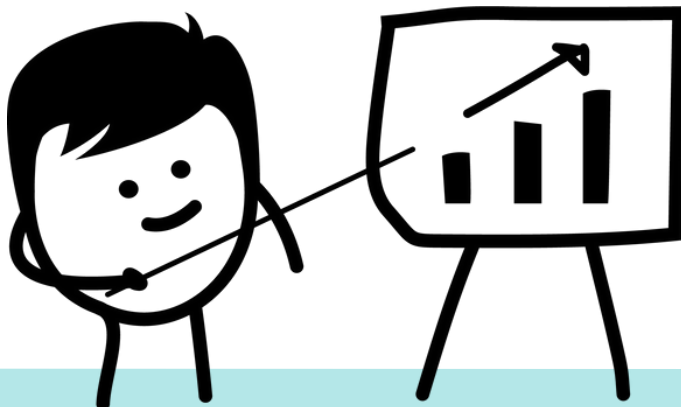
Many business leaders still believe that time on-task equates to productivity. Even in the industrial era of rote factory work, this was untrue.

”

– Matthew Walker, Professor of Neuroscience

## Productivity Geek Fact Bash

- ✓ Projects that are gamified and interactive may **boost productivity by around 89%** - researchers draw a strong line between tech use and productivity
- ✓ Employees are actually only productive an average of **three hours per day**, while freelancers average around **seven hours** (data from 2000 UK employers)
- ✓ **Over 66% of employers** have seen increased productivity among their remote workers





## The focus on productivity isn't going away

The way productivity considerations interact with other important trends and changes in the modern workplace ensures they will remain at the forefront of the minds of business leaders in 2022 and well beyond.

- Selecting the most effective business productivity tools
- Exploiting the productivity possibilities remote working offers
- Protecting your business from cybersecurity threats to productivity



## Exploit productivity solutions

### Software as a Service



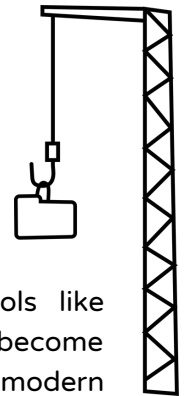
Tools like Microsoft 365 and Google Workplace are incredible productivity enablers and multipliers. Businesses that start leveraging these tools now will be more successful in future.

### Remote working



Key trends like remote working have also been shown to have positive repercussions for productivity, securing its place at the forefront of business planning.

### Digital tools



Other collaboration tools like Skype and Zoom have become indispensable in the modern workplace. Advances in fields like AI and smart contracts may also lead to big productivity boosts in future.

“

The trick to maximizing your team's productivity is to create a workspace that's flexible, so it can be altered according to the ever-changing needs of the company and its team members.

”

– Neil Blumenthal, Warby Parker



## Productivity monitoring and its challenges

Achieving the highest productivity levels with the modern workforce can involve monitoring a team that works wholly or partially remotely.

This introduces unique questions about the balance between monitoring and trust. With software like “bossware” becoming increasingly common, where do you draw the line?



## Exploit productivity solutions

A business’s productivity can also be threatened by increasingly sophisticated cybersecurity threats such as malware and ransomware.

Some of these threats often use social engineering techniques to gain access to your data. Others prevent you from accessing your systems again until a “ransom” is paid.

Overcoming these challenges will be key for businesses of the future if they want to protect themselves and grow.



## Strike the right balance

Businesses that want to achieve the greatest productivity in future are going to need to strike a balance between empowering their team, encouraging their development, and monitoring their productivity levels.





THESE ARE JUST OUR PREDICTIONS.

THEY MAY BE IMPERFECT. WE'RE NOT ORACLES.

# WHAT WE ARE IS BUSINESS IT EXPERTS.

We know where business tech is headed. Let us help you improve your productivity, protect your reputation, and transform your business into a modern, digital workplace.

Do all that and more today, with a Managed Service.

GIVE US A CALL ON: [0117 369 4335](tel:01173694335)

EMAIL US ON: [HELP@DIALAGEEK.CO.UK](mailto:HELP@DIALAGEEK.CO.UK)

OR READ MORE ON: [WWW.DIALAGEEK.CO.UK](http://WWW.DIALAGEEK.CO.UK)



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