

## **Flexible and Future-Ready: Empowering Workforce Success in the Next Era of Work**

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The workplace landscape is evolving at an unprecedented pace, requiring organizations to not only address immediate challenges but also empower their workforce to excel in a hybrid work environment. To accomplish this, companies must take a strategic approach that focuses on seamless connectivity, enhanced productivity, and robust security for employees, no matter where they are. By understanding diverse employee needs in various settings and equipping them with the right technology and tools to support their work, organizations can enable their workforce to succeed from anywhere.

Recent HP research shows that 77% of employees prefer a hybrid work model,<sup>i</sup> but only 22% of hybrid workers feel they are 'thriving' in this new setup. This highlights the need for organizations to invest in solutions that help employees stay efficient and connected in any location.

This includes state-of-the-art personal devices that provide seamless and intuitive experiences is key. Future developments in AI, immersive audio and visual capabilities, and sustainable materials will play a large part in shaping these devices, making them essential tools for the modern workforce.

In addition to cutting-edge technology, companies must prioritize security considering the increase in cyber threats. With employees frequently transitioning between home and office environments, remote PC management at scale is more complicated than before. In fact, 62% of IT decision-makers (ITDMs) feel their job is harder and faster than ever, largely due to the challenges presented by a distributed workforce and the macro climate. Organizations need to implement robust security measures and invest in tools that assist IT professionals in managing these challenges effectively.

However, technology alone is not enough to ensure success in the next era of work. Companies must also concentrate on fostering employee wellbeing and engagement. This applies to understanding each employee's unique work processes and requirements, supplying the necessary tools and resources to support their needs, and advocating for a flexible work culture that respects boundaries and promotes productivity.

The future of work goes beyond just hybrid work and where people are working; it's about enabling flexibility for why and when people work, while fostering a trust-based employer-employee relationship. Employees need a sense of purpose and fulfillment that aligns with their company's goals.

Taking a holistic approach that promotes flexibility and caters to individual needs for maximum productivity, combined with creating a trusting work culture, is a difficult balance to strike. But it's one that is essential for adapting to the evolving landscape and to ultimately foster growth and innovation. The key to success in this new era of work lies in a comprehensive ecosystem of solutions, thoughtfully engineered to enable the workforce to be a force for growth – from anywhere.

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<sup>i</sup> HP Hybrid Life Global Insights, 2022.