LOGICALIS
Architects of Change

Opinion paper

Unlocking potential:

Taking an employee-centric approach to the digital workplace

47% OF THE GLOBAL WORKFORCE IS AGED 39 AND UNDER.

The future of work is changing

The workforce is changing. According to data from the International Labor Organization (ILO), 47 per cent of the global workforce is aged 39 and under.[1] However, according to Deloitte, by 2025 its forecast that millennial (Gen Y) workers and younger will make up close to 75 per cent of the global workforce.[2]

Growing up against the backdrop of major technological evolution, younger generations are considered digital natives, having come of age among an interconnected world powered by interconnected devices. And, as the millennials (Gen Y), Gen Z, and beyond progress in their careers, the workforce is becoming increasingly populated by digital natives with a new set of values and needs, changing the dynamic of the employee-employer relationship.

However, aside from their technological savvy, younger workers differ from their more mature colleagues in myriad ways. For example, millennials and Gen Z, tend to have more progressive views, and place significant importance on sustainability and climate action. According to Deloitte, climate change is one of the biggest issues for Gen Z and millennials, and yet 60 per cent fear business will deprioritise combatting climate change post-pandemic.[3]

1. International Labor Organization, Labor force statistics (LFS), population and labor force, working-age population by sex and age (thousands) - Annual: POP_XWAP_SEX_AGE_NB_A https://ilostat.ilo.org/data/#

2. https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-dttl-2014-millennial-survey-report.pdf

3. https://www2.deloitte.com/content/dam/Deloitte/global/Documents/2021-deloitte-global-millennial-survey-report.pdf

52%

OF WORKERS ARE
EXPERIENCING
BURNOUT IN 2021

Generation burnout

It's not only in their consideration of climate action that younger workers differ from their more mature counterparts. Mental health is also a key concern for younger workers, and 46 per cent of Gen Z and 41 per cent of millennials report feeling stressed all or most of the time.[4]

Research shows that burnout is on the rise when comparing year-on-year data, with research from Indeed demonstrating that 52 per cent of workers are experiencing burnout in 2021. Additionally, 59 per cent of millennials are reportedly experiencing burnout, recording an almost identical number to Gen Z with 58 per cent reporting burnout. For virtual workers, the chance of burnout is higher at 38 per cent compared to on-site workers at 28 per cent.[5] And, as the lines continue to blur between work and home for many hybrid and remote workers, organisations are increasingly having to approve workers taking weeks off at a time.

Consequently, it's evident that the workforce isn't only changing in terms of its age demographic or digital literacy, but also because of other pressures and changing needs, such as mental health in an always-on culture. Businesses can risk losing talent by ignoring the evolving needs of their people and continuing to demand more and more output to remain competitive. In fact, it's become increasingly clear to many organisations that the changing nature of work has meant that productivity is no longer everything; rather, empowering employees is key to business success.

Against the backdrop of ongoing digital transformation, accelerated by the mass shift to remote and hybrid working practices, it's also become clear that the new generation of employees is less restricted by physical boundaries. Digital natives value greater flexibility in their work compared to more mature, working colleagues. As a result, they are increasingly putting pressure on business leaders to adopt new technology solutions and working practices that will facilitate this, letting them work from wherever they are, whenever they need to, without reducing business efficiency or productivity.

4. Deloitte Global 2021 Millennial and Gen Z survey
5. https://www.indeed.com/lead/preventing-employee-burnout-report

Investing in a digital workplace for the future workforce

While millennials and Gen Z aren't the only generations contributing to the global workforce, they will continue to make up the bulk of the workforce as more mature workers move towards retirement. However, it's crucial that organisations consider each distinct generation that is working together with different values and expectations of how things should be done. At the same time, it's critical that companies also work to become progressive enough to attract millennials and Gen Z while still ensuring more mature members of the workforce remain a key focus.

To bridge this gap, organisations are increasingly turning to technology to empower their employees and encourage more flexible working practices. The only solution for organisations attract and retain talent, is to build a digital workplace that also puts employees at the centre of the operation.

Shifting to an employee-centric company mindset can help to empower employees more effectively by developing a company culture that puts employees at the centre. This includes ensuring that technology solutions augment the employee experience and help to improve efficiencies, rather than leveraging human workers to simply manage digital tools. To achieve this, organisations must be prepared to assess their existing processes and adapt these to better support employees with a digital workplace.

Organisations are increasingly turning to technology to empower their employees and encourage more flexible working practices.

Laying the technological foundation

Research from Citrix shows that 33 per cent of digital natives currently use a digital workspace, while 67 per cent would like to.[6] It's clear that there is an increasing need for organisations to take note of this and act to better empower workers as society steadily moves towards a more digital business environment.

To better support digital natives in the workplace now and into the future, as well as to build a more efficient digital workplace that encourages productivity, it's essential that businesses transform their operations and adapt to the workforce's changing needs. To avoid falling behind their competitors and failing to keep pace with the evolving market, organisations must invest in digital solutions and technologies that will help balance business productivity with employee empowerment, letting workers collaborate freely and add more value for improved performance.

There are three key steps that organisations must take to achieve this:

1. Embed digital tools and solutions into their workplace platforms, processes, and culture.

2. Invest in collaborative solutions that facilitate quicker interactions to inspire real-time productivity and teamwork to improve business agility and competitiveness.

3. Ensure people know their role by connecting them to the business vision and values, while investing in communications tools that help connect people to their purpose.

By starting with these steps, organisations can create a stable foundation for their digital workplace that they can build on in the future. However, while it's essential that organisations invest in technology solutions to better empower their employees, this is only one part of the solution.

Creating a human-centric, digital-first culture

There are three key elements organisations must consider in combination to create meaningful steps towards effective collaboration in the digital workplace:

1. Mobilise

It's important to bring workers across all generations on the journey towards a digital workspace to increase productivity through empowerment.

2. Measure

Transformation is an ongoing journey, so it's essential that organisations regularly assess and measure their growth and maturity against best practice benchmarks such as adoption, endpoint, teamwork, communication.

3. Manage

To achieve the most effective and productive digital workplace, organisations must continually optimise their digital collaboration platforms and culture as the future of work continues to evolve.

6. Work 2035 Report, Citrix 2021

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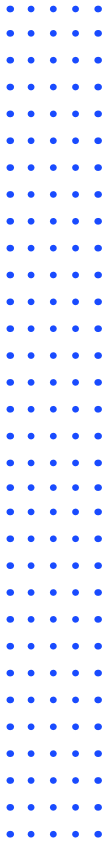
How to get started on building your digital workplace

This can be a challenging and an overwhelming undertaking for organisations that are new to transformation. However, working with a third party can help streamline this process. Engaging with a partner can help businesses to take a more holistic view of their organisation's operations, combining physical and digital elements to develop a more balanced approach that focuses on employee empowerment. To achieve this, a dedicated partner can help companies to better align business and employee vision and remove geographic and hierarchic barriers while simultaneously fostering an environment that encourages employee creativity and contribution with insights and technological innovation.

It's also critical for businesses to remember that the workforce will inevitably continue to evolve, so they must continually assess and adjust the operating model to transform and adapt to changing employee, business, and market needs, while driving inclusive behaviours and culture.

Logicalis works with its proven three-step approach to help organisations on their journey to achieve employee empowerment:
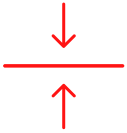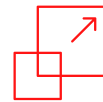
Step 1 – Align

Logicalis will conduct a collaboration assessment, to determine your collaboration capabilities and technology, including a gap analysis and solution roadmap.
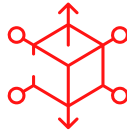
Step 2 – Transform

Logicalis will assess your collaboration suite against a best practice benchmark score to ensure adoption and productivity at speed.

Step 3 – Scale

With the managed collaboration suite, Logicalis will help to proactively manage and improve your collaborations core to ensure employees remain productive.

To find out where your organisation is on its transformation journey, take the Logicalis collaborative assessment to get a free report. For more information on how Logicalis can help your business on its journey to achieve a scalable, innovative digital workplace that empowers its employees now and into the future, contact the team today.

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