An abstract graphic on the left side of the slide. It features a large, stylized globe with a grid of white lines on a dark blue background. To the right of the globe, there is a bright orange triangle with a pattern of small green dots. Below this, there are three horizontal orange bars, each preceded by a white checkmark. To the right of these bars is a sun-like icon with several orange rays. At the bottom, there is a large orange triangle pointing downwards.

Employee Ownership & Choice in a New World

Workforce of the Future Survey 2020



Introduction

To gain a better understanding of how workers are coping with the global pandemic, Cisco commissioned Censuswide to survey 14,000+ people in 14 markets in Asia Pacific, Japan and China. The study captured their perceptions on working from home this year, their expectations for their organizations in 2021, and what learnings and new working practices they wish to adopt for the future. Finally, it sets a path forward for business leaders looking beyond the new normal.

Methodology Details

14,000 + consumers in 14 markets

Cisco commissioned Censuswide to survey 14,000 people in 14 markets. All had been working from home for 10 consecutive days or more, since the start of the pandemic lockdown in early 2020.

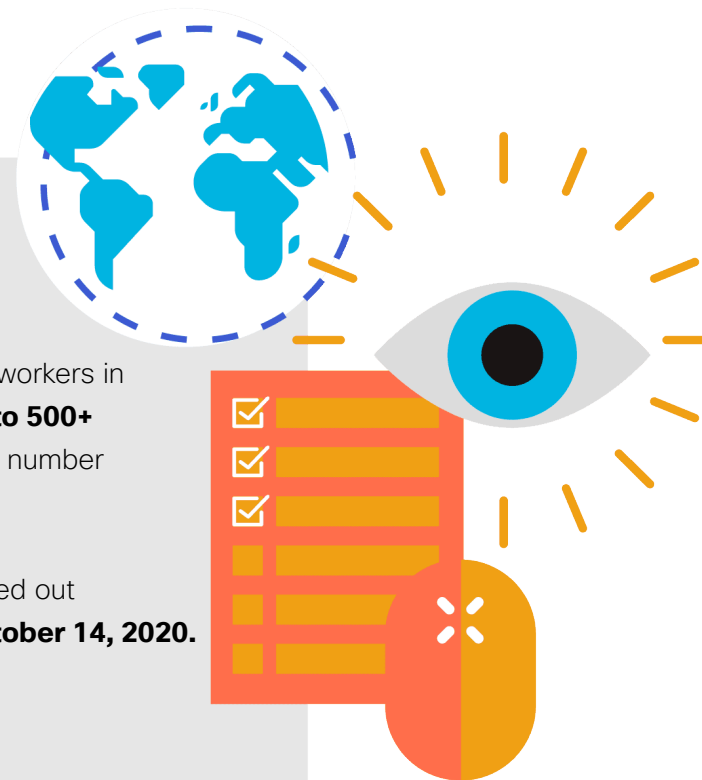


Markets surveyed were:

Australia, India, China, Japan, Korea, Taiwan, Singapore, Thailand, Indonesia, Malaysia, Philippines, Vietnam, New Zealand, and Hong Kong

The survey included workers in businesses **with up to 500+ employees** across a number of sectors.

The survey was carried out **September 8 to October 14, 2020.**





While only **10% of those surveyed** worked from home most of the time before the lockdown, an overwhelming majority now hope to keep this increased autonomy. Nearly **nine in ten workers (88%) want greater ownership** in defining how and when they use office space – favoring a hybrid blend of office-based and remote work. The challenge is to keep people connected, while driving new levels of innovation and collaboration.

There are three main areas where we expect to see lasting changes in how work gets done:

The survey shows that employees put a high value on flexibility. They want more control over their work hours, with the ability to choose whether to work from home or, when the situation demands it, in the office. They also want their companies to invest more in technology and training to allow them to stay productive and engaged when working remotely. And they expect their organizations to adopt technology that will keep them safer and more secure at work.



Conscious company culture

For these new ways of working to be sustainable over the long-term, a strong, flexible culture is critical. Technology enables greater connectivity across far distances, but leaders need to create a culture that honors transparency, openness, and inclusion.



Enhanced collaboration technologies

AI, environmental sensors, and advanced analytics will empower employees, keep teams connected and productive regardless of their location, and increase workplace safety and security.



Enterprise-class connectivity

Customers need a workforce that is protected anywhere, on any device, a digitized workplace where every element of the infrastructure is safe, and workloads and devices are secure, anywhere and anytime.



“The global pandemic has been a mega-catalyst for change. Almost overnight, organizations made the shift to virtual to support remote working (learning and more), and we don’t expect work to return to what we knew as normal pre-pandemic. The future of work is a hybrid, distributed environment where employees will move between the office, home and other secure locations. This will require a new set of digital capabilities that enables an engaged and productive workforce through the best collaboration experiences, as well as safer, intelligent workplaces built not only with secure collaboration, but automation, insights, and augmentation with artificial intelligence.”

Dave West, President, Cisco Asia Pacific, Japan, and Greater China

Perspectives From Across APJC



India



“The survey confirms that the world is quickly transitioning to the hybrid work culture. A departure from the norm can be challenging, especially in India, where work culture is more traditional. Here, leaders can enable a smooth transformation by proactively addressing issues around data security, policies, and employee experience.”

Sameer Garde, President, Cisco India & SAARC



Japan



“COVID-19 completely changed our perspectives on how we work and collaborate. Business resilience and hybrid work are the current top of mind for business leaders around the world. Cisco is committed to developing flexible and responsive solutions to meet these social and corporate demands.”

Ichiro Nakagawa, President and General Manager, Cisco Japan

Perspectives From Across APJC



Singapore



“The pandemic has made us rethink how we look at work, the tools we use to collaborate, how we communicate at work, and even the hours we work. We truly believe now is the time for remote work to become the norm not out of necessity but also out of choice and the companies who embrace it will lead the way in attracting the best talent.”

Naveen Menon, President, Cisco ASEAN



China



“In Greater China, digital economy is receiving unprecedented attention, creating enormous opportunities in terms of consumer market, working model transformations and investments. During the pandemic, home office and hybrid working styles enabled by technologies have added huge momentum to the economic recovery of Greater China. We are proud that our technology has created great user experience and customer value and brought people together in the midst of a global health emergency.”

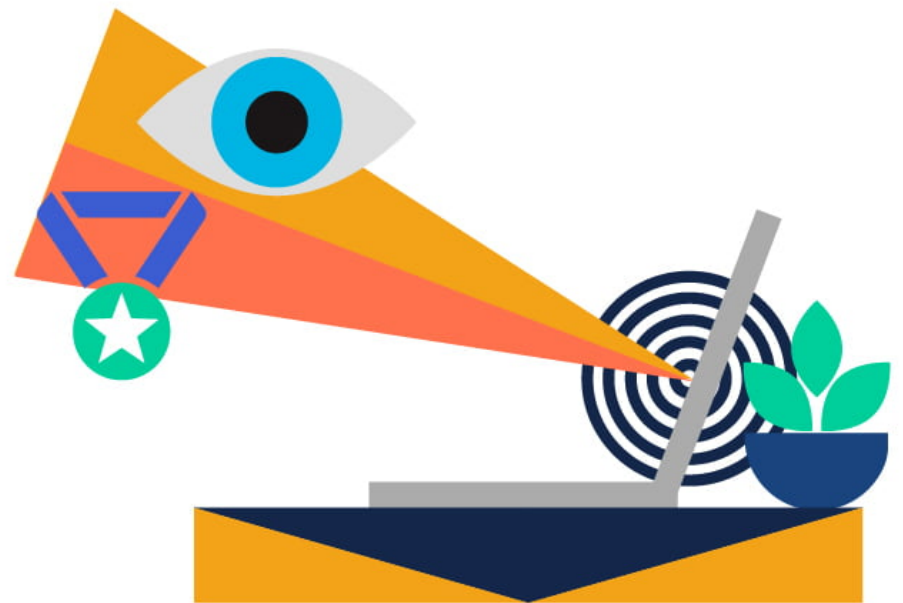
Ming Wong, Vice President, CEO of Greater China, Cisco Systems, Inc.



The Future is Flexible:

Hybrid Workplaces

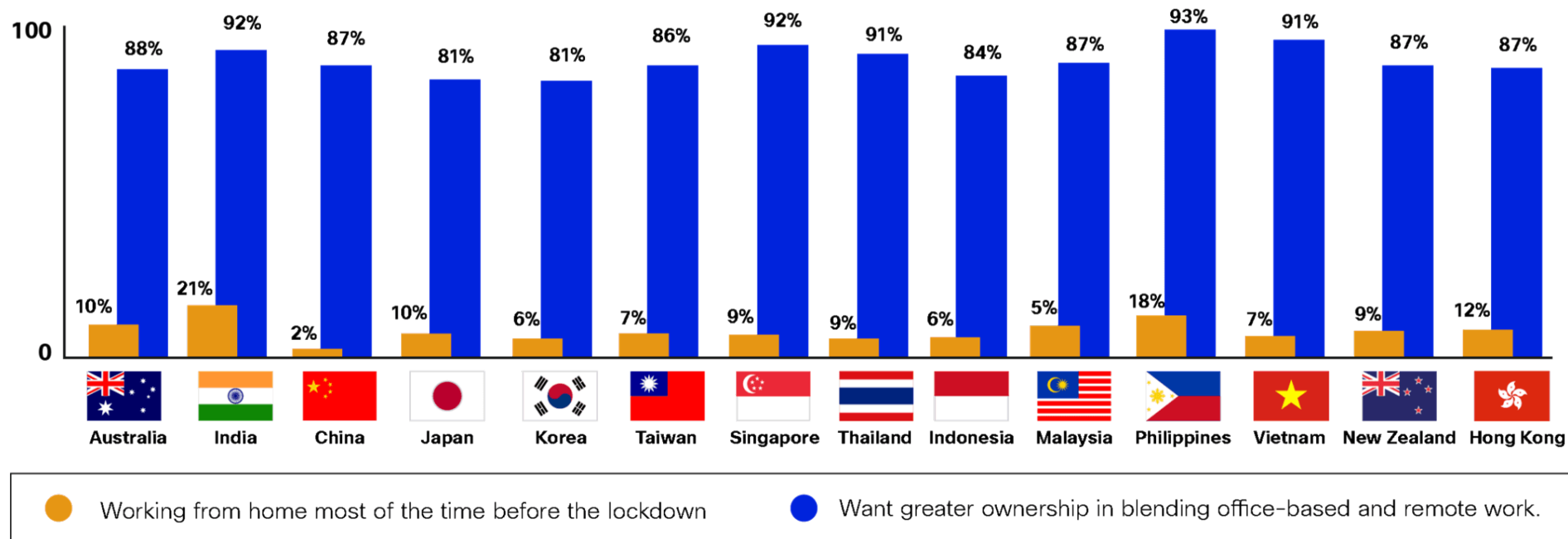
Employees want greater ownership and choice in the new world of work.



Employees see working from home during the pandemic lockdown as a watershed moment, challenging cultural norms around how and where work is accomplished.

ON AVERAGE, **ONLY TEN PERCENT** OF THOSE SURVEYED WORKED FROM HOME MOST OF THE TIME BEFORE THE LOCKDOWN (THOUGH AN OVERWHELMING MAJORITY NOW HOPE TO KEEP THIS INCREASED AUTONOMY).

When the time is right, **nearly nine in ten workers (88%)** want greater ownership in defining how and when they use office space – blending office-based and remote work.



The benefits that workers want to keep include **greater autonomy (70%)**, **working well as a dispersed team (69%)**, and the faster decision-making that occurred during the pandemic **(67%)**. **Sixty-three percent** want to continue travelling less and sixty-four percent want to use that time more productively.



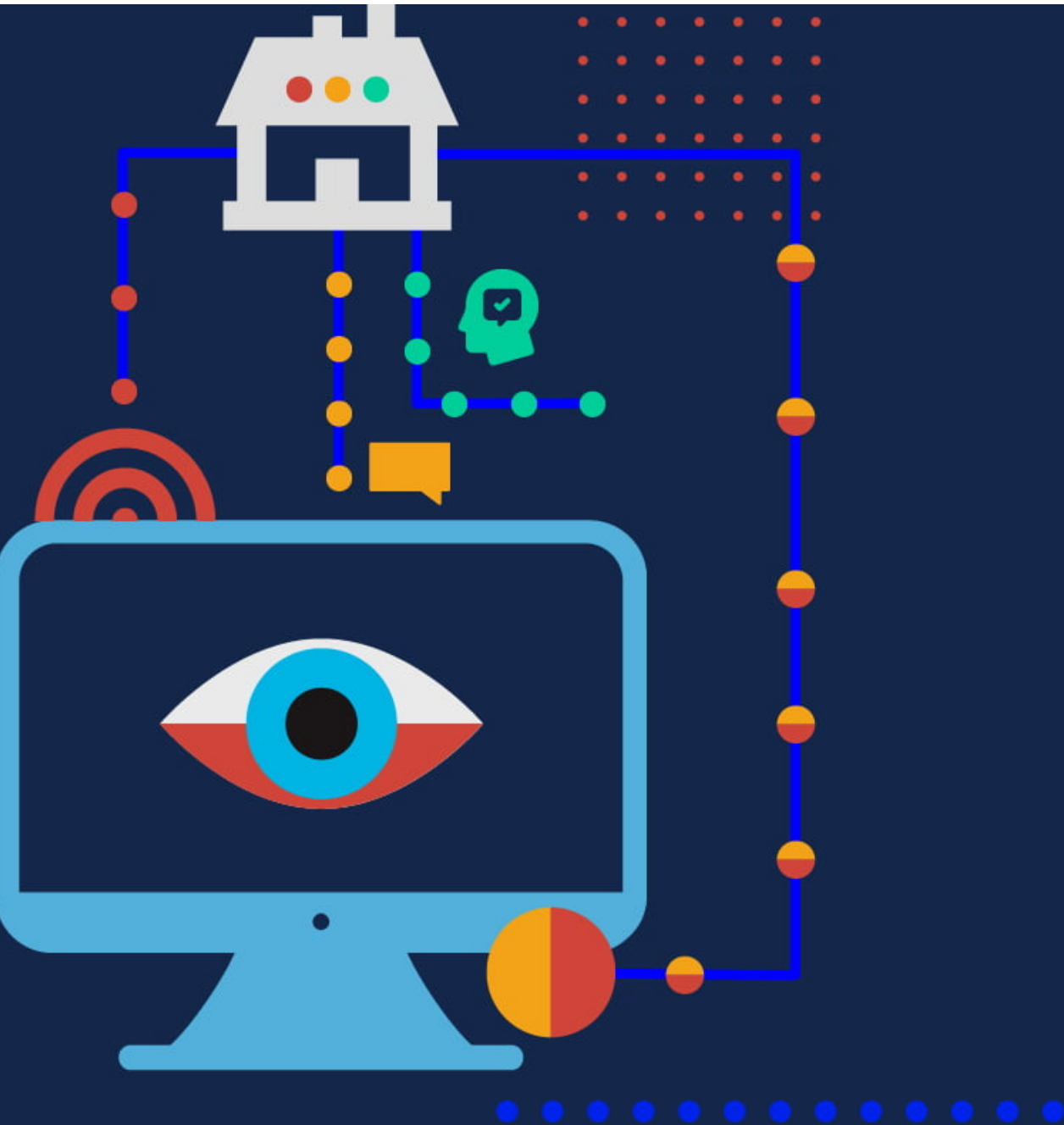
“It is clear that working from home has its benefits, as does going to office. Employers that want their staff to be productive and enable them to collaborate effectively, however, must adopt the right tools – especially if they want to successfully transition the hybrid work ecosystem demanded by today’s workforce.”

– Hariharan S, Managing Director, Collaboration, Cisco Asia Pacific, Japan and Greater China



Employee Ownership and Choice in a New World: Hear from Hariharan S on how companies are empowering remote workers with personalized and engaging experiences.

[Watch the Video](#)

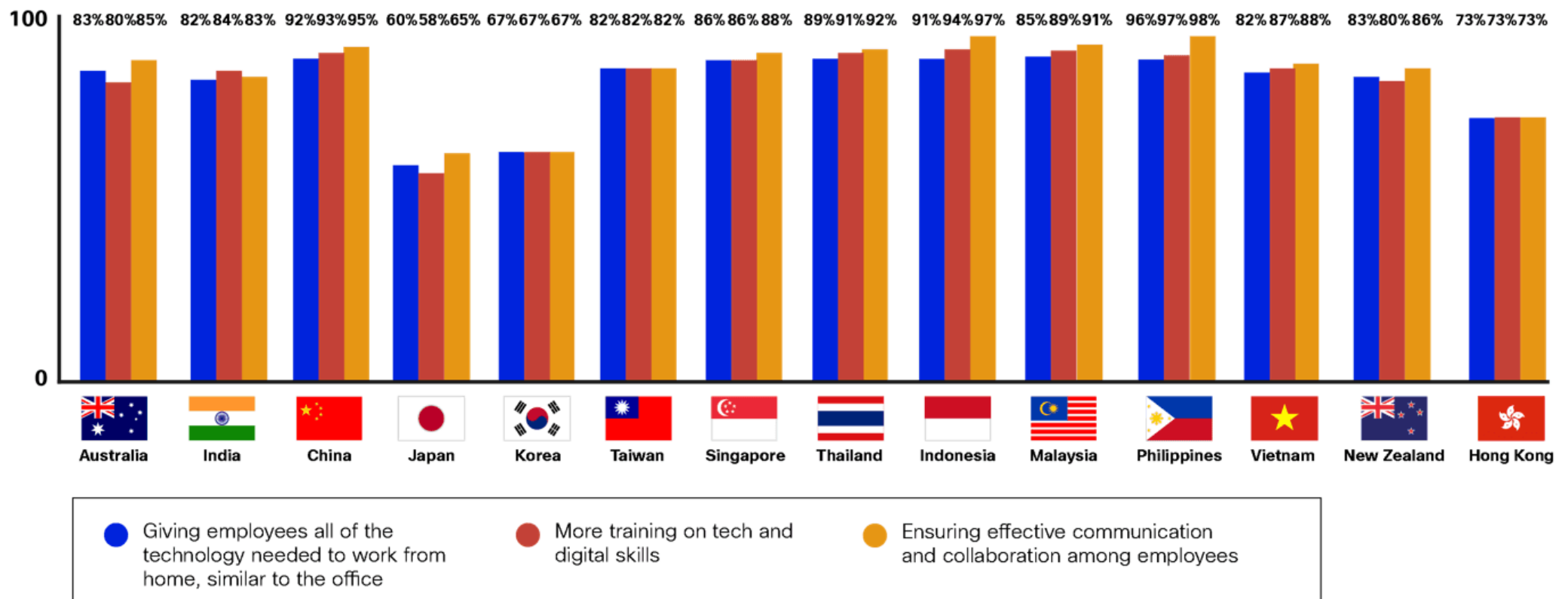


Prioritizing Technology Investment

As well as wanting greater flexibility, our survey respondents also expect their leaders to give them **the tools and the training** to stay productive and engaged when working remotely, along with the technology that will keep them **safer and more secure** at work



If given the chance to be CEO for a day, **eighty-five percent** would ensure effective communication and collaboration tools. **Eighty-three percent** said they would provide the workforce with similar technology at home as they have in the office and think more training on technology and digital skills will be fundamental to business success in 2021.



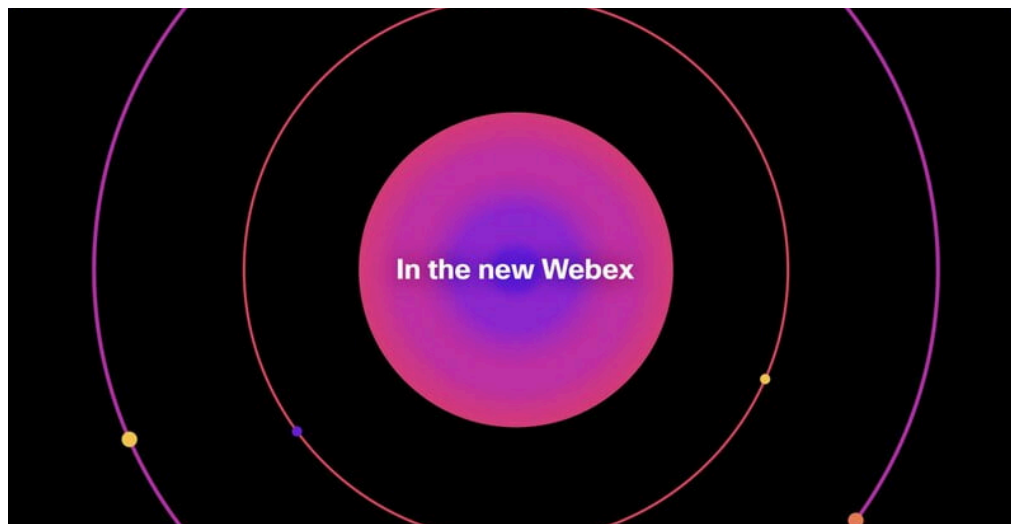
Despite these recommendations, there is no “one size fits all” approach. Businesses need solutions designed and built for change at any scale across their organizations.

Over the last three years, Cisco has invested in technology and talent to make collaboration more intelligent, secure, effective, and productive. The ultimate goal is to empower workers and transform work to be smarter and more flexible.

On Dec 8, Cisco announced innovations that raise the bar for creating smart hybrid work experiences that will enable safe returns to work and a better future.

Read More:

- [Cisco Announces Wave of Webex Innovation to Drive 10x Better Than In-Person Experiences and Much More](#)
- [Cisco Doubles Down on Webex Ecosystem and Accelerates Webex App Hub, Enabling a Seamless Experience Between the Platforms You Love](#)





"Everyone will at different times work from home and in the office, and every organisation must discover the right balance between these for their own unique situation and culture. The most successful will be those that best use technology to tap the potential of their employees by enabling serendipitous connections and supporting seamless collaboration."

Ross Dawson, Futurist, Chairman at Advanced Human Technologies Group.



"The future of work does not have borders, it is not defined by a corporate office or a corporate desk. The future of work is defined by flexibility, security, and privacy with a blend between personal and professional activities. The current changes are there to stay post pandemic. Employees have enjoyed the flexibility and the increased productivity and will opt for freedom of choice. The freedom of choice from a workforce perspective comes in with no enterprise perimeter and with no pre-defined working hours. This freedom comes in with the liberty to focus on deliverables rather than traditional setups, and expectations. The pandemic did change the way businesses operate. It did change the future of work."

Dr. Magda Chelly

Top 50 Cybersecurity Influencer, Co-Founder of Responsible Cyber



"The Covid-19 pandemic taught us that digital is business, and businesses need to be digital. This applies to communications and relationships with customers, business partners and, perhaps more critically, employees. If the workforce is not equipped with the right tools, the right level of secure connectivity, and the right level of remote support and communication, then success will be a challenge. Whilst some markets in Asia Pacific are trying to return to the office, the need to be able to rapidly switch to a remote working environment, the hybrid working model, is now more than ever what will define successful organizations in the future."

Simon Piff, Vice President, Practice Group, IDC Asia Pacific





Reimagining Cultural Norms

Despite the hardships of the pandemic, cultural norms have been challenged in organizations and positive change welcomed. A big part of this was leaders' increased trust in their employees, resulting in a shift in the very perceptions of remote work.

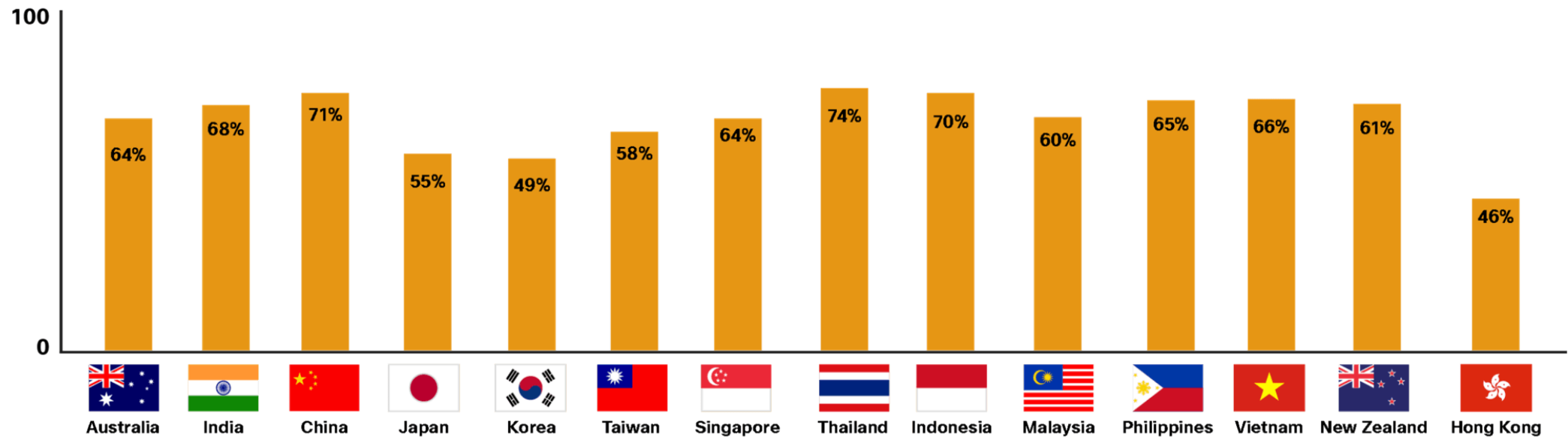
50% felt trust had improved from their leaders to do their job well

72% of office-based employers in APJC have a **greater appreciation** of the benefits and challenges of working from home.

67% incorporated more exercise into their daily routine while working from home.

63% want to **travel less** and **64%** want to **use their time** more productively.

Percentage of how many preferred to travel less per country





“As businesses move towards more agile and distributed ways of working, culture will play a huge role in defining their success. As companies see their workforce expecting more flexibility, it is important that employees feel empowered and enabled to operate in that environment and employers feel confident that everyone will give their best. For this, trust and transparency among all stakeholders is critical.”

**Deborah Woollard, Vice President, People & Communities,
Cisco APJC**

Thank You

Thank you for reading