

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 the globe, there is a bright orange sunburst with several orange rays. In the center of the sunburst, there are three horizontal orange bars, each preceded by a white checkmark icon. At the bottom of the sunburst, 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, Workforce of the Future surveyed 10,000 office-based employees across 12 countries in Europe, the Middle East, and Russia (EMEAR). The study captured their feelings about 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

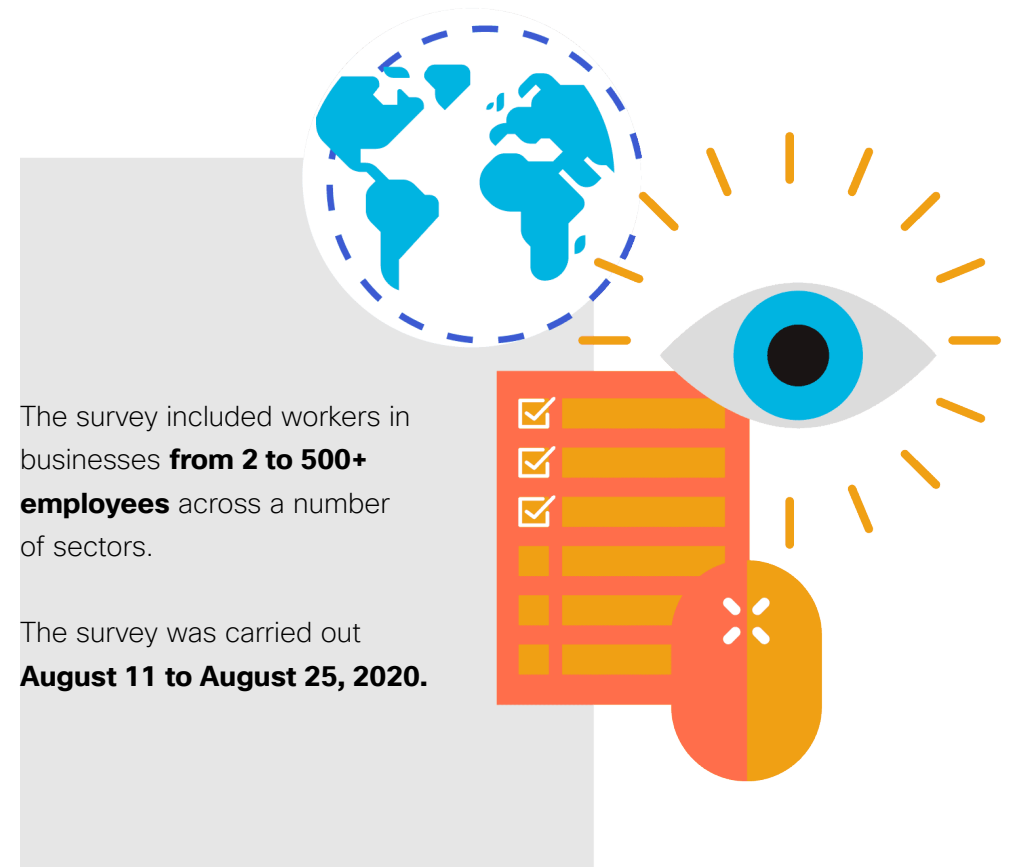
10,000 people in 12 markets

Cisco commissioned Censuswide to survey 10,000 people in 12 markets. All had been working from home for 10 consecutive days or more, since the start of the pandemic lockdown in early 2020.



10 countries surveyed

UK, France, Germany, Spain, Italy, Poland, Russia, the UAE, Switzerland, Netherlands, Belgium, and Luxembourg



The survey included workers in businesses **from 2 to 500+ employees** across a number of sectors.

The survey was carried out **August 11 to August 25, 2020.**



While **only 5% 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 (87%)** want greater ownership in defining how and when they use office space – **favoring a hybrid blend of office-based and remote work.**

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

Workforce of the Future research 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.



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.



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.



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.



“The pandemic and the rapid adoption of digital technologies is fundamentally changing the nature of work. We are seeing new patterns emerge; people want choice and flexibility, teams are more distributed and a company’s culture is more important than ever. Collaboration technology that uses AI, environmental sensors, and advanced analytics are all critical to empowering employees, keeping teams connected and productive in every location, whilst increasing workplace safety.”

– **Wendy Mars, President of Cisco EMEAR**



[Read Wendy's Blogs](#)

Perspectives From Across EMEAR



Germany



"Employees should have the choice of how, when, where and with what they work. Even equipping the home office with HD video or active suppression of background noise increases efficiency and prevents fatigue. Investing in the right technology can support this, while ensuring improved data protection and cyber security."

- Uwe Peter, Cisco Germany



UK & Ireland



"The pandemic has proven that businesses must listen to their employees and how their working practices have now shifted. An inclusive culture along with the right collaboration tools to connect employees no matter where they choose to work will be key to building business resiliency."

- David Meads, Cisco UK & Ireland



France



"In the current environment, embracing a strategic approach to technology has become instrumental. Businesses need to reinforce their resilience to bridge the digital divide further formed by the crisis. With that, we are facing a new challenge: adapting workspaces for hybrid usages while guaranteeing optimal security,"

- Laurent Degré, Cisco France



"It's not just about connecting people anymore, it's about the experience you deliver to people as they are connected. We are investing far more in the analytical piece that goes behind the connectivity."

[Read more via Reuters](#)

**- Gordon Thomson, VP,
Technology Acceleration EMEAR**





Spain



"To be successful at this new hybrid working model, Spanish companies must invest in digital skills and productive, seamless, and secure collaboration tools, as well as fostering a culture of collaboration, autonomy and trust."

- Andreu Vilamitjana, Cisco Spain



Italy



"Italian workers tell us they are ready for more autonomy and flexibility, and they want to choose the way they work and the places they work from. It's important to support and follow up these emerging needs and provide them digital skills and tools to leverage new opportunities, fostering also a deep cultural transformation. We have the right technologies today and we can change the workplace for good with new, people-centric models, based on trust, that will improve productivity and employees satisfaction."

- Agostino Santoni, Cisco Italy



Poland



"Having the right technology in place is critical for companies to successfully transition into remote or hybrid work models. But what's equally important is a healthy culture within the company. A culture that focuses on completing tasks and achieving goals, which are being communicated clearly by the leaders. If the employees meet those goals, then whether they do it working from home, the office, or otherwise, should be completely up to them."

- Prem Kania, Cisco Poland



Netherlands



"The survey clearly indicates that Dutch office workers want to retain the benefits of working from home. At the same time, it appears that there is still room for improvement. Most employees believe that their organization should invest in technology, not only to improve the work from home situation, but also to make sure that all measures are taken to create a safe office space."

- Edwin Prinsen, Cisco Netherlands

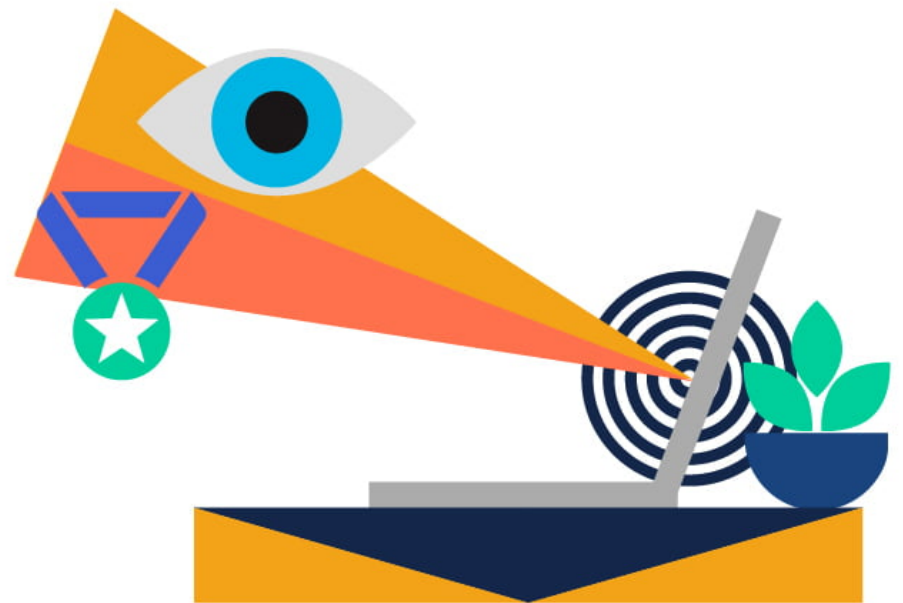




The Future is Flexible:

Hybrid Workplaces

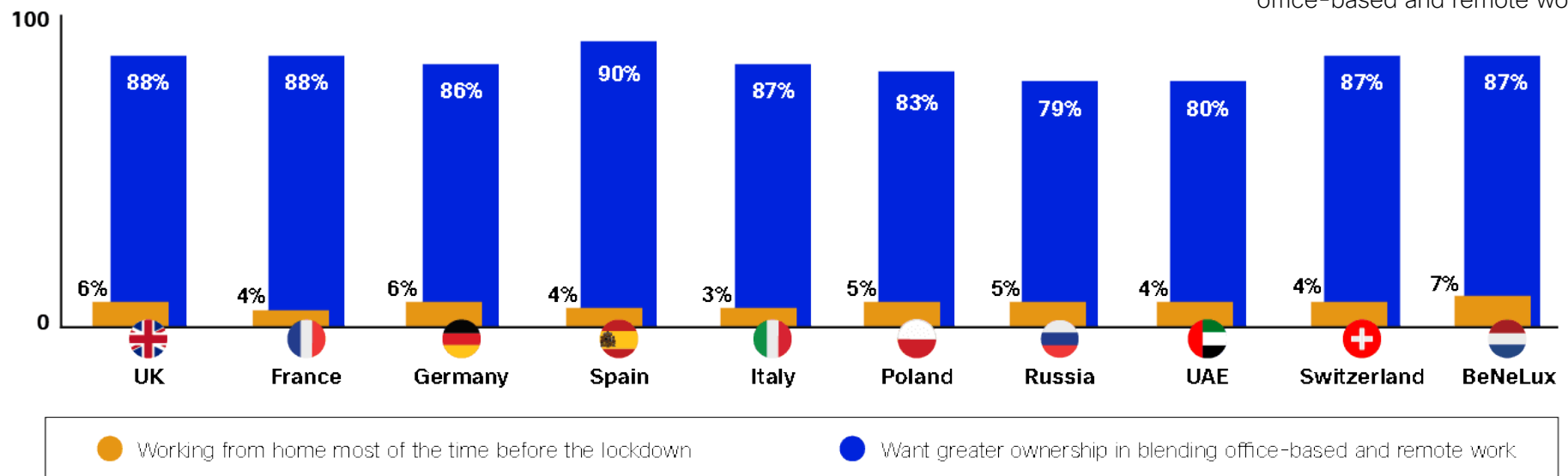
Employees want greater ownership and choice in the new world of work.



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 5%** of those surveyed worked from home most of the time before the lockdown.

When the time is right, **nearly nine in ten workers (87%)** 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 (**63%**), working well as a dispersed team (**66%**), and the faster decision-making that occurred during the pandemic (**61%**). **Fifty-eight percent** want to continue travelling less and to use that time more productively.



"In a world full of uncertainty, employees are looking for more choice and control in their work. Employees expectations about the quality and availability of technology solutions provided by their employer are increasing. Investing in technology to give people the flexibility to do their best work, in a way that works for them is crucial for an engaged workforce able to adapt in an unpredictable environment"

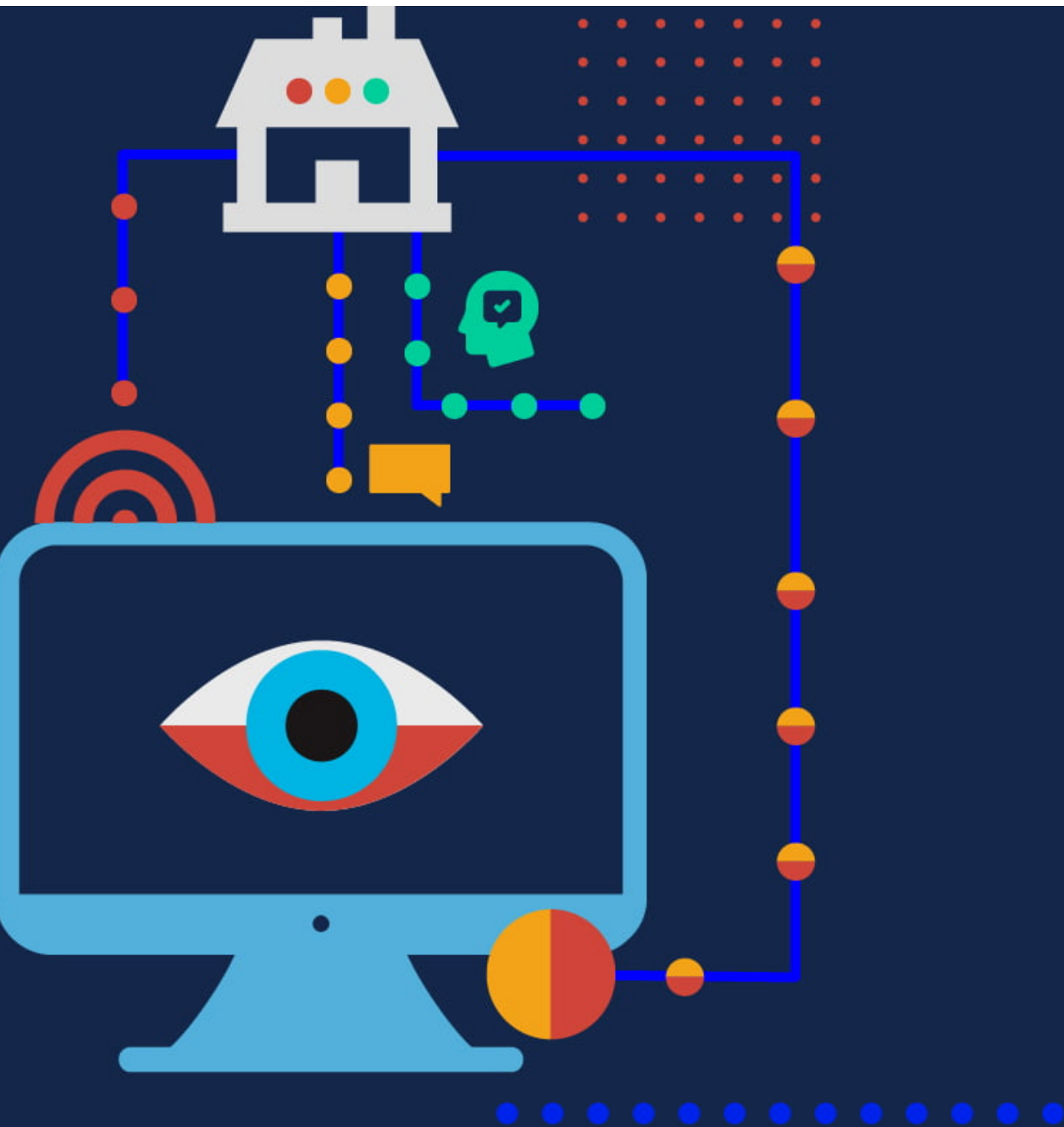
– Helen Tupper, CEO, Amazing If & co-author of The Squiggly Career (United Kingdom)

Helen is the co-founder and CEO of Amazing If, an award-winning career development company with a mission to make work better for everyone. She is co-author of The Sunday Times No. 1 Business Bestseller: The Squiggly Career (Penguin) and host of the UK's no. 1 careers podcast: Squiggly Careers.



The Future of Work EMEAR Online Series: Hear from futurists, industry experts, CIO's and Cisco executives

[Watch Webinars](#)

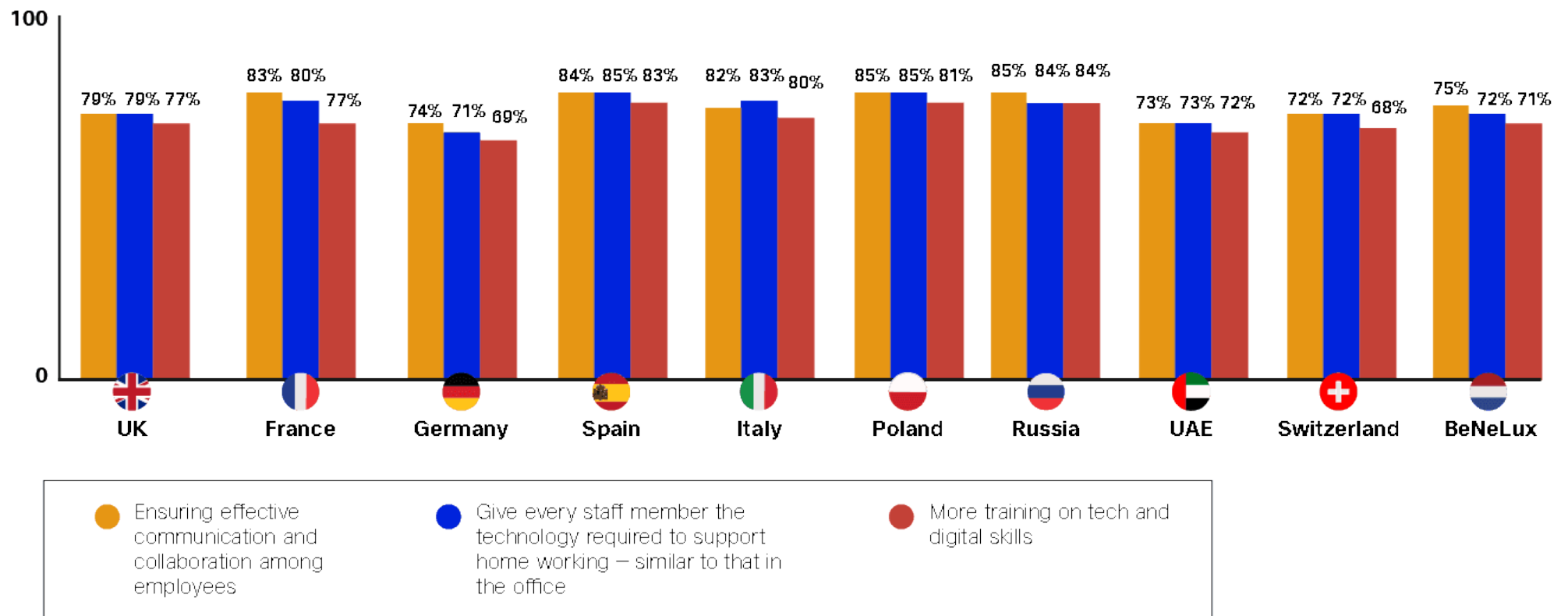


Prioritizing Technology Investment

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, 79% would ensure effective communication and collaboration tools. Seventy-eight percent said they would provide the workforce with similar technology at home as they have in the office. Seventy-six percent think more training on technology and digital skills will be fundamental to business success in 2021.

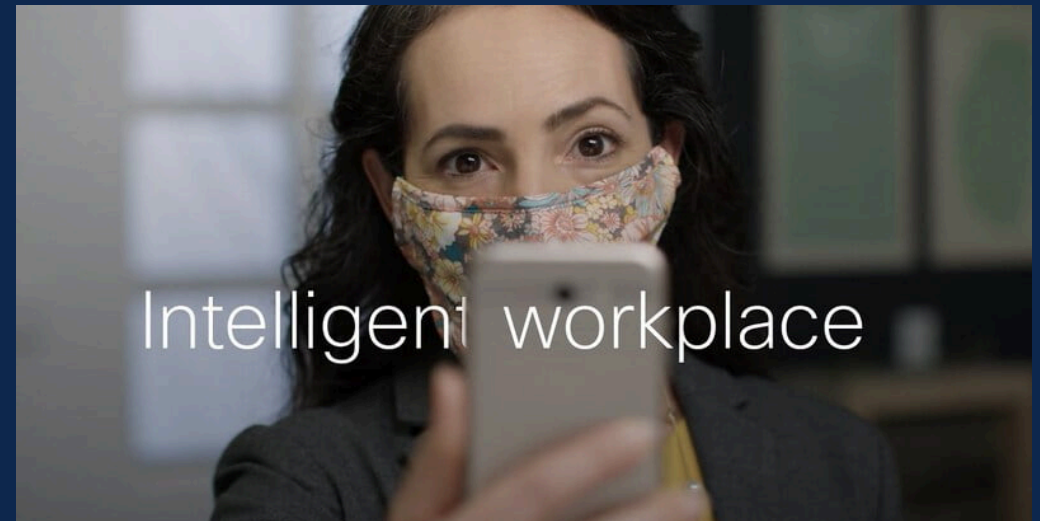
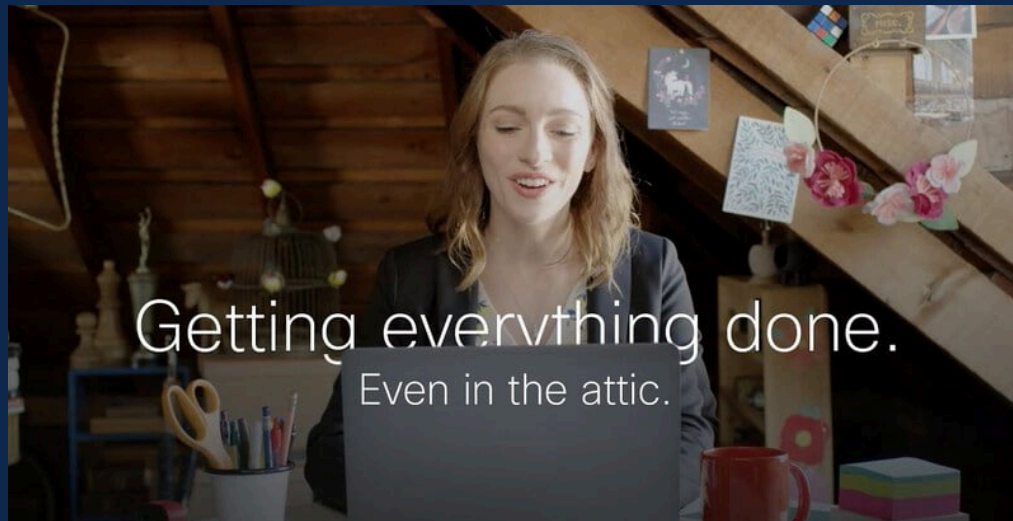


Despite these recommendations, there is no “one size fits all” approach. Businesses need solutions designed and built for change at any scale across their organizations.

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 Oct. 6, Cisco announced innovations that raise the bar for secure remote working. They create the smart hybrid work experiences that will enable safe returns to work and a better future.

[Read more](#)





“For the future, one thing is for sure: our need for online services to stay connected and collaborate will grow as will the reliance on Cloud and Apps . With the surge in hybrid work styles and more and more intellectual property traversing environments that are uncontrolled and outside an organisation's perimeter, we will need to be even more vigilant. Our need to have IT environments, wherever they reside, fully protected with robust cybersecurity baked into their design becomes even more critical.”

- Chintal Patel, CTO, Cisco UK & Ireland

[Read his blog about today's 10 tech impacts](#)



“With the arrival of 5G networking and technologies like virtual and augmented reality reaching maturity, new opportunities for interaction will emerge. Organizations that take a lead with technology are likely to find their investments paying off in the form of a happier and more productive workforce of the future.”

- Bernard Marr – Internationally best-selling author, futurist, and strategic business and technology advisor

Voted by LinkedIn as one of the top 5 business influencers in the world.



“The culmination of emerging technologies, the onset of the COVID-19 pandemic, and increasing demand for more flexible work environments are fundamentally reshaping the work experience. Organizations who support a rapidly evolving work culture with intuitive technological tools that enhance connectivity, engagement, and productivity will ultimately empower and position users to work effectively and safely regardless of current and future disruption.”

- Ronald Van Loon, CEO, Principal Analyst at Intelligent World

World's #1 influencer in Data and Analytics, Automation, and the Future Economy



Explore Technologies:

Security:
Cybersecurity Investment during extraordinary times

[Read more](#)

Networking:
Work From Home Networking

[Read more](#)



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.

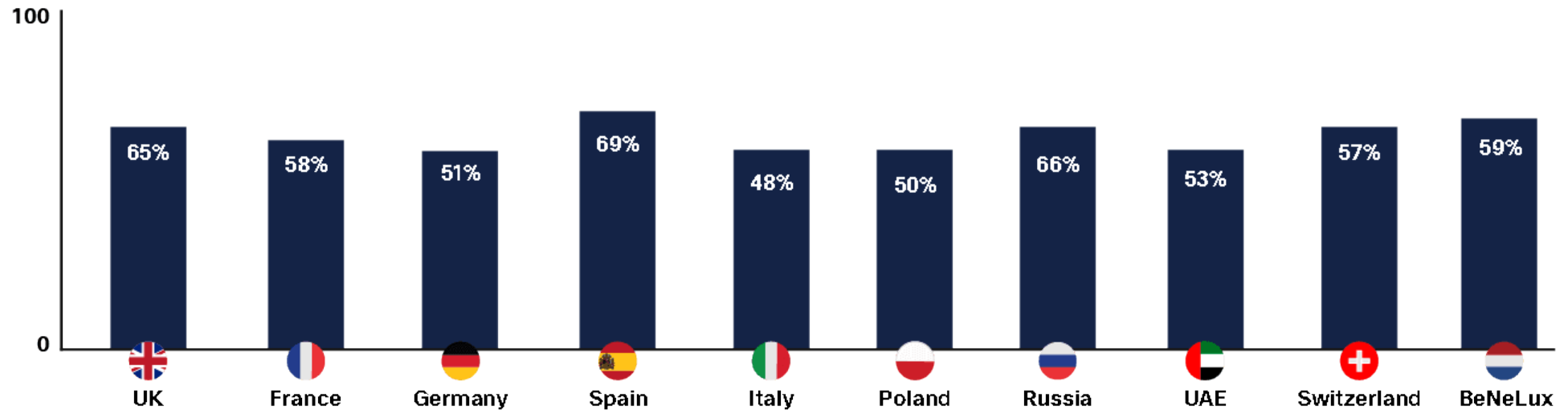
39% felt trust had improved from their leaders to do their job well.

66% of office-based employers in EMEAR have a **greater appreciation** of the benefits and challenges of working from home.

56% **incorporated more exercise** into their daily routine while working from home.

58% want to **travel less** and use their time more productively.

Percentage of how many preferred to travel less per country





" The battle for talent today is clearly shifting to the ability of organisations to :

- Engage the living forces on a positive impact purpose,
- promote values of transparency, autonomy and responsibility and therefore trust,
- equip distributed teams and their operational excellence through real-time connectivity, collaborative and agility tools at scale."

– Luc Breton, CEO Purpose for Good, organizer of The NextGen Enterprise Summit and President of the think tank G9+ Institute (France)

Luc is an expert in digital innovation and advocate of shifting from traditional management to adaptive and purpose driven organizations

Mental health priorities for employees and leaders remain steadfast at Cisco

[Read more](#)

Thank you for reading