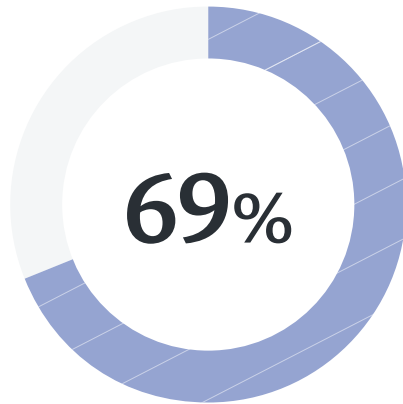




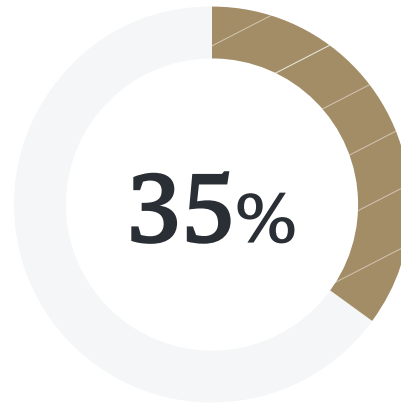
The Way We Work

9,000 knowledge workers share their insight on the jobs they do, would like to do and the workplace of the future

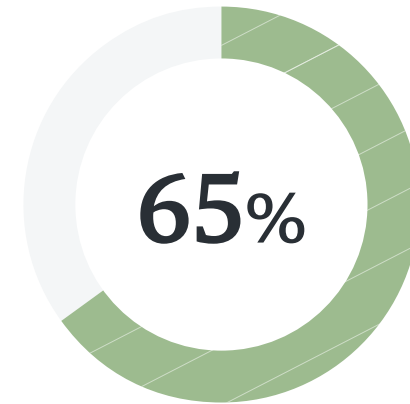
9,000 Knowledge Workers share their views



Agree that having a single office as physical workplace is less important now than it was in the past



Say the role they fulfil now will not exist in five years time



Suggest their roles will not look the same in within that time frame

...based on the opinions of knowledge workers in the USA, UK and Germany



Introduction

You may work in a successful organization, but the ideal of exciting and innovative workplaces are a dream for many

Work is so much more complicated today than just the hours put in during any given day. In the average office, knowledge workers - workers whose main capital is knowledge, whose job is to “think for a living” - have to contend with generational gaps, digital transformations, the on-demand economy, the fast evolving nature of work, frustrating technology and the growing realisation that many of their jobs won't be in existence in the future.

Commentators and business thinkers have a lot to say on the changing workplace, but we wanted to find out exactly what knowledge workers themselves think about work and the workplace. So, we surveyed 9,000 knowledge workers across the US, UK and Germany to explore three key themes:

Establishing knowledge worker's
true work patterns

Explore knowledge worker's
behaviours in the work environment

Define the **attitudes** of knowledge workers
towards the workplace and to each other

In the quest to create an unparalleled, unbiased and authoritative insight into these areas we worked with an independent research partner, Censuswide. The results of the study are really striking and, in many areas, challenge preconceived ideas about work-life balance, the freelance economy and changing attitudes to teams. The study highlights the discrepancies between the ideal working life and the reality of knowledge workers' day to day activities, how “the office” is changing and points out exactly how critical communication and collaboration is at both a personal and corporate level. In challenging economic circumstances and the on-going war for talent, this survey should give the global business community much to ponder when considering the future shape of their business, workplace and workforce.

What I took from the results of the research personally, is that the time to find New Ways to Work is upon us. As business leaders we need to start shaping our businesses, our office spaces and the communications tools within them to suit the modern knowledge worker - or stand a real risk of losing our top talent. This research serves to remind me, and us as whole, to be mindful of the power of a new digital age.

Jon Pritchard, CEO at Unify

Knowledge workers are forging ahead with New Ways to Work

The question is, are businesses aware of what their knowledge workers want and how they actually work most effectively?

People are often touted as the most important asset of any business. We agree.

However, to get the most out of the modern knowledge worker, businesses need to understand the impact of generational gaps, the on-demand economy and the changing nature of work, on how:

- people view their work environments
- individuals and teams work most effectively
- communication and collaboration takes place to drive business success

This **The Way We Work** report examines, through the views of 9,000 global respondents, the trends, challenges, and opportunities faced by knowledge workers in their current and ideal jobs. We feel that it is a landmark study, not only in its breadth of respondents, but also in the debate it will spark in the business community about the changing world of work. We would love to hear your thoughts!

The answers to pressing questions:

The modern work environment is complex, busy and constantly changing. People, specifically knowledge workers, are often the most valuable resource a businesses has, but they too face the onset of change - through new technologies, new entrants into the workforce and uncertainty about the future of their roles. This is not necessarily a bad thing, as it appears from our survey that people are willing to consider working in new ways and - in some cases - are actively seeking out less traditional work environments.

In the pages to come we will explore the answers to some of the most pressing questions businesses should be thinking about with regard to their people:

- What is the ideal job, and has it been created yet?
- ...And the office? That'll still be there right?
- What is work anyway?
- So work-life balance is difficult to manage?
- You're bound to say technology is the answer...

We would love to hear your thoughts, join the conversation on Twitter by using #NW2W.

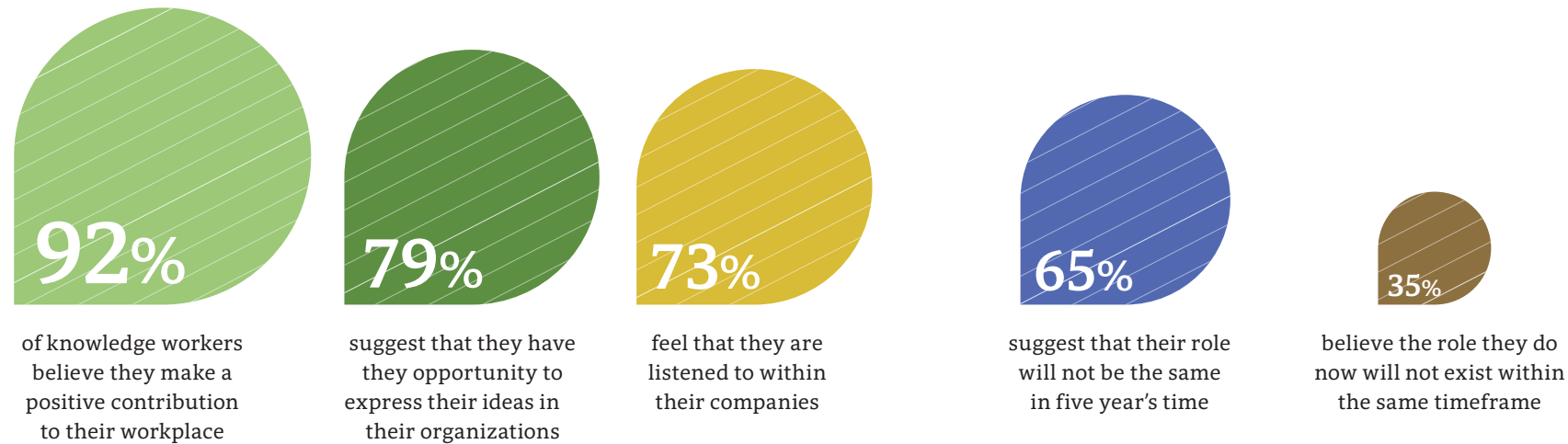
What is the ideal job
and has it been created yet?

If our roles won't be around in five years' time, what will we be doing?

Knowledge workers feel positive about their jobs, but they know the future brings change

Knowledge workers feel engaged

Yet, the working world is rapidly changing. Nearly three quarters (74%) of knowledge workers believe that digital technology, the internet and social media has fundamentally changed the way we behave in the workplace

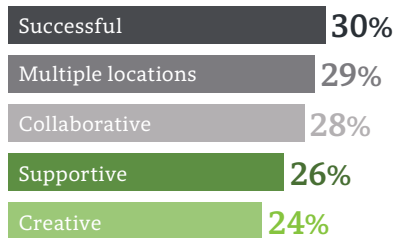


“One thing is clear, the working world has changed and will continue to do so.”

What does an ideal workplace look like?

You may work in a successful organization, but the ideal of exciting and innovative workplaces are a dream for many

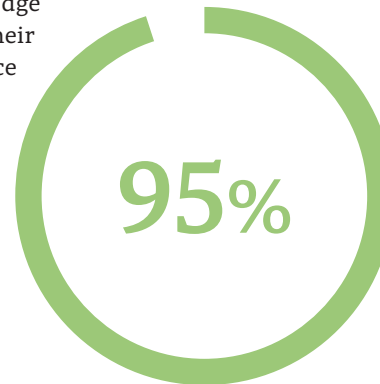
The top five descriptors knowledge workers use for their current work environments are



Knowledge workers would however like their workplaces to be



95% of knowledge workers say their ideal workplace will not be controlling



16-24 year-olds want to describe employers as



56%
creative



52%
successful



49%
exciting

35-44 year-olds want to describe their work as



50%
creative



49%
successful



45%
supportive

90% suggest an informal work environment to be closer to their ideal



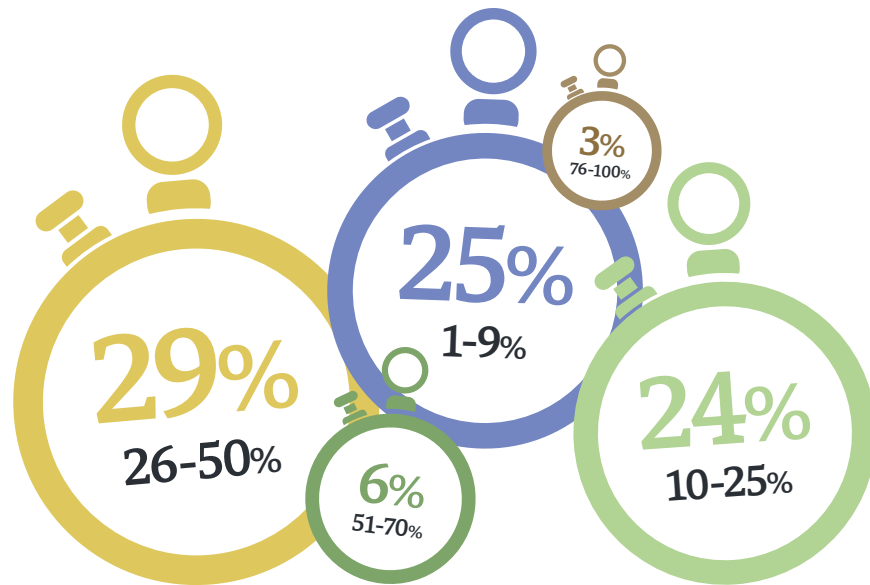
...And the office?

That'll still be there, right?

Clocking out of the traditional office mentality

Work is now less about where you are and more about how you communicate

Knowledge workers report they would like to spend the following percentages of time outside of the office

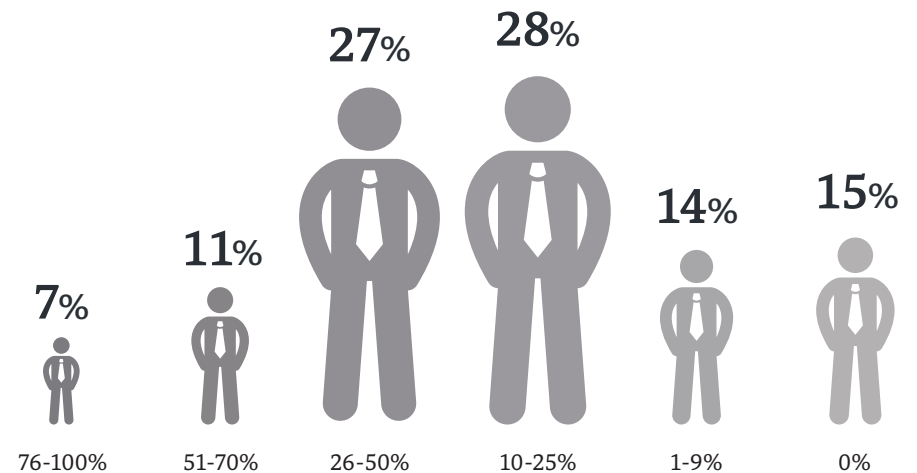


Question: What percentage of your time do estimate you spend working outside of a traditional work/office environment?

Yet, nearly a quarter of knowledge workers (23%) today suggest that they spend no time outside of the traditional/ office environment – pointing to the fact that the age of the traditional office is not quite over.

69% of knowledge workers say that having a single office as a physical workplace is less important than it was in the past, and 49% report that their organizations operate through technology and communication rather than through offices and locations

Across the board the majority of workers want to increase the time spent outside of the traditional work/office environment



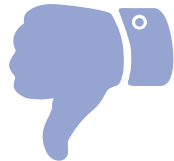
Question: What percentage of your time would you ideally like to spend working outside of a traditional work/office environment?

We want more flexibility, but only if our lifestyle allows it?

Knowledge workers are willing to take jobs that reflect the on demand economy, but more so if they are young or are senior enough to consider more flexible options

Today, one-in-five (21%) knowledge workers say they are currently working as contractors or freelancers. And the majority of those that aren't would consider making the switch to working in this capacity, as evidenced by their responses to being asked whether they would choose this option over regular employment

53%
Yes



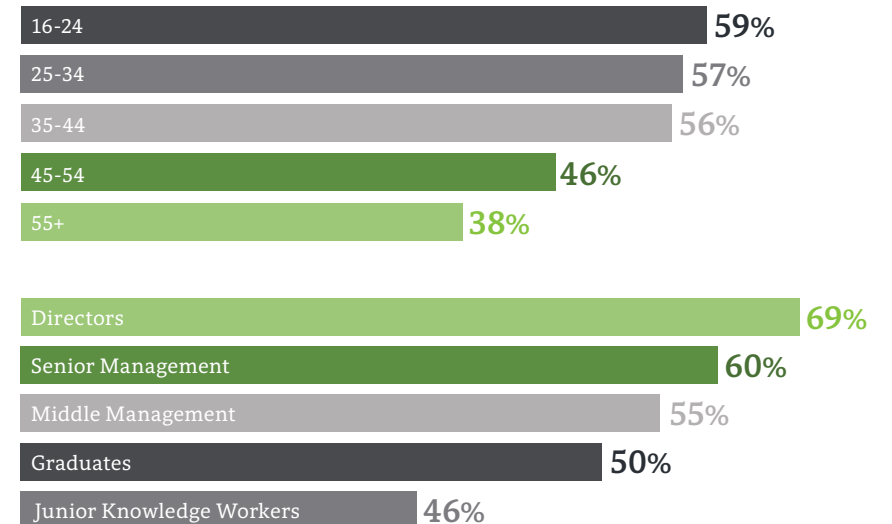
47%
No

Yet, it is also clear that there is still a great deal of comfort in regular contracted work and collaboration with full-time employees

29% of respondents agree that they'd rather work with regular employees for all types of work

And only **8%** would want to work with only contractors/freelancers for all types of work

There is evidence to suggest that desire/willingness to work in an on-demand model decreases by age but increases by seniority

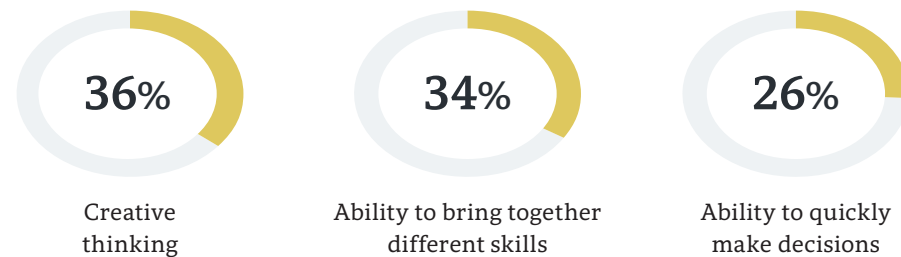


(Percentages of knowledge workers who say they would positively consider a freelance or contractor role)

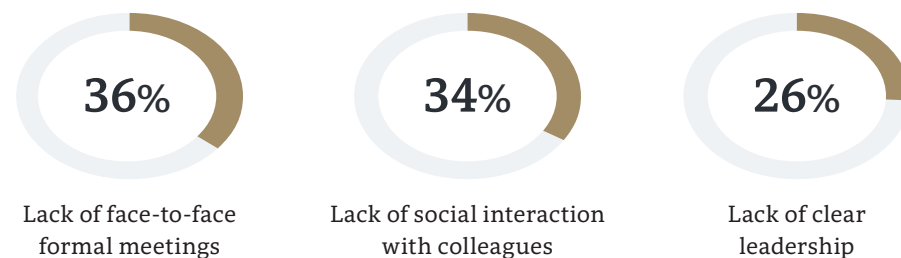
Virtual is the new reality

There are definitive and tangible benefits to having virtual teams in the modern work environment

The three biggest benefits of working in a virtual team according to knowledge workers are



This is not to say that virtual teams don't face challenges, they do – especially when no face-to-face and social interaction happens. But these challenges can be overcome with the right management styles and technologies.



More than half of knowledge workers (52%) say they work in more virtual teams than they have done in the past

Two fifths of knowledge workers (42%) believe virtual teams can be more effective than face-to-face teams

68% of knowledge workers say it's easier to work effectively with colleagues in other locations when you can see them (video) as well as speak to them

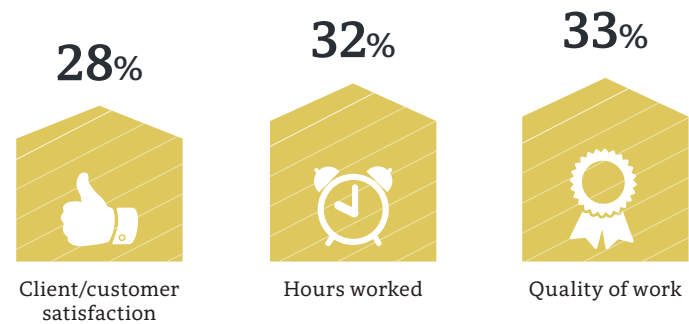
If your business can't provide this, it's time for a change. Visit www.unify.com to explore Circuit and OpenScape

What is
work anyway?

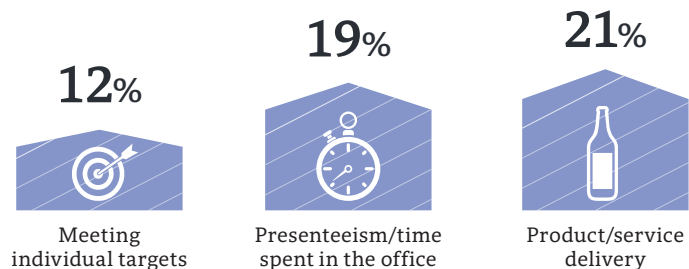
How do we know we are doing a good job?

The older you are, the more likely you are to be measured on output-based metrics. If you are younger, then putting in the hours is what matters to your employer

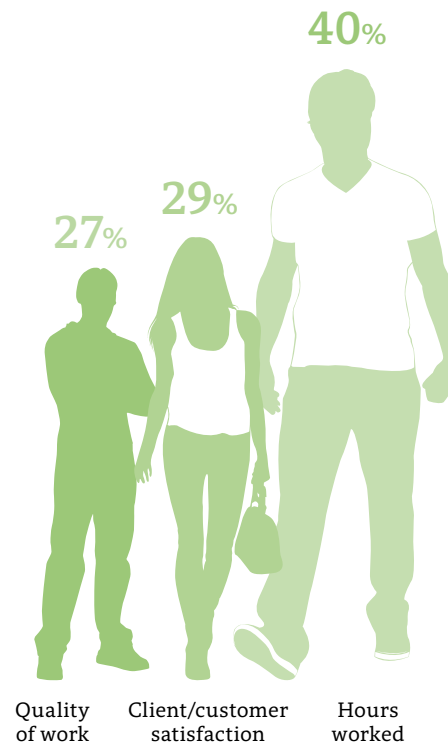
Knowledge workers list the three primary means of their productivity measurement as



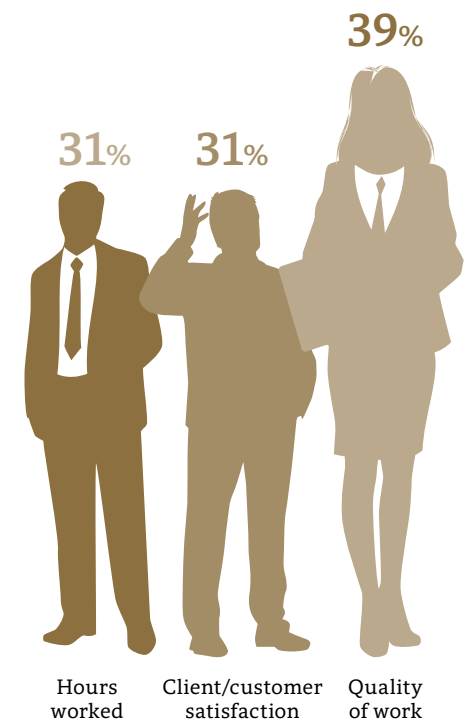
These factors are followed by



Knowledge workers aged 16-24 believe their productivity is measured on



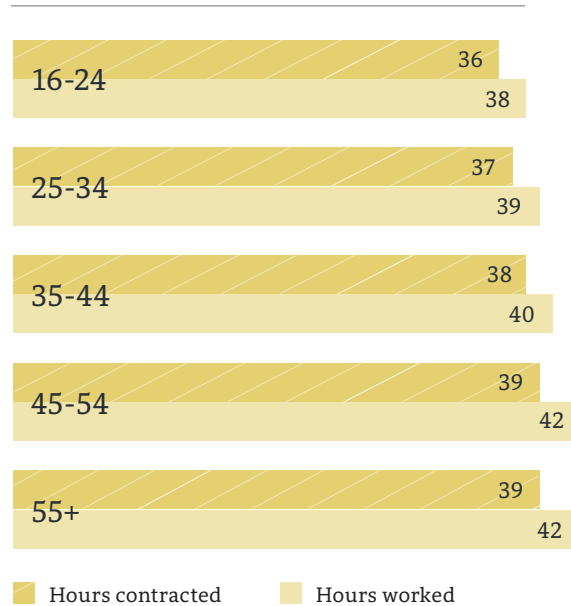
Knowledge workers aged 45-54 on the other hand say productivity is measured on



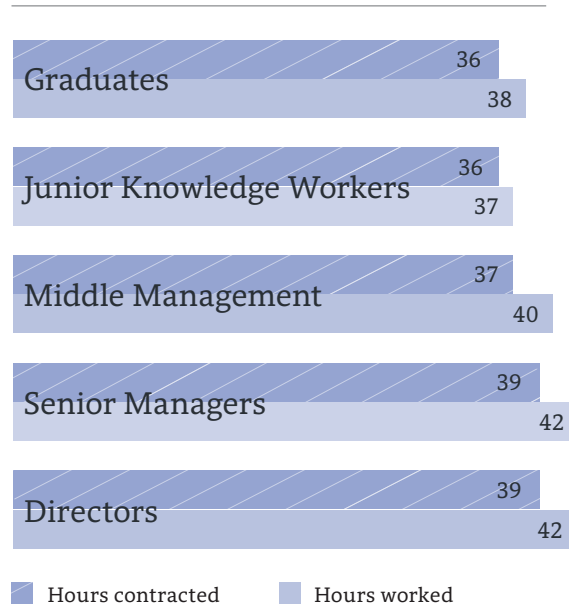
Going the extra mile

In general, we work more hours than we are contracted to do – but not *that* many more

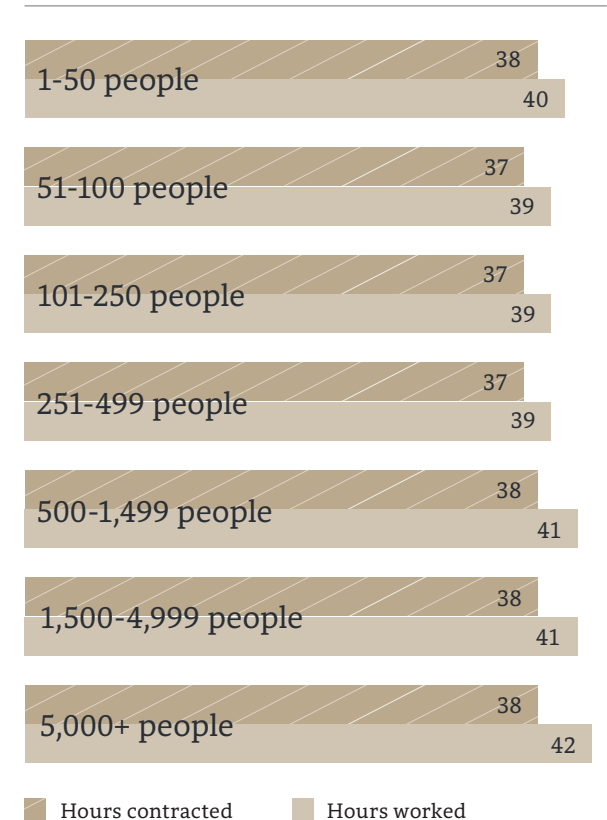
Across age groups those above 45 reveal themselves to be putting in the most additional hours



Seniority might have its perks, but also its drawbacks, with those in management position putting at least three extra hours a week



The best work-life balance, in terms of hours, appears to be found in the smaller companies

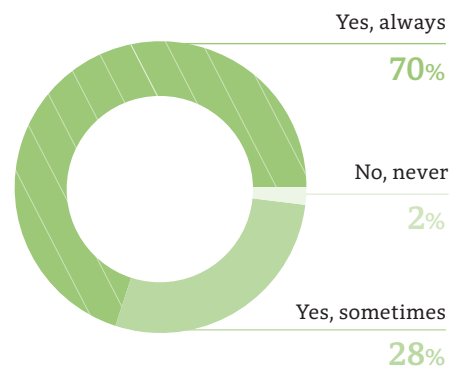


So is work-life balance
difficult to manage?

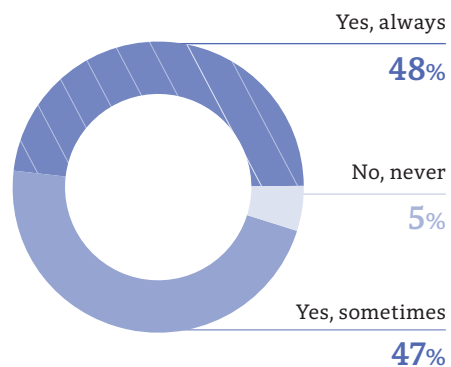
Is work-life balance an aspiration or reality?

It's one of the biggest expectations of the modern workplace, and it's no wonder in our "always-on" society

The majority of knowledge workers say it is important to keep a division between their work and personal lives



The majority of knowledge workers feel that they do have a good balance between their work and personal lives



“Work-life balance is very a subjective concept. But it is very clear that the majority of knowledge workers feel that they are achieving something closer to their ideal in terms of balancing their work and personal lives – compared to even as little as five years ago.

As technology continues to proliferate in both our work and personal lives, we expect to see knowledge workers become more and more adept at integrating these two worlds. They will set their own boundaries and naturally strive to find new ways of working, that works for them – especially as their own lives become more complex.”

Tim Bishop, Head of Strategy, at Unify

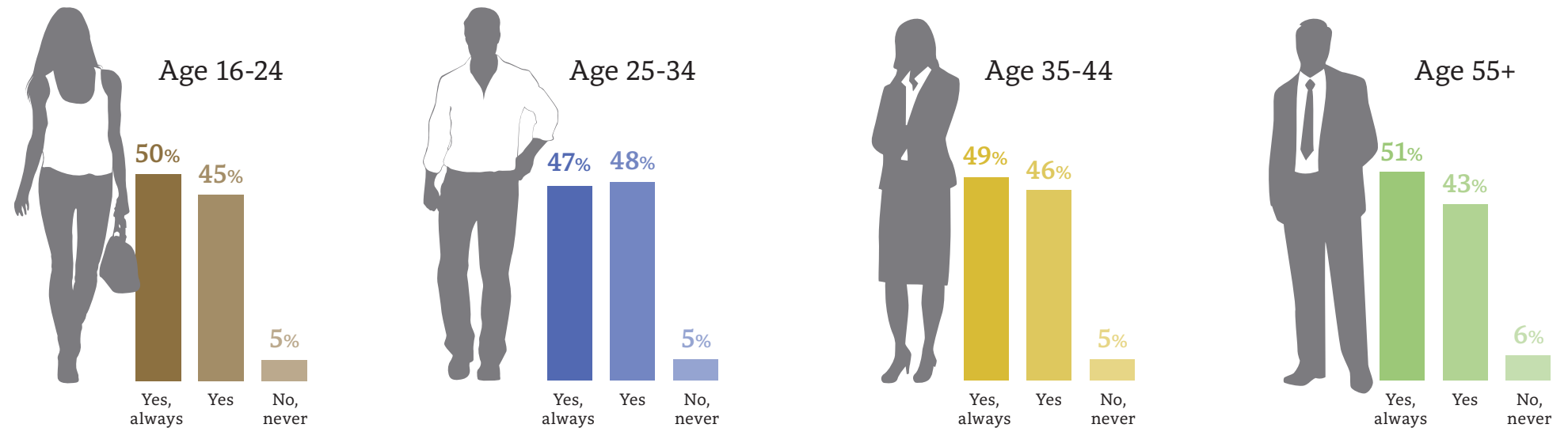
And the great news for the majority of employers is that knowledge workers feel that their work-life balance has improved in the last five years



There is a work-life balance vs age equation

Knowledge workers across generations have only marginally different views on whether they achieve work-life balance

Different age group's views on the importance of having a division between their work and personal lives



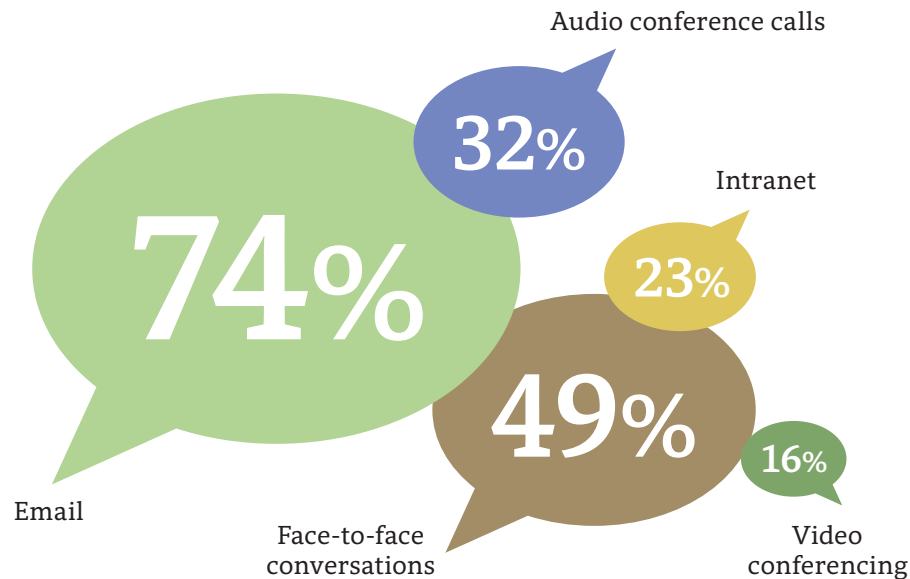
Work-life balance is more important for older respondents. Compared to the average of 70%, 75% of those aged 55+ believe it is important to have a clear division between your work and personal life. While those aged 16-24 suggest it is closer to 65%, which could be indicative of a changing workforce mindset or simply that younger respondents are more willing or able to blend the two.

You're bound to say
technology is the answer

Yes and no... But the adage “less is more” is proven again

Knowledge workers want fewer, but better technologies

Knowledge workers cite the top five most essential communications tools to be

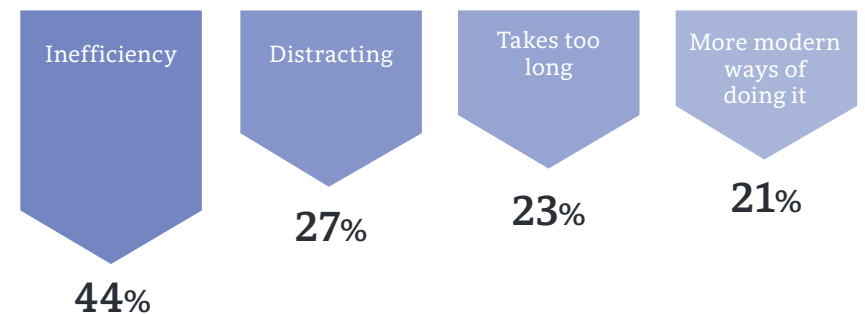


But do we like the tools we have to use? 28% of knowledge workers suggest that email is the tool that they would most like to see removed completely from the workplace

But across the board, about two thirds of knowledge workers 2/3 agree that the tools play a role and would neither decrease nor remove them

One in five knowledge workers aged 16-24 would like to reduce or remove tools as they believe them to take too long and a further 21% believe there are more modern ways of doing it

Knowledge workers' top reasons for wanting to reduce/ or remove communications tools include



We want to communicate, but we're not told where or when to do it

Tools that allow for mobile working across organizational physical boundaries are favored

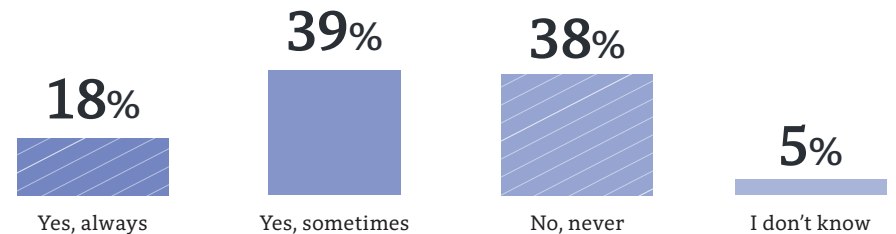
Knowledge workers say the top three tools that will help them to communicate better in their role, after email, are



A fifth of knowledge workers (20%) aged 25-44 would want to add video conferencing to their communications tool kit, in an effort to help them communicate better in their roles.

“ Don't underestimate the importance of providing the right communication and collaboration tools to employees. At least one-in-five (22%) knowledge workers report that they do not feel they have the right technology in place at work to build trust and make effective team decision without the need for face-to-face meetings. This has to change dramatically if the global business community hopes to increase productivity in an on-demand economy. ”

The popularity of on demand tools are also on the rise



Question: Do you ever use on-demand tools (eg internet/cloud based) for team working, project management or virtual collaboration)?

Compared to an average of 38%, only a quarter of knowledge workers (25%) aged 16-24 do not ever use on demand tools

23% of knowledge workers in organizations of 101-250 employees always use on demand tools, compared to only 7% of those working in organizations of 5000+ employees

Our take on the opinions of 9,000 knowledge workers

“ Knowledge workers are defining **how, when and where they want to work** ”

“ The job roles of today will be drastically different in as little as five years from now, **and some might not even exist** ”

“ A deep desire to find creativity in work **is fuelling modern knowledge workers** ”

“ New ways of working within the context of the on-demand economy is driving the need to **rethink how businesses measure productivity** ”

“ A 9-5 lifestyle and the traditional office **might soon be something of the past** ”

“ The search for work-life balance is not dissipating, but it appears that **knowledge workers have taken more control in the last five years** ”

“ Knowledge workers want communication tools that suit their individual working styles **and makes it easier to do their jobs more effectively** ”

Now it's your turn

We want your opinion on the modern knowledge worker. Come and engage in the conversation by joining us on:

www.unify.com [@unifyCo](https://twitter.com/unifyCo) www.facebook.com/UnifyCo

About the Way We Work study

The Unify Way We Work study was undertaken by independent research firm CensusWide, based in London, UK. On behalf of Unify the company surveyed 9,000 knowledge workers – workers whose main capital is knowledge, whose job is to “think for a living” and who have access to technology as part of their day-to-day jobs – 3,000 each in the UK, USA and Germany. The respondents included junior knowledge workers to directors and business owners, and representative samples of those working in the healthcare, financial services, public education, automotive, energy/utility industries. They completed an online study during January 2016.

About Unify

Unify is one of the world’s leading communications software and services brands, providing integrated communications and collaboration solutions worldwide. Our customers range in size from 5 employees to 500,000+ employees. Our solutions unify multiple voice, video and data networks, connected devices and applications into one easy-to-use platform that allows teams to collaborate effectively and efficiently – anytime, anywhere. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, improves employee satisfaction and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security. Our OpenScope and Circuit communications solutions provide a seamless and efficient collaboration experience – on any device. Together, the group’s global team of UCC experts and service professionals set the standard for a rich communications and collaboration experience that empowers teams to deliver better results. Unify is an Atos company.

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Reference No.: A31002-P3010-D101-2-7629

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