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WORKPLACE
#2025

BUCKLE UP FOR THE NEXT WAVE OF WORKPLACE COLLABORATION

We can't deny an obvious shift in collaboration is taking place. Therefore, it's time to hop on the train of workplace collaboration before it's too late.
Choo! Choo!

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We can't deny an obvious shift in collaboration is taking place. How come? By 2020, about 50% of the workforce embodies millennials. Not only millennials and their workplace expectations have a great impact on today's and the future workstream. Also businesses become more active on a global scale. Internet is just one of the several factors which opened doors for more global activity. Other than that, internet has also been the influencer of bringing innovation to the top of the corporate agenda.

However, innovation requires adaptation. We are moving noticeably from momentary to continuous collaboration. Because of global businesses, the rapid internet developments and innovation, employees are expected to collaborate with multiple teams at any time and across even multiple offices. No doubt about it. We are quickly moving into the sphere of 'co-everything' ¹.

With collaborative technologies, such as mobile devices, interactive touchscreens and integrated collaboration software we now see a transition. We take co-working one step further to co-authoring, co-creating and co-innovation. This requires to focus on employee behaviour, workspaces, working styles and integrating matching collaborative tools.

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Hop on our train of workplace collaboration. Let's go.

We take you by the hand to have everything in place for the next wave of workplace collaboration. In this whitepaper we talk you through all the steps that contribute to not only successful but also fun collaboration in the modern workplace.

- Step 1: Create a functional and collaboration proof workspace**
- Step 2: Keep up with changing working styles**
- Step 3: Integrate new technologies that meet your future workplace**

STEP 1

CREATE A FUNCTIONAL WORKSPACE FOR MAXIMUM COLLABORATION

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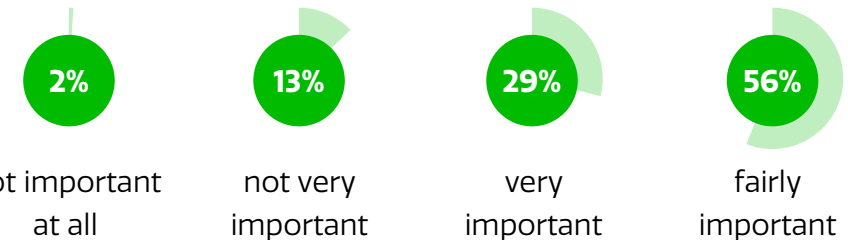


To what extent does your work environment allow collaboration to a full potential? Before diving into a digital transformation you first analyse the current spaces. Survey how and where people like to collaborate. This varies between types of industries, but also you see a distinction in countries when looking at office spaces. After all, each country has its own cultural standards. So workspace priorities will vary. And so do employer expectations. We see a noticeable need for more flexible working and the rising questions for more open-plan office spaces.

Open-plan office spaces come with challenges like sitting between colleagues who talk loudly or enjoying their smelly food at their desks. When open workplace settings are being incorporated you need dedicated areas to promote collaboration. All in all, employers are aware physical workspaces not only need to be cost effective. There also needs to be sufficient space for everyone and it should also be employee friendly. Recognise these challenges?

However, when raising the following question among employers, business leaders and employees these were some remarkable answers²:

“How important is transforming your physical workspaces to the success of your organisation?”



It's all about using your workspace efficiently. Avoid making costs by investing in separate desks. Rather invest in flexible spaces where fewer desks per person are needed. Or you take it one step further. Since it's inevitable remote working becomes the norm within a few years from now, it's vital organisations create spaces that suit alternative styles of working. That's when new technologies can jump in to make this happen. After all, people want to have their content available. Wherever they are and with whomever they meet.

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STEP 1

CREATE A FUNCTIONAL WORKSPACE FOR MAXIMUM COLLABORATION

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We believe that the physical workplace of today will look completely different by 2025. And as innovation hits the top of the corporate agenda, you want to stay ahead of the curve, right?

These organisations were ahead of you ³:

✓ **Google Innovation Lab:** [X](#)

Google's X research center is where some of their biggest projects happen. These teams work on research that's not directly tied to a product and encompasses challenging fields like speech processing, machine intelligence, quantum AI, and more.

✓ **Accenture Innovation Lab:** [Accenture Innovation Centers](#)

Accenture works with companies across 40+ industries – including banking, health, retail, software, and more – to improve customer experiences using digital technologies.

✓ **Walmart Innovation Lab:** [Walmart Labs](#)

Walmart's innovation lab is designed to help them stay competitive in the increasingly online and mobile world. One notable accomplishment was a large-scale search engine overhaul for its online site that drove a 20% increase in sales. Workers are even organised into "mini-startups," each with their own projects.

✓ **Ikea Innovation Lab:** [SPACE10](#)

Nestled in the heart of Copenhagen's meatpacking district lies SPACE10, Ikea's research hub and exhibition space. SPACE10 invites people from the worlds of art, design, and technology to work on research projects that result in a range of Ikea prototypes, exhibitions, events, and workshops.

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STEP 2

KEEP UP WITH CHANGING WORKING STYLES



Aside from exploring your options for more efficient collaborative workspaces, let's also zoom in on the current wave of working styles. Just like a complete transformation of the physical workspace by 2025, employees will also have a totally different work experience and relationship with their employer compared to the one they have today.

Flexibility over stability

This trend in employee behaviour is mainly characterised by flexibility rather than stability. Again, the rise of millennials and other future generations have a great impact on cultural changes at the workplace. These workers are driven by developing a particular skill and like to be part of a professional network. Co-creation will become a natural way of working. Nowadays you might want to keep your ideas and strategies behind internal doors. But how about getting a fresh perspective? Or triggering your inner creativity by working with the most creative people you can find? Ready for ending up with breakthrough ideas? Then "co-everything" will be your new best friend. This working style includes enabling multiple access routes to information.

Flexible technologies, BYOD (Bring Your Own Device), and working from different office spaces and external locations fit right in.

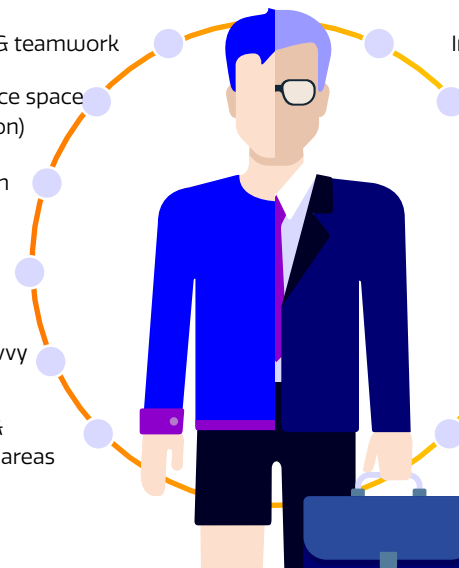
The millennials vs. older generations and their workplace expectations⁴

MILLENNIALS

- Collaboration & teamwork
- Innovative office space (next generation)
- Visual adoption
- Workplace flexibility
- Highly tech savvy
- Teams desks & brainstorming areas

OLDER GENERATION

- Individually focused work
- Classic fit-out & space (old generation)
- Manual preference
- Structured process
- Moderate tech support
- Personal space & cubicles



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STEP 2

KEEP UP WITH CHANGING WORKING STYLES

Look beyond your own walls with Collaborative Innovation

The days of fixed hierarchies, departments and their roles will be over by 2025. We are moving towards a fully collaborative environment. Business leaders and employees will work in various positions and co-work in different projects. These projects align with the employees' strengths. Internal and external freelancers and other stakeholders are also more involved in these various projects. Experiences can be broadened and as a result new skills and challenges will be discovered. This is what we call Collaborative Innovation.

In the upcoming years 'Employee Experience' will be the key to productive workplace environments. That means Collaborative Innovation will be breathing down our necks. Office spaces are already becoming more modular to meet the employees' different needs. Collaboration huddles and Innovation Labs follow right after and take employee experience to a next level. Ready to take a closer look at your workplace strategy?

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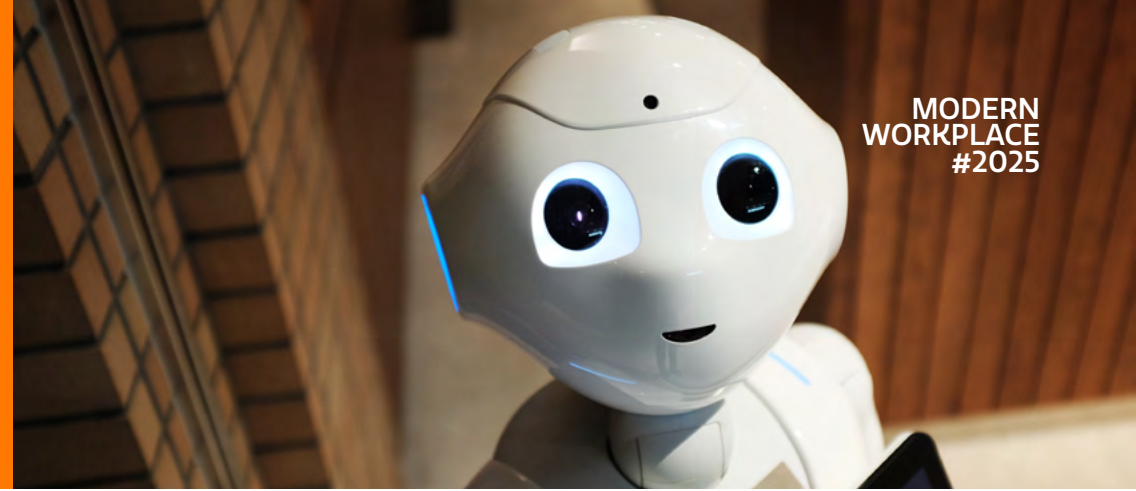
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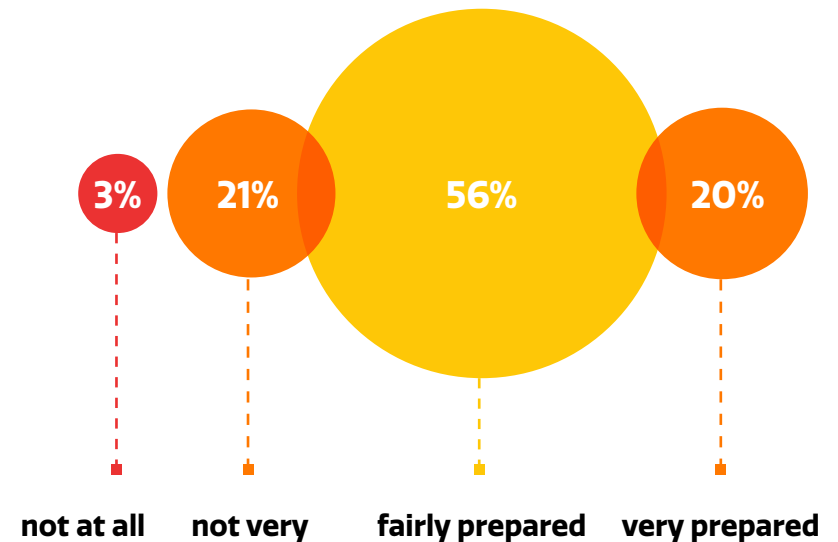
STEP 3 INTEGRATE NEW TECHNOLOGIES THAT MEET YOUR MODERN WORKPLACE

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Office spaces and working styles are changing rapidly, but in parallel new technologies pop up wherever you look. This is inevitable since our collaboration needs change. These new technologies will support the evolving new ways of working. It's not just a matter of sharing information. As Tsedal Neeley, a Harvard Business School Professor, states: "Without these tools global cooperation cannot happen."⁵ Organisations find digital integration one of the greatest challenges. Moving your processes to digital platforms requires adoption and this takes time. But, one digital transformation project prepares the ground for another. Worldwide some great steps have been taken in digital integration². So let's get to it!

How prepared are organisations for a digital transformation when it comes to the integration of digital technology into all areas of a business?



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STEP 3

INTEGRATE NEW TECHNOLOGIES THAT MEET YOUR MODERN WORKPLACE

How we'll benefit from new technologies

Workspace digitisation is a broad area. It's from having the right computers available so employees can get their work done to meeting room hardware and software. Cloud technology is also one of the key components of the digital transformation. More and more we are starting to work with all-in-one platforms, such as Microsoft Teams, Jira or other social collaboration tools. As a result IT costs will be reduced. Security will increase. And we experience a lot more collaboration efficiency. With these all-in-one platforms, also called social tools, cross-organisation collaboration will be enabled. So are internal and external communication also being stimulated.

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STEP 3 INTEGRATE NEW TECHNOLOGIES THAT MEET YOUR MODERN WORKPLACE



In general, what do we notice when the usage of social tools increases? ⁶

Percentage of respondents who say their organisation's use of social tools has improved business goals either somewhat or significantly.

Productivity

76%

Quick solutions to business problems

65%

Employee engagement

47%

Training on new technologies is key

Before rushing into new technologies and collaboration software, keep in mind to train your employees. Digital integration should be driven by HR and C-Level Executives to get the train of successful adoption going. Besides empowering digital integration on a manager's level, a strategy for change management is key. Implementing new technologies goes further than just the IT department. Of course it has a great impact on the organisation's culture. So make sure you have the managers and HR on board to develop programs for employees on how to use new technologies.

"You can't work like you did 15 years ago. Employees today are hyperconnected and tech-savvy, and they're becoming so in greater numbers. Companies need to stay up to date, providing them with what they need to do to get their jobs done and be satisfied." ⁷

The perks of this next wave of workplace collaboration

We've come to the realisation there's a new wave of collaboration in the workplace. Rather be aware what this collaboration wave encompasses for your organisation and you'll experience the benefits. Before diving into a digital transformation, firstly survey your current workspaces and elevate them in every way possible for maximum collaboration. We can't deny the demographical shift already has a great impact on today's workplace. Therefore, prepare your organisation for changing working styles. As flexibility becomes the norm look beyond your internal doors. Co-everything and Collaborative Innovation give you new perspectives. New challenges and skills will be discovered. New technologies jump right in to make this happen. With engaging hardware and software we're able to stimulate global collaboration. Better yet, in a few years from now we can't even work without these evolving technologies. How you will benefit with your organisation? Content will be transparent everywhere at any time. Problems will be solved more quickly and in real-time. Meetings and the number of e-mails will be reduced. As a result, you'll experience more productivity and joy in and around the office.

Are you ready for the modern workplace #2025?

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Hi, we are CTOUCH

CTOUCH helps organisations to build a modern workplace in which their people work more efficient together. We want to boost interactivity, productivity, and engagement in any office, meeting, huddle – or whatever you name it. Wondering how? By unlocking the endless possibilities of the touchscreen! We fully grasp the transformative potential of the touch experience. For business meetings. For inspiring. For knowledge sharing. For everything, really! That's why we want to support you in preparing your workplace for the future of tomorrow. Or in every setting where you want or need to encourage collaboration. We've got you covered. And we'll surprise you. Promised!

Feel free to reach out to us via
+ 31 (0)40 261 8320 or info@ctouch.eu.



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“ A SMILE CAN PROMPT A SMILE,
EXTEND INTO A LAUGH,
AND BRING HAPPINESS TO AN ENTIRE ROOM ”

-Richard Branson



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