

MODERN  
WORKPLACE  
#2025

# THE FUTURE'S WAY OF WORKING: FLEXIBLE JOBS ONLY?

How to grow in offering flexible  
and alternative ways of working.

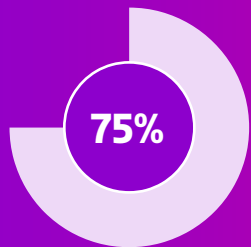
**Share, inspire, have fun!**  
**With CTOUCH by your side.**

**CTOUCH<sup>®</sup>**



No one will be shocked to hear that younger generations, namely millennials and generation Z, have different expectations and priorities than older generations. This also affects the corporate world, where the focus is shifting away from things like individual cubicles, individual performance, rigid systems and standard working hours... Younger generations of employees value flexibility, creativity and collaboration instead. <sup>1</sup>

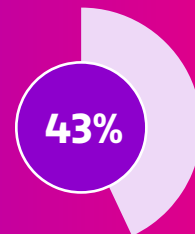
#### Working millennials



**75%**

Would like to work  
from home

#### Working millennials



**43%**

Is allowed to work  
from home/on site

Millennials and future generations like having the option of working from home or on site at the client's place of business. To find out more about this particular topic, read this whitepaper ["Buckle up for the next wave of workplace collaboration"](#). It makes sense, then, that the option of flexible working is included as a selling point in many vacancies. But what do we really mean when we talk about flexible working, and why is the corporate world moving in this direction? Find out more about it in this whitepaper! We will be considering the following questions:

1. What kinds of flexible working are there?
2. Why should you adopt flexible working?
3. How does flexible working align with the future of our professional lives?

# 1. NO TWO PEOPLE ARE THE SAME: DIFFERENT TYPES OF FLEXIBLE WORKING

There are so many different ways to work flexibly that we could not possibly list them all here. However, the many different types can be roughly divided into three categories: dealing with working hours more flexibly, flexible working location, and flexible job content.

## Dealing with working hours more flexibly

Dealing with working hours more flexibly is about more than just going home an hour early to pick up the kids or popping out for your dentist appointment in the middle of the day. There's more to it than that; working hours (both in terms of times of day and the total number of hours) and the way they are distributed across the weeks or months can be adapted so as to line up perfectly with the employer and employee's needs. Some advantages include the following:

- ✓ Alternate working hours (such as evenings or weekends)
- ✓ Alternate number of hours (such as part-time)
- ✓ Job sharing
- ✓ Sabbatical/unpaid leave
- ✓ Zero-hour contract
- ✓ Compressed working hours
- ✓ Annual hours

In short, offering flexibility in this way isn't just about how employees divide their time throughout their working week, but also about offering other alternatives such as taking a solid chunk of time off every now and then, working 'half a job', and working periodically.



# 1. NO TWO PEOPLE ARE THE SAME: DIFFERENT TYPES OF FLEXIBLE WORKING



## Flexible working location

In a time when digital communication has become the standard, it makes sense that the role played by traditional offices is also changing. It's no longer necessary for everyone to be in the office to attend meetings. After all, there are plenty of tools to enable you to get together digitally. Online platforms such as Microsoft Teams and Zoom are helping to make interactive collaboration in the workplace increasingly easy and natural.

Apart from working from home and on site (such as at a client's place of business or on the road), there are also professions in which the 'digital nomad' has become the ideal. Employees and self-employed individuals with digital professions often make a conscious decision to not have a fixed workplace but do their jobs entirely in the digital realm.

In short, 'flexible working location' means that employees may work from home or on site at a client's place of business or not even have a fixed physical workplace.

## Flexible job content

Apart from flexibility in terms of working hours or location, job content itself can also be adjusted to fit an employer's needs or employee's capabilities.

- ✓ **Flexible tasks**
- ✓ **Work being divided across the members of a pool**
- ✓ **Work adjustments**

Flexible job content allows employers to adjust things in line with their employees' talents and capabilities. This is also an excellent option in the event of a (temporary) physical disability, pregnancy or old age.



## 2.

## ADOPT FLEXIBLE WORKING? THAT'S WHY!

Very interesting, all of these new developments... But what's in it for you? What are the advantages of flexible working compared to regular 9-to-5 jobs? Well, there are many! And not just for employees – employers too can stand a lot to gain by adopting flexible working.

### Reasons for employers

Many employers feel very hesitant about the concept of flexible working. After all, how can you maintain control on people's workflow and productivity if you allow them to determine their own working hours?

However, it turns out that flexible working actually has huge advantages for employers as well. It goes both ways, as evidenced by a report by the Netherlands Bureau for Economic Policy Analysis. When employers adopt a flexible attitude towards their employees, these employees return the favour as well, such as by working late when needed.

**Share, inspire, have fun!**  
**With CTOUCH by your side.**



MODERN  
WORKPLACE  
#2025

And apart from increasing employees' willingness to be flexible when their employer needs them, employees who work flexibly also call in sick less often. Sick leave and absenteeism are reduced, thanks to employees' ability to maintain a better balance between their work and their personal lives.<sup>2</sup>

### Sick leave (regular 9-to-5)



**12%**  
Sick leave

### Sick leave (flexible working)



**2%**  
Sick leave

Another added advantage is better morale and more loyalty among employees.

**CTOUCH®**

## 2.

## ADOPT FLEXIBLE WORKING? THAT'S WHY!

**"Anecdotally, the HR interviewee reported having heard a lot about the positive impact of flexible working on morale and how people feel about where they work." <sup>3</sup>**

Flexible working also makes it easier for employers to attract new employees, by actively advocating these flexible options.

**"Being able to recruit and retain employees in this way was said to lead to financial gains and a potential competitive advantage for the organisation: If you can work around them, then you can retain those skills and those people; then you end up with a better workforce." <sup>4</sup>**

And of course, there is another entirely practical advantage – flexible working saves travel expenses and time spent travelling!

**Share, inspire, have fun!  
With CTOUCH by your side.**



MODERN  
WORKPLACE  
#2025

### Reasons for employees

There are obvious advantages to flexible working for employees. It gives them more freedom, the ability to manage their own hours, and the ability to balance their work and personal lives better. It allows them to do things like working at home when the kids are unexpectedly at home or adjusting their working hours to make room for social engagements.

But flexible working has a lot more advantages on top of that. It opens new doors, making it much easier to combine a hobby or continued education with your job. As such, flexible working enables more self-development in the long term, and as such, it facilitates a greater sense of work satisfaction.

**"Flexible working was reported to give employees greater control and choice over their work, and to generate positive feelings about their job and organisation, and more positive manager–employee relationships." <sup>4</sup>**

**CTOUCH<sup>®</sup>**

# #3

## 3.

## HERE'S HOW IT WORKS: A FUTURE OUTLOOK

How will these developments affect the future, and how can companies make the most of it?

First of all, offering flexible and alternative ways of working promotes more sustainable, long-lasting relationships with your employees.

- ✓ They generate more loyalty towards the company among employees
- ✓ As the retirement age is going up, it is important to offer more options for older staff, and flexible working allows you to do so
- ✓ Flexible working enables you to adapt to your employees' various life stages. After all, people just starting out in the labour market have different needs than parents with young children or people aged 65 and up. Catering to these different needs allows you to retain employees for longer

Flexible working also goes well with the growing desire to collaborate more (digitally).

- ✓ Co-creation and co-innovation are trends that are becoming increasingly dominant. Working on your own is no longer the standard; the desire for more (digital) collaboration is increasing. For more on this topic, read this whitepaper ["Buckle up for the next wave of workplace collaboration"](#)

**Share, inspire, have fun!**  
**With CTOUCH by your side.**



- ✓ New technology and the emphasis on digital communication are causing the demand for digital workplaces to grow, while at the same time causing the relevance of physical meetings to diminish
- ✓ Gamification in the workplace is increasing. Individual performance is no longer measured in the traditional ways; other ways of rewarding employees are on the rise, and these new ways work well with a more flexible working approach

### Invest in your digital workplace

We have seen that the way in which we do our jobs is changing drastically. More and more employees and employers are discovering the advantages of flexible working. The proportion of millennials and younger generations in the workforce will only continue to grow in the coming years, causing the emphasis on flexible working to increase steadily as well.

How can you, as an employer, prepare for this future? By exploring ways to make flexible working easier, or by making it an option in the first place. And how do you do that? By acquiring the right technology, for instance!



## Hi, we are CTOUCH

Looking for the perfect technological solutions for your meeting? CTOUCH helps organisations create a modern workplace in which people can collaborate more efficiently. We stimulate interactivity, productivity and involvement during meetings, workshops, and anywhere else too, for that matter. How? By implementing the endless possibilities of touch screens – for inspiration, for sharing knowledge, for so many things! That way, we provide you with support for any environment in which you would like to see or which requires more collaboration. We'll take care of that, and you'll be surprised at what we manage to achieve – guaranteed!

[Have a look at our product range.](#)

Or feel free to contact us via

+ 31 (0)40 261 8320 or [info@ctouch.eu](mailto:info@ctouch.eu)

[www.ctouch.eu](http://www.ctouch.eu)



## Sources

1. 13 important facts about millennials in the workplace, Visix ([www.visix.com](http://www.visix.com))
2. Unison: Flexible Working: making it work (<https://www.unison.org.uk/content/uploads/2014/09/On-line-Catalogue225422.pdf>)
3. CIPBD: Enabling flexible working ([https://www.cipd.co.uk/Images/flexible-working-case-studies\\_tcm18-58762.pdf](https://www.cipd.co.uk/Images/flexible-working-case-studies_tcm18-58762.pdf))
4. CIPBD: cross sector insights on enabling flexible working ([https://www.cipd.co.uk/Images/flexible-working-guide-2019-v2\\_tcm18-58713.pdf](https://www.cipd.co.uk/Images/flexible-working-guide-2019-v2_tcm18-58713.pdf))

**Share, inspire, have fun!**  
**With CTOUCH by your side.**

