



FUTURE OF WORK: TOP 7 TRENDS

BY AMIT PATEL
MAY 2023



FUTURE OF WORK: TOP 7 TRENDS

By Amit Patel

ABSTRACT

With the pandemic in our rearview mirror, 2023 has been a year of transformation with new starts, new technologies and new ways of doing business across all industries. Our business analysts at Mythos Group have been excited to see a culture of resilience emerge in the wake of unprecedented challenges. We're seeing this resilience exemplified in some innovative trends that are helping organizations retool, redefine and restart in order to future-proof their businesses and create new opportunities for profitability and growth.

The top trends that we are tracking closely include hybrid work, shorter workweeks, increased emphasis on wellness, the gig economy, digital transformation, sustainability and adoption of artificial intelligence or AI. These areas of innovation have already proven themselves to be powerful catalysts for transformational change, and we're excited to see the paths to profit, efficiency and sustainability that they will create for our clients this year and in the years to come.

“Without change there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable.”

William Pollard



INTRODUCTION

As we make our way through 2023, workplaces are quickly becoming more diverse, more technologically advanced and more holistic than ever before. New generations are entering the workforce and assuming leadership positions, bringing their new insights, vision and values with them. As a result, corporations should brace themselves for workplace cultures that are more accepting of technology, change and unconventionality. It's a good reminder that to succeed, organizations must remain flexible and be willing to adapt to the ever-changing world in which we all live.

With technology advancing at accelerated rates, it's more important than ever to embrace innovation and a move to a more digital and virtual world. According to the [newest statistics](#), approximately 93% of U.S. adults are online as of 2023 and it's estimated that 90% of the world's data was collected in just the past two years. With that astoundingly fast rate of progress, integrating new technologies and being open to innovation is no longer an option for businesses – it's an imperative.

“The future of work is really about people deciding to live and work in the way they want.”

Stacy Brown-Philpot

FUTURE OF WORK: TOP 7 TRENDS

Wondering what the “new normal” looks like in practice? Below are 7 workplace trends that will dominate 2023 and beyond:

1. HYBRID WORK

It is probably no surprise to hear that extensive research has predicted that remote and hybrid working arrangements will become standard in the coming years. According to a recent [press release](#) put out by Gartner, it's currently forecasted that 39% of all global knowledge workers will work in some type of hybrid model by the end of 2023. That number's up 2% from 2022 and the percentage goes up to 51% for knowledge workers in the U.S. Ranjit Atwal, the Senior Director Analyst at Gartner sums it up by saying, “Hybrid is no longer just an employee perk but an employee expectation. Many employees started to partially return to the office in 2022, but the hybrid workstyle will remain prominent in 2023 and beyond. To adapt, employers have been implementing a human-centric work design – including flexibility, intentional collaboration and empathy-based management – which suits hybrid employees.”

As a result of the strong employee preference for flexibility and a better work-life balance, hybrid work has become a popular option (and oftentimes the only option) for companies trying to thread the needle between worker demands for remote work and company demands for in-office work. While the impact of remote work on mental health is still under evaluation, initial reports reveal that flexibility produces [increased worker happiness](#) and [higher productivity](#).

A Clockify [blog post](#) from June of 2022 cited studies that showed that as high as 70% to 90% of employees feel distracted at the office with up to 56 disruptions counted during the day. The same studies show that it can take almost two hours for an employee to refocus their attention after suffering a distraction. Unsurprisingly, these distractions directly affect workers' productivity.

Not only do workers feel distracted and unproductive in the office, but they also feel uncomfortable in unfamiliar surroundings and worry about the risk of viral spread due to the lack of virus prevention protocols in place. Less commuting to and from offices on public transportation also cuts down on virus transmission while decreased commuting in cars cuts down on carbon emissions and costs associated with gas and automobile maintenance.

The increased productivity and lower costs from hybrid work have financial advantages for both employees and employers. An anecdote cited by [Forbes](#) tells of a mid-size IT services company who was able to reduce their office space costs by 30% which saved the company \$1.2 million per year. Think of where your bottom line would be with a 30% reduction in operational expenses. For any organization, the difference is likely to be significant.

Talent acquisition also stands to benefit from offering a hybrid work model. The [newest statistics](#) available show that up to 55% of workers want to work remotely at least three days a week and 44% of U.S. workers prefer a hybrid work model. When it comes to searching for a job, 59% of employees say that they're more likely to accept an offer from an employer who offers remote and flexible work options. Because of the popularity of remote and hybrid work, it's estimated that 74% of U.S. companies are currently using or plan to use hybrid work models in 2023.

While we believe that the positives of hybrid work outweigh the negatives, there are some negatives that are worth noting. Take, for instance, security. Working from home part or full time escalates the security risk associated with widely distributing information through a vast network of devices. Additionally, remote workers can attest that it's harder to engage with employees and feel connected to company culture. And, while most employees report greater productivity when they work from home, it remains a challenge for managers to know exactly how much work each individual worker is putting in on any given day.

Hub-and-spoke office models can help alleviate some of these headaches. A hub-and-spoke model is when an organization has a main office campus as well as satellite campuses in the areas where their employees live. In an effort to improve data management and data security, the Department of Energy recently [released an initial proposal](#) to establish what it calls the High Performance Data Facility which would serve as its hub and then other shared data would be located at one of its high-performance computing (HPC) labs that would be connected by spokes. When security of data matters, it's important to keep data as local as possible.

The economy has slowed in recent months, and employers are finding that they've gained bargaining power when it comes to talent acquisition. The [Bureau of Labor Statistics](#) recently found that between August 1, 2022 and September 30, 2022 only 27.5% of private-sector organizations

