

# How to Succeed in a Hybrid Work Future



There is no denying it: hybrid and remote work will be a part of our work landscape moving forward. In this ebook, we will explore the strategies, tools, and best practices that will help your business thrive in this evolving landscape, ensuring that you and your organization are well-positioned for success.



## PART I

# The Future of Work

In the wake of the global pandemic, remote and hybrid work models have surged in popularity, transforming how we approach work. This revolution shows no signs of slowing down, as the traditional 9-to-5 office routine gives way to more flexible and adaptive approaches to work.

According to a recent [Flex report](#), the number of people working in the office full-time plummeted by a staggering 42% in the second quarter of 2023, down from 49% in the first quarter. In contrast, the share of offices implementing hybrid work arrangements surged to 30% during the same period, up from 20% in the previous quarter.

Despite the undeniable momentum of remote and hybrid work, there's an ongoing tug-of-war between leadership and employees over the return to the traditional office. Many companies are eager to see their workforce back at their desks, but these efforts often prove futile. Grindr lost almost half its staff when they announced a [2-day office requirement](#). In some cases, incentives like donating to an employee's charity of choice and disincentives like poor performance evaluations are being employed to [coax workers back into the office](#). Most of the time, those ploys are not working.

Even industry giants like Disney, Amazon, and Meta have recognized the need to adapt. They are actively rolling out hybrid models to entice employees back to the office at least a few days a week while maintaining the flexibility that modern workers have come to expect.

Whether you're a leader navigating this new world of work or an employee adjusting to the hybrid model, one thing is clear: [hybrid and remote work are here to stay](#). Instead of fighting against it, it's time to figure out how to make it work for you and your company.



## PART II

# The Advantages of a Hybrid Model

Both full-time remote and traditional on-site work come with their fair share of disadvantages. As the demands and expectations of the modern workforce shift, companies must adapt to stay competitive and meet the needs of their employees.

For businesses seeking a fully on-site schedule, here are some challenges you can expect to face:

### 1. Time loss due to commuting

The daily commute to the office eats away at precious time and can be a major source of stress and exhaustion. Plus, it often means less time for work and productivity.

### 2. Decreased work-life balance

Long hours at the office and in traffic, uncomfortable surroundings, takeout, etc., can take a toll and strongly impact overall well-being.

### 3. Potential turnover

Workers are demanding flexibility, especially younger generations, so businesses will need to work harder to keep employees motivated and loyal. Survey after survey highlights that workers prefer hybrid working, including a [PwC Hopes and Fears survey](#) of 52,000 workers across 44 countries.

And with the continuing labor shortage, companies will have to make concessions to

stay competitive. A [Deloitte](#) report found that 66% of remote workers in the financial sector would quit if required to go back into the office five days a week.

### 4. The increased cost of maintaining an office

According to the latest [US office market report](#), the average rental rate per square foot was up .4% in July compared to the previous year and up slightly versus June. As vacancy rates continue to climb, rent will do the same. In urban markets, the month-over-month increase is more substantial.

Businesses that are fully remote may face some challenges too, including:

### 1. Navigating home/work separation

Blurring the lines between home and work can make it harder to switch off after work hours. In fact, [a study on the effects of remote work](#) across the world showed that 41% of remote workers feel stressed compared to 25% of office workers, and 42% of remote workers have trouble sleeping compared to 29% of office workers.



### 2. Loneliness and isolation

Working from home can certainly be isolating, lacking the social interaction that naturally occurs in an office environment. Plus, [remote workers often work longer hours](#) than their in-office counterparts, sometimes feeling like they need to do more to showcase their productivity, which can keep them cut off from non-work life.

### 3. Misinterpretation of email and other digital communication

Without the cues of things like body language, facial expressions, and even tone of voice, it can be difficult to understand the emotion of a message. So, when all communication is digital, emotional connection and engagement may suffer, and misunderstandings may increase.



In contrast, hybrid work has significant upsides. If done right, a hybrid schedule can drastically improve work-life balance, enable more efficient use of time, help mitigate burnout, give employees the freedom to choose where they work, and [ultimately increase productivity](#). Hybrid arrangements are becoming the most popular choice, [supporting a healthier and more engaged workforce](#).



### PART III

## Types of Hybrid Work Models

There are a lot of ways to implement a hybrid work model, but regardless of the specific model employed, successful hybrid work models all share certain key principles. For starters, they prioritize employee well-being by addressing concerns about isolation and development



opportunities, empowering employees to define their own workspaces, and fostering inclusivity in project and promotion considerations. For it to work, [clear and consistent communication](#) is also a cornerstone, ensuring everyone understands the framework for hybrid working.

One of the foremost concerns in the minds of remote and hybrid workers is the potential for [missed development opportunities](#). Recognizing this, successful hybrid models strive to provide growth avenues that transcend physical boundaries, acknowledging that professional development shouldn't be constrained by location.

Let's explore some popular [types of hybrid work models](#):

### **Flexible Hybrid Work Model**

In this model, employees have the freedom to choose their working location and hours based on their daily priorities. Companies like Cisco have embraced this approach. Pros include the freedom it gives employees, building trust between employers and employees, expanding the talent pool, and cost savings. However, challenges may arise in scheduling in-person teamwork and dealing with office capacity fluctuations.



### **Fixed Hybrid Work Model**

Companies define the days and times employees are allowed to work remotely or in the office in a fixed hybrid schedule. Popular work-from-home days are typically Mondays and Fridays, with in-office days on Tuesdays, Wednesdays, and Thursdays. American Express adopts this model, which presents several advantages, like increased opportunities for in-person collaboration and flexibility for employees to manage personal tasks. However, it may lead to decreased productivity due to a lack of choice and an inability to reduce office space.

### **Office-First Model**

The office-first approach expects employees to

be primarily on-site but allows them to choose a few days a week to work remotely. Based on recent company announcements, Google plans to adopt this approach. This approach typically provides flexibility to employees that they crave and helps maintain company culture. On the flip side, it presents challenges in forecasting office capacity and knowing who will be in the office and when.

### **Remote-First Hybrid Work Model**

The inverse of the office-first model, the remote-first approach involves employees working remotely most of the time, with occasional visits to the office or reliance on coworking

spaces. Typically, businesses that adopt this model see increased productivity and cost savings, but it may lead to employee isolation and challenges in maintaining a strong company culture and community.

Ultimately, the success of any hybrid work model lies in its ability to strike the right balance between employee autonomy and organizational efficiency. The key is to tailor the hybrid model to your company's unique culture and needs while embracing the principles that make these models people-centric and adaptable to an ever-changing work environment.



## PART IV

# Creating a Hybrid Work Tech Stack

Creating an effective tech stack is a critical aspect of enabling successful hybrid work within your organization. In this ever-evolving landscape, technology acts as the linchpin, bridging the gap between remote and in-office teams. Without the right infrastructure in place, the realization of a seamless hybrid work model becomes a daunting challenge.

That said, every company is unique, and their specific technology requirements will vary. However, there are some universal categories of software that are essential for

building a robust hybrid work tech stack:

### **Communication and Collaboration Tools**

These tools form the backbone of remote and hybrid work. They include video conferencing tools, which facilitate face-to-face meetings with team members spread across different locations. Instant messaging (IM) tools are invaluable for quick questions and answers in a hybrid work environment, where the convenience of popping into someone's office is no longer an option. Additionally,

project management software is crucial for organizing and overseeing tasks, particularly when managing remote teams.

### **Productivity and Time Management Tools**

Maintaining productivity and managing time effectively are paramount in a hybrid work setup. [Time tracking tools](#) allow employees to monitor how they allocate their time, identifying areas for workflow improvement. Task management software complements project management tools, focusing on individual productivity, motivation, and engagement.

A well-rounded approach to [productivity monitoring](#) excludes mere surveillance, focusing on [measuring the right data](#) to provide a holistic view of employee productivity.

### **Cloud Storage and File-Sharing**

The ability to store and share critical work documents is vital for seamless collaboration between in-office and remote employees. Utilizing cloud storage and file-sharing platforms ensures that your team can access the necessary documents from anywhere, at any time.

### **Culture Tools**

Fostering a positive workplace culture and facilitating employee development are essential aspects of hybrid work models. Learning and development tools play a pivotal role in upskilling your workforce, keeping them engaged, and enhancing morale. Employee feedback tools simplify the process of giving and receiving feedback, helping teams stay on track and boosting overall morale.

As we embrace an environment where hybrid work is becoming increasingly prevalent, investing in the right technology is not just a choice but a necessity. The careful selection and implementation of these types of software solutions will lay the foundation for a flexible, productive, and cohesive work environment, allowing your organization to thrive.







## PART V

# Hybrid Work in 2024

While every company is different, there's no doubt that remote and hybrid work is increasingly becoming the norm. Businesses and leaders will find themselves at a pivotal juncture, and it's imperative to prepare for this evolving landscape by understanding the nuances of various hybrid work models, their associated advantages and drawbacks, and the essential role of technology in enabling them.

At the core of successful hybrid work lies a delicate balance – granting employees the flexibility they desire while providing employers with the visibility they need.

Employee Productivity Monitoring (EPM) solution Prodoscore presents a substantial differentiator for businesses eager to roll out or support a [successful hybrid model](#) while ensuring a reasonable level of accountability for leadership.

By offering organizations unprecedented visibility into the day-to-day activities of their employees and insights into engagement and behavior across different roles and departments, Prodoscore empowers businesses with actionable insights around daily engagement to ensure

objective and data-driven decision-making, eliminating the need for guesswork. That clarity allows companies to be smarter about people management and organizational efficiency, optimize workflows, and cultivate a flexible environment where employees can thrive.

In an era where adaptability and efficiency are paramount, embracing such technology becomes not just a choice but a strategic imperative for companies striving to excel in the evolving world of work.

[Learn More About Prodoscore's Productivity Monitoring Software](#)