



3 CHARACTERISTICS THAT DEFINE THE MODERN WORKPLACE

Across the world, teams really thrive when information is shared in an open and transparent way, and when people with diverse workstyles can seamlessly access information. But all teams are different—there is no one size fits all, so digital tools must be flexible, customizable, and personalized based on team members' diversity, location, and work methods.

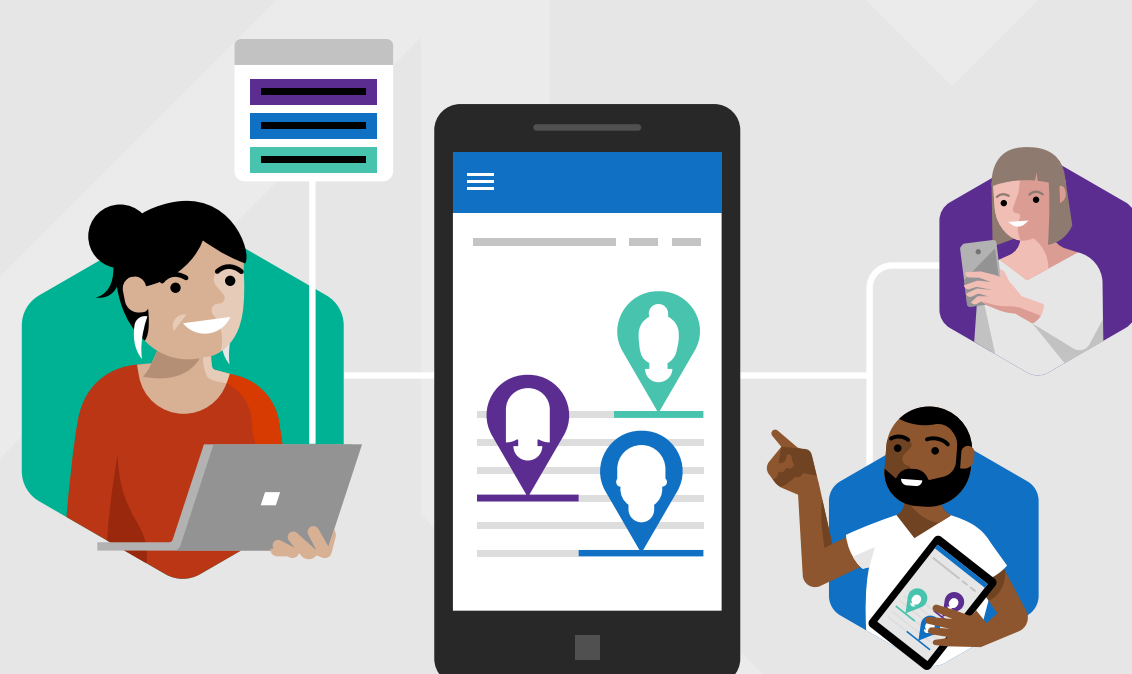
So what happens, then, when multi-ethnic, intergenerational teams are given counterintuitive and rigid tools to work with? Short answer is, they don't use them. Instead, unsatisfied end users will simply download the consumer-grade tools they need to accomplish the task at hand. Of course, this creates friction across the entire workforce as team members struggle to manage multiple logins and move between different experiences. It also undoubtedly creates security, data, and compliance risks for the organization as a whole.

The way in which organizations work has evolved. Both work styles and the workforce are becoming more and more diverse.

Below are several trends—and challenges—we're seeing today that are helping to redefine the modern workplace.

MOBILE-ORIENTED

43%
of workers use social technologies in their day-to-day work



In the past five years, the number of devices employed per user has increased by **400%**

The mobile phone has completely changed how we communicate and work. Many users live and work on their phones. In addition, people use different apps and services, forcing them to jump between different experiences during the day.

DIVERSE AND GLOBAL

72.3%
of employees will be working remotely by 2025



There are more than **5** generations working together in the workplace

The workforce itself is more diverse. There are more generations, cultures, and mindsets together in the workplace than ever before, all with different backgrounds in technology and different expectations about communication and collaboration tools. For example, some people are comfortable chatting on a phone, others prefer e-mail or face-to-face discussions.

Teams are also increasingly geo-distributed. Employees are no longer necessarily in the same time zone, let alone the same office. This makes it more challenging to have face-to-face conversations, creating a greater need to enable communication and collaboration—regardless of geography.

TEAM-BASED AND COLLABORATIVE

People are on **2x** as many teams as they were 5 years ago



Employees spend **80%** of their time at work collaborating

With people now collaborating with more co-workers than ever before, there is an undeniable movement toward transparency and inclusivity in how decisions are made. Organization structures are becoming flatter, which has allowed teams to evolve into dynamic, flexible units.

It's rare that people don't change on a multi-month project. And when someone leaves, the first step is for everyone to go through their e-mail to find the information necessary to get the new team member up to speed. Being on more teams has also led to a dramatic increase in the amount of collaboration. The new way of work is team-based, collaborative, and digital.