

Dynamic working

A summary of insights into what drives employee productivity and growth



We asked over 2000 employees from across the UK workforce* about how their organisations had supported them over the past 12 months – and their readiness for the future. This overview explains the findings we uncovered.

For more detail on the insights and research, you can read the full report [here](#).

Successes and challenges



of employees felt that their organisations had supported them during the pandemic



of employees were confident that their organisations were set up for future success



UK organisations have made huge investments just to ‘keep the lights on’ throughout the pandemic. But despite the constant state of flux since March 2020, two thirds of employees said that their organisations had supported them well.

However, our research also shows that this is no guarantee of long-term success. Only two thirds of employees thought that their organisations were prepared for the future world of work.

Technology issues still hindering productivity

While the majority of people have muddled through with the technology they have to hand, this isn’t sustainable. The research shows that they may not be set up to be productive over the long-term.



of employees have unreliable connectivity at home



of employees don’t have access to relevant work systems

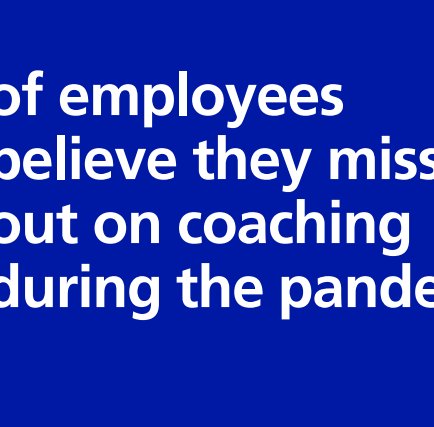


of employees have poor-quality or unsuitable devices

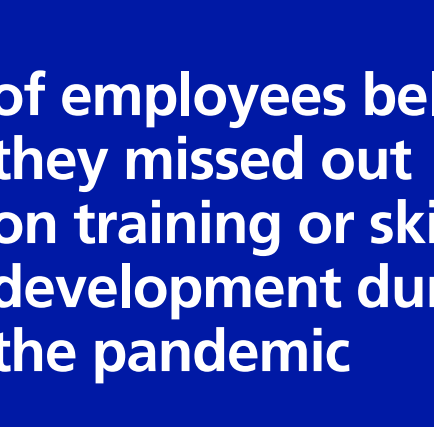
Technology provision can’t be static. Employers must continue assessing what people are working with, to support individual work choices. Instead of looking at these in isolation, they must be considered from end to end in the same way that offices are designed to stimulate productivity.

Employees are missing development opportunities

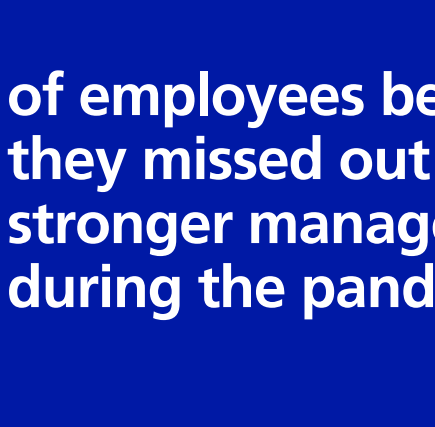
Our research asked people what – if anything – they felt they had missed out on from their employers due to COVID-19.



of employees believe they missed out on coaching during the pandemic



of employees believe they missed out on training or skills development during the pandemic



of employees believe they missed out on stronger management during the pandemic

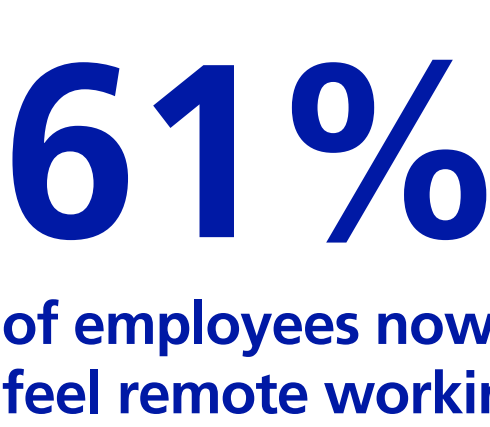
Focusing on skills and development can be the difference between operating a day-to-day functioning organisation and one that is built for sustainable growth.

Flexibility drives productivity

We’ve observed a fundamental shift in employee expectations about how they want to work in the future.



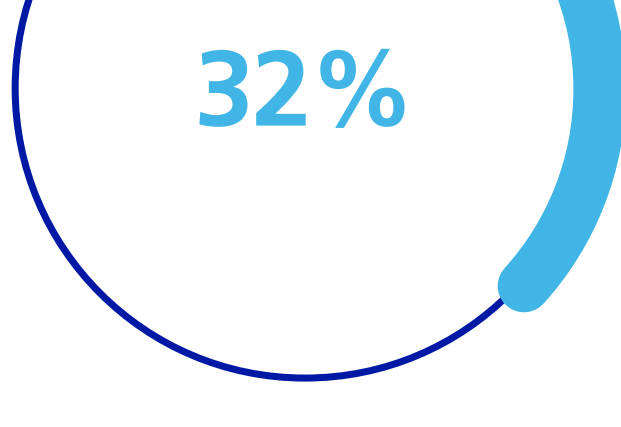
of employees worked mostly in the office before the pandemic



of employees now feel remote working should be the default



Organisations have an opportunity to evaluate how people are performing now that remote working has been the norm for a year. And take positive lessons forward for boosting productivity.



of employees never want to work in the office again



of employees want to work flexible hours



To promote and encourage productivity, there can’t be a one-size-fits-all approach to working.

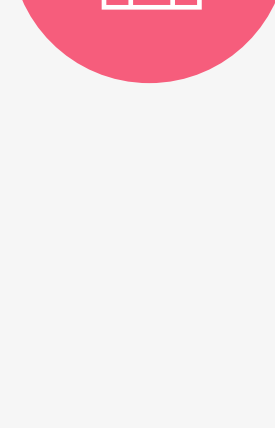
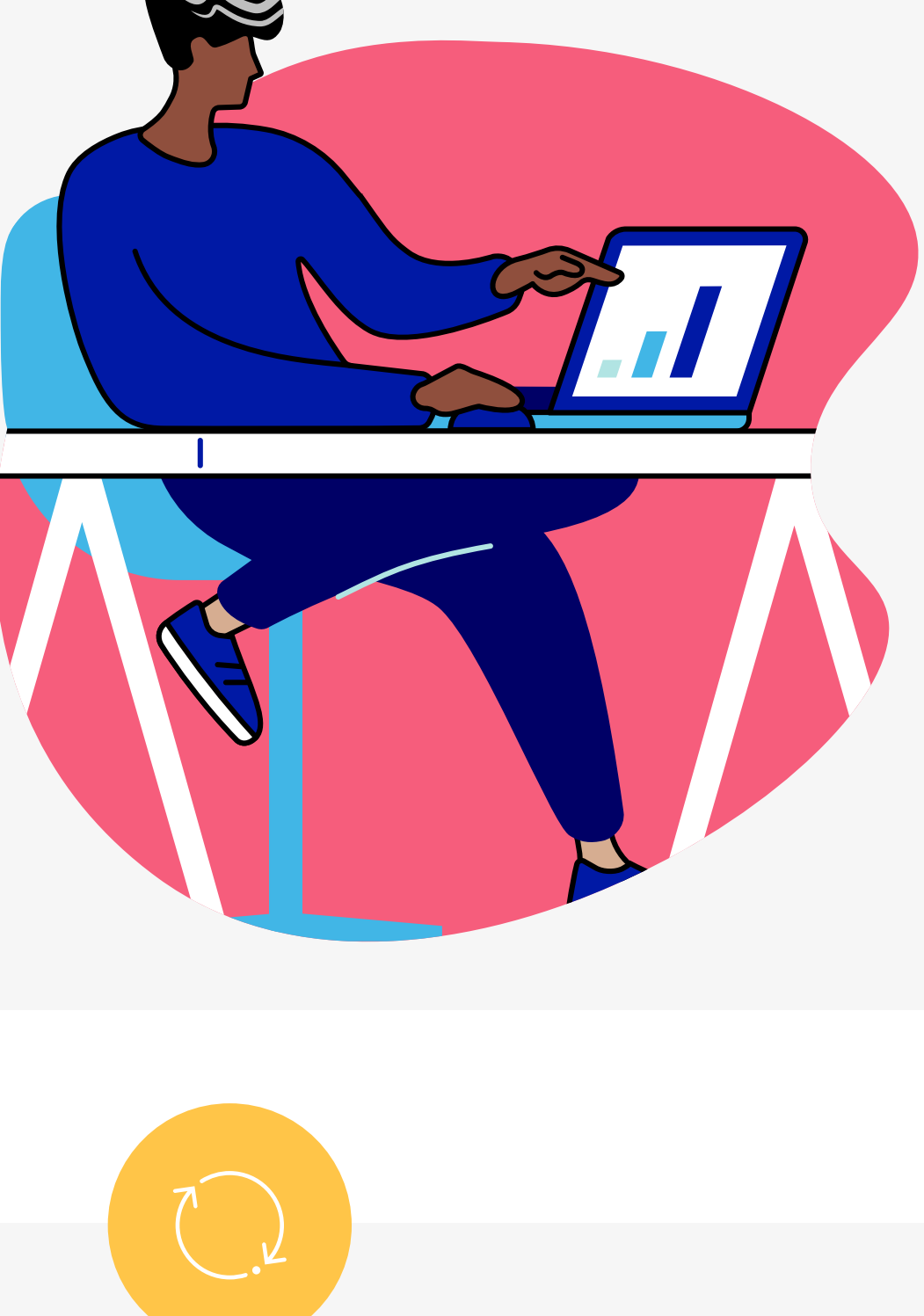
These expectations have ramifications for the entire organisation. Operations, HR and IT need to work together before agreeing a unified position. The outcome of these agreements should be a plan that supports all employees, while maximising the output of the overall workforce.

Seven employee types

We uncovered seven new types of employee, based on their preferences and priorities. These fall under three overarching groups – the Office Cravers, the Home Dwellers and the Mixers.

48% of respondents stated that they would be more productive if they were equipped and supported to work in their preferred way.

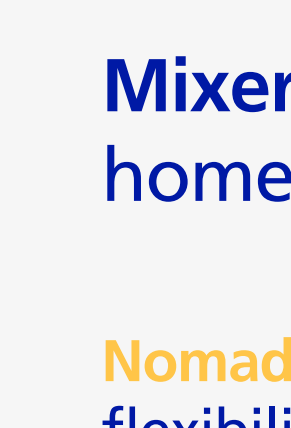
HR, IT and Operational functions must work more closely than ever to understand the specific makeup of their workforce to enable the needs of each persona type.



Office Cravers who are ‘looking forward to being back in the office’

Career Starters: new to the workforce, so really value face-to-face time in the office to learn, develop and build relationships.

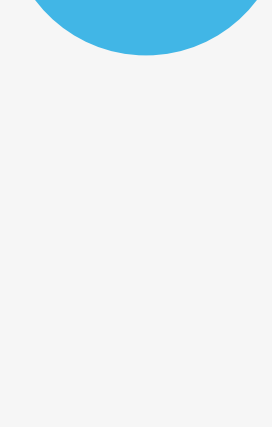
Command and Controllers: senior employees who prefer working with colleagues in-person, and with office tech and connectivity.



Mixers who ‘prefer a blend of home and office working’

Nomads: want greater flexibility than others to choose where they work – not just the office or home.

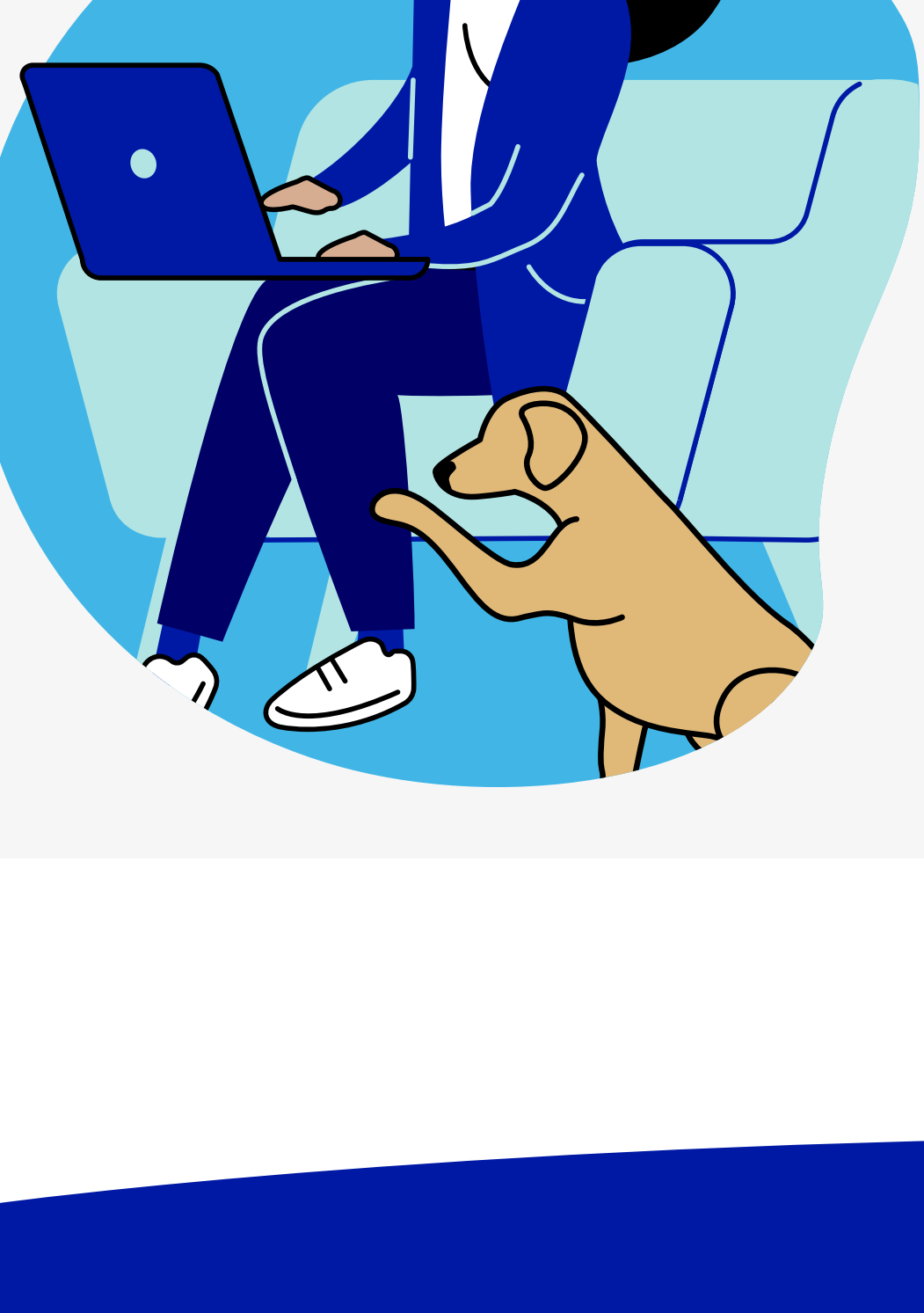
Planners: appreciate being able to choose between home and the office, to get the best of in-person contact with colleagues, whilst spending more time with family.



Home Dwellers aka ‘fully converted to home working’

Hobbyists: prefer working in their own space, staying in touch with teammates virtually and having more time for their interests outside of work.

Homebodies: enjoy the flexibility and independence that home working gives to manage their schedule and have more quality family time.



Take action to drive employee productivity

Every employee and organisation relies on being connected to be productive. O₂ Business can help you to understand your workforce, identify the best technology solutions for their needs, and deploy those services effectively. If you’d like to learn more about how we can help, get in touch today.

Give the team a call on 0800 955 5590 or email o2@businesso2.co.uk.

*Research based on responses from 2099 ‘workers’ – UK adults that had been previously desk-based in part- or full-time work at organisations with over 250 employees in a variety of sectors. All respondents were able to work from home during the COVID-19 pandemic. Fieldwork took place between the 7-17 of January 2021 during a third period of national lockdown in the UK.