

# 5 Misconceptions About Hybrid Work

Keeping employees connected in the dynamic workplace



In the new workplace, employees expect flexibility. They want to create, collaborate and innovate from wherever they do their best work.



**83%**

of workers identified a hybrid model as optimal going forward<sup>1</sup>

To empower a dynamic, agile and connected workforce, employers must embrace new models that bring together the best of the remote workplace and the corporate office. This requires a cultural shift — starting with shattering misconceptions about hybrid work.

## Misconception #1: Employees working from home will be less productive than those returning to the office.

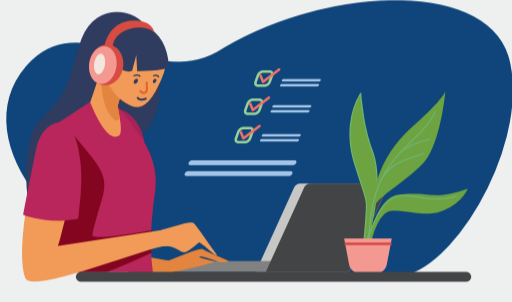


**67%**

found that productivity stayed the same or increased since their workforce went remote beginning in 2020<sup>2</sup>

In the hybrid workplace, outcomes don't depend on location. You need to foster employee success no matter where they work and connect — and whether they're in the office every day, sometimes or not at all.

## Misconception #2: Sustaining a connected and engaged culture requires in-person contact.



**Top 3 things remote workers say employers can do to strengthen company culture:**<sup>3</sup>

- Offer remote-work resources
- Update policies to reflect how work has changed
- Increase communication from leaders

When work is an action rather than a place, new support systems can bridge the gap between physical and virtual spaces. Create a thriving culture with engaged employees by helping them balance asynchronous and synchronous communication, promoting active dialogue and encouraging a consistent feedback loop.

## Misconception #3: Work-from-home strategies used in the past will be successful in a hybrid model.

**5hrs**

UK and US remote workers say they spend up to 5 hours a week trying to find information in their apps<sup>4</sup>

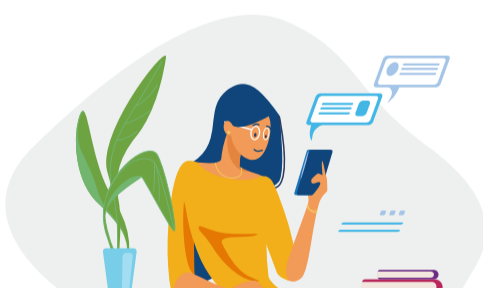


**69%**

of the workers say there could be a more efficient way of using the company's online apps to do their work<sup>4</sup>

During the fast transition to working from home, employees had to make the best of the resources that were readily available. Long-term success in a hybrid workplace requires transformational change. Both culture and technology need to be stronger than ever to ensure employees remain connected to the business and to each other.

## Misconception #4: In the hybrid workplace, flexibility comes at the cost of accountability.



**54%**

of UK employers believe flexible work policies will be more important for attracting top talent<sup>5</sup>

Employers need to offer exceptional workplaces if they want to prevail in the competition for talent. Flexibility is an employee expectation, but it isn't a tradeoff for accountability. Ensure consistent outcomes by fostering a sense of personal ownership among employees, communicating clear expectations and providing the tools for maintaining self-efficacy.

## Misconception #5: In-person meetings always produce better results because employees collaborate and communicate better in the same room.

**87%**

of remote workers say they're satisfied with tools and processes that enable remote team communication



Certain types of meetings are better face-to-face. However, most meetings are just as productive virtually as long as employees have intuitive, seamless tools. Enhance collaboration across multiple work environments with intelligent, secure technology that's optimized for the way your people work together — regardless of where they are.

## Conclusion

The hybrid workplace creates new possibilities for employees to solve problems. In this new world, culture (people and processes) and technology (tools and solutions) will need to closely intertwine to create a great employee experience and productive digital workspaces. The next step now is for leaders to create that foundation for workplace and employee connectivity.

<sup>1</sup>Accenture, "The Future of Work: Productive anywhere," April 2021.

[https://www.accenture.com/\\_acnmedia/PDF-155/Accenture-Future-Of-Work-Global-Report.pdf](https://www.accenture.com/_acnmedia/PDF-155/Accenture-Future-Of-Work-Global-Report.pdf)

<sup>2</sup>Global survey conducted between June and July of 2020, conducted by Vanson Bourne in partnership with VMware and Dell. Survey included 5,700 IT, HR and business decision-makers.

<sup>3</sup>Prudential, "Pulse of the American Worker Survey," January 2021. <https://news.prudential.com/presskits/pulse-american-worker-survey-road-to-resiliency.htm>

<sup>4</sup>Qatalog, "Workgeist Report '21," Spring 2021. <https://assets.qatalog.com/language/work/qatalog-2021-workgeist-report.pdf>

<sup>5</sup>Oxford Economics, Society of Human Resource Management, SAP Success Factors, "The Future of Work Arrives Early," 2021.

<https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/Pages/The-Future-of-Work-Arrives-Early.aspx>

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