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The 2024 Hybrid ◆ Work Trends Report:

15 Key Insights and Strategies for the
Future of Work

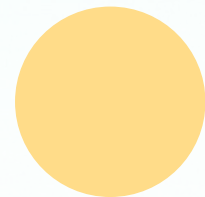


✈️ Remote

Executive Summary

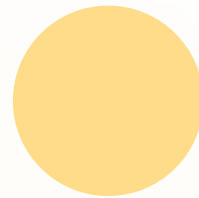
This report provides a comprehensive analysis of the key trends shaping the future of hybrid work in 2024 and beyond. It delves into the challenges and opportunities presented by hybrid work models, offering actionable insights and strategies for organizations navigating this new landscape.

It serves as a valuable resource for leaders, HR professionals, and anyone interested in the future of work.



Introduction

The global pandemic has accelerated the transformation of the work landscape, with hybrid work models becoming increasingly prevalent. As of 2023, 28.2% of full-time employees work a hybrid model, illustrating the rapid normalization of these work environments source. This report explores 15 key trends shaping the future of hybrid work, providing a roadmap for organizations navigating this new reality.





Trend #1

The Great Office Standout: 2024 Edition

In 2024, employers and employees will continue to lock horns over the return to office.

Employers will continue to tighten the reins on remote work, while employees will ferociously resist mandates. In fact, 90% of companies say they'll return to the office by the end of 2024.

And employees, having relished pandemic-induced remote work flexibility, are clashing with companies eager for a full office comeback. As BBC highlights, even as economic uncertainties lead to layoffs, many firms are renegeing on prior flexibility promises and even threatening disciplinary action or termination for workers that refuse to comply.

However, employees are not backing down, often defying return mandates and prompting even major institutions to reconsider their demands.

As 2024 unfolds, the trend suggests a continued stalemate.



Trend #2

Businesses Will Continue to Embrace Smaller Real Estate Footprints

Hybrid work models allow organizations to reduce their real estate footprint, resulting in significant cost savings. Up to 40% to be exact.

Recent data suggests that in the USA alone, half of the biggest global companies are planning to reduce their physical office space by at least 10%, leading to a decline in long-term office leases. The most recent example is that of Meta, the company that owns Facebook, which paid a whopping £149 million to cancel its lease on a big office building in London.

In 2024 and beyond, it's expected that many other tech companies will continue to break office leases.

Instead, short-term rentals and co-working spaces are seeing an uptick, with a 20% increase in demand.



Trend #3

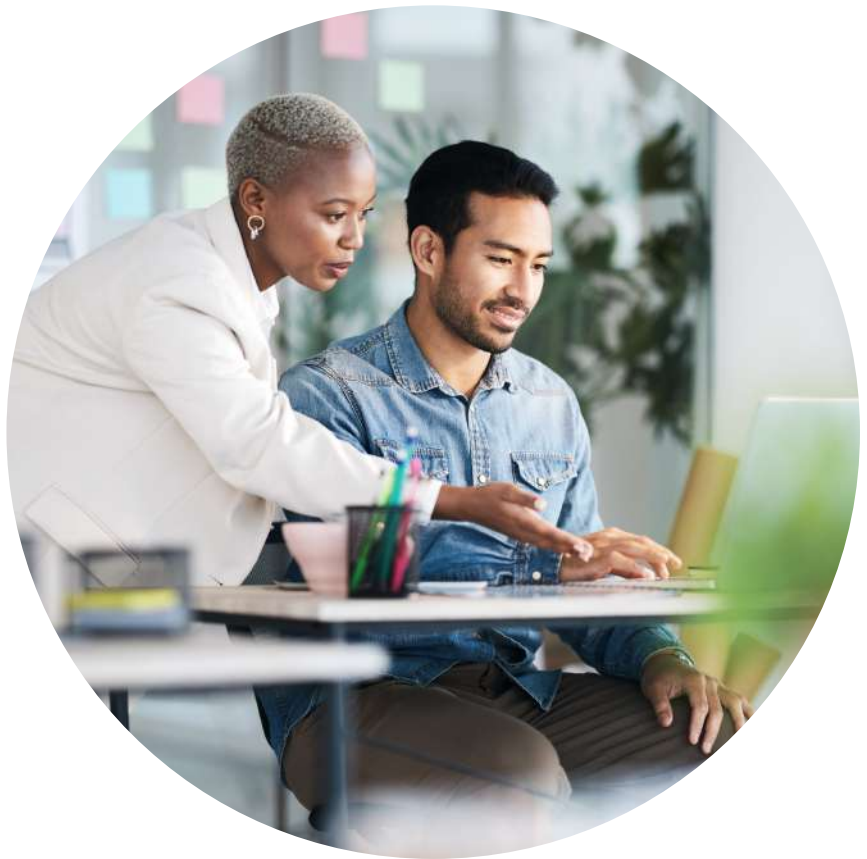
More Formalized Hybrid Work Schedules

The downsides of fully remote work, like reduced productivity and fewer chances for spontaneous collaboration, are becoming evident, especially for new and creative teams. As a result, organizations will implement stricter hybrid work policies with set schedules.

Companies will require their employees to be present at the office at least 2-3 days per week.

According to a survey conducted by LinkedIn, 71% of professionals believe that work flexibility, including the ability to work remotely and have a flexible schedule, is important for job satisfaction.

However, the same survey also found that 80% of professionals believe that in-person collaboration is essential for workplace culture and building relationships with colleagues.



Trend #4

More Consolidated Hybrid Work Tech Stack (And Less Point Solutions)

In the early days of hybrid work, businesses scrambled to find individual solutions for specific needs, like desk reservations or meeting room bookings.

But as the hybrid workspace landscape matures, there's a clear shift. Companies are moving away from isolated tools and embracing comprehensive hybrid work tech suites - ones that offer a more integrated and streamlined approach to hybrid work.

Instead of having a desk booking system and a separate tool for visitor management, organizations will look for centralized platforms that can manage all aspects of hybrid work - desk booking, meeting room booking, visitor management, workplace analytics, etc

As evidence, G2, the renowned software review platform has recently introduced a fresh category: "Hybrid Enablement".



Trend #5

Hybrid Mastery: Leadership's New Gold Standard

In 2024, the leadership paradigm will continue shifting towards valuing managers adept at navigating the complexities of hybrid teams. As businesses increasingly adopt a blend of remote and in-office work, the demand for managers skilled in this arena has surged by an estimated 35%.

Studies indicate that hybrid teams, when managed effectively, can boost productivity by up to 20%. Consequently, organizations are prioritizing training programs to equip managers with the tools and strategies to optimize hybrid team performance. This trend underscores the evolving nature of leadership, where adaptability and understanding of hybrid dynamics are becoming essential hallmarks of managerial excellence.



Trend #6

Proximity Bias Will Continue To Challenge Managers

It is predicted that proximity bias will continue to be an issue in hybrid work setups in 2024. According to a report by Gartner, by 2024, 75% of organizations will have a hybrid workforce, and remote workers will be at a disadvantage for promotions and development opportunities compared to in-office workers. The report also notes that managers will need to be trained to recognize and overcome proximity bias to ensure a fair and inclusive workplace



Trend #7

Employee Compensation Will Continue To Be an Issue

Compensation in hybrid work models is a contentious issue. Organizations are exploring various approaches, including local market rates, equal pay for equal work, and formulas incorporating local cost of living and taxes. There are three main approaches to compensation of a hybrid workforce:

- 38%** of companies compensate remote workers based on local market rates where they live.
- 35%** of companies approach compensation based on equal pay for equal work.
- 28%** of companies use a method based on a formula that includes the local cost of living, local taxes, and the type of work. The list goes on and differs for every application.

It's crucial for organizations to develop fair and transparent compensation policies to attract and retain talent.



Trend #8

Employees Will Fight To Make Hybrid Work, Work

Employees play a crucial role in advocating for hybrid work. They need to demonstrate that hybrid work improves their performance and benefits the organization. When it comes to the hybrid workplace, employees are motivated to make it work and that trend will continue in the years ahead. Organizations should encourage open dialogue and feedback to understand and address their employees' needs.



Trend #9

Hybrid Workplaces Will Transform into Intentional Workplaces

Hybrid workplaces are evolving to become more flexible and adaptable, with a focus on intentional collaboration. Organizations need to design their workplaces to facilitate both collaborative and individual work, ensuring a productive environment for all employees. The most productive hybrid workplaces will feature open-space designs with biophilia, furniture that reconfigures, and ease of access.



Trend #10

Persistent Decline of Fixed Office Design

The static, cubicle-driven office layouts of the past are becoming relics. Recent studies show that nearly 40% of businesses are now redesigning their spaces to be more adaptable.

The emphasis is shifting from fixed desks to modular setups, allowing for quick reconfigurations based on team needs. Breakout areas, collaborative pods, and multi-use spaces have seen a 25% increase in implementation.

For instance, companies like WeWork and Spaces are leading the charge, offering dynamic layouts that cater to diverse work styles. This trend underscores a broader move towards agility, reflecting the evolving needs of a modern, fluid workforce.



Trend #11

Millennials and Gen Z Will Dictate the Direction of Hybrid Work

Millennials and Gen Z are driving the shift towards hybrid work. These generations value flexibility and work-life balance, influencing organizations to adopt hybrid work models. Understanding the needs and preferences of these generations is crucial for organizations to attract and retain young talent.



Trend #12

Rise of "Hub and Spoke" Models

Companies will increasingly adopt a "hub and spoke" model, where a central office acts as a hub for collaboration and innovation, while remote workers operate from smaller "spoke" offices situated closer to where employees live. This model allows for a balance between in-person collaboration and remote work flexibility, and is predicted to increase in popularity in the coming years. According to a survey by PwC, 72% of executives plan to use a hub-and-spoke model in the future.



Trend #13

Increased Adoption of Hybrid Work Models

The adoption of hybrid work models is set to increase in 2024 and beyond. Gartner estimates that by the end of 2023, 48% of knowledge workers around the world will work either fully remotely (9%) or in a hybrid model. Organizations that can effectively implement and manage these models will have a competitive advantage in attracting and retaining talent.



Trend #14

AI's New Frontier: Elevating Hybrid Workspaces to New Dimensions

The relentless evolution of AI will continue reshaping the landscape of hybrid, remote, and collaboration tools.

As these tools become more adaptive and intuitive, they promise to redefine the essence of virtual collaboration.

Platforms like [Orbital.chat](#) whose popularity grew with 9200% between July 2023 and September 2023, exemplify this transformation, offering enhanced user experiences and innovative functionalities.

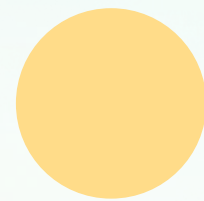
The rise of advanced digital collaboration tools will continue, with platforms integrating AI, AR, and VR to make remote collaboration more immersive and efficient.



Trend #15

Greater Emphasis on Employee Well-being

As hybrid work becomes more prevalent, organizations are likely to place a greater emphasis on employee well-being and work-life balance. According to a report by McKinsey, by 2024, 70% of organizations will have a formal well-being strategy in place, up from just 20% in 2020.

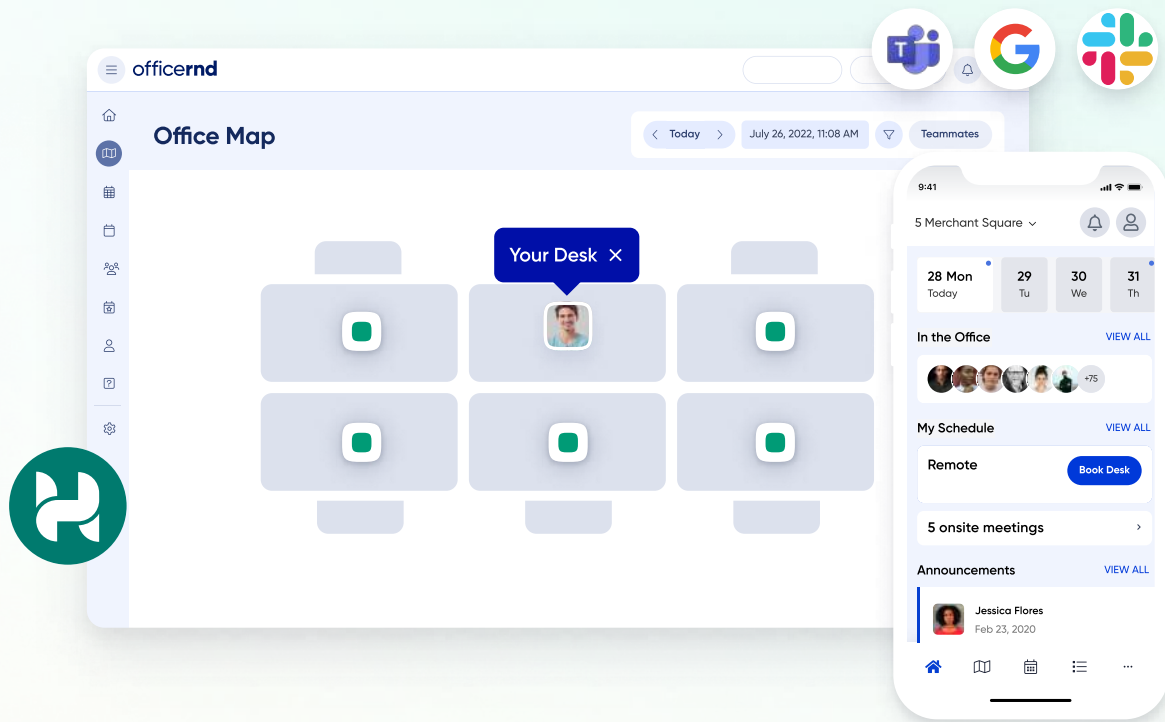


Conclusion

The dawn of the hybrid work era is upon us, and this isn't a fleeting trend—it's a seismic shift set to redefine our professional landscape.

Like it or not, this new normal isn't just going to stick around; it's geared to evolve at a whirlwind pace. Indeed, these currents of change signal an urgent need for organizations to not just adapt, but to innovate, pioneering strategies that ride the wave of this unprecedented transition.

By tackling the unique challenges of this hybrid workspace head-on and harnessing its potential, businesses stand a golden opportunity to cultivate a workforce that isn't just productive, but deeply engaged and fundamentally satisfied.



Use These Trends to Your Advantage

Create a hybrid workplace where people and work thrive. Increase productivity, collaboration and revenue, all while reducing costs. If you're looking for a solution to give you a head start, we have just the tool you might need:

- ✓ Simplify desk and meeting room booking
- ✓ Help employees with hybrid scheduling
- ✓ Integrate seamlessly with Microsoft or Google
- ✓ Improve workplaces based on data

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