



7. The future of work

The future of work: hybrid workplace, automation, robotics

“We can create virtual offices, but sometimes you have to be offline, you need breaks. Working only from home is simply not sustainable. I believe we will transition to a hybrid model that guarantees a few days of face-to-face interaction each month.”

“We need to rethink the working space as well – if the purpose is socializing, we don’t need desks anymore. I think the workplace should be redesigned around the purpose of a continuous learning culture. Instead of going to the office to do my job, I will go to the office to socialize and learn.”

“The office will mainly serve as a ‘get together’ location to house team building events with game rooms and team breakfasts. For many companies, its pre-COVID function will simply cease and be transformed.”

Interview subjects unanimously outlined a hybrid model with an emphasis on working from home and in an office to a lesser extent as the future of work. No one mentioned returning to the pre-COVID solutions. However, the high degree of work from home is not only transforming the offices of service centers.

According to the World Economic Forum, 84% of companies worldwide are preparing for the rapid digitization of work, and they believe that up to 44% of their people could potentially be remote. Taking the characteristics of the countries where people work into account, the study calculates that 38% of people in high-income areas will work remotely, with the number climbing to an estimated 13% even in the poorest countries.