

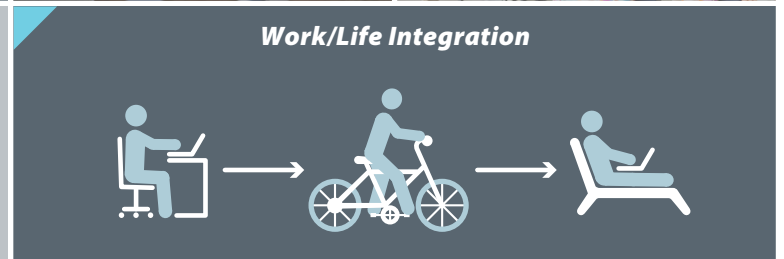
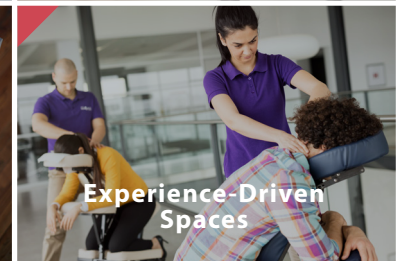
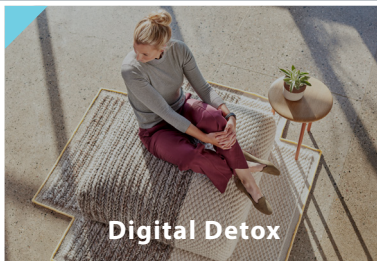
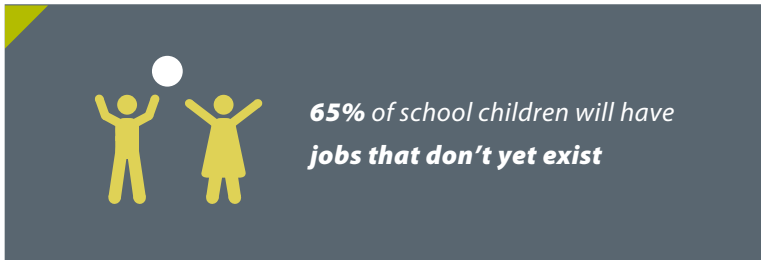
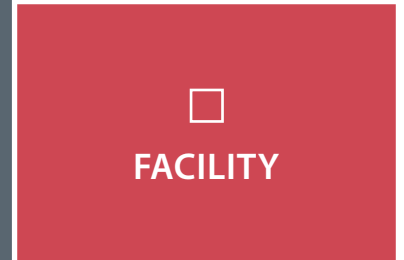
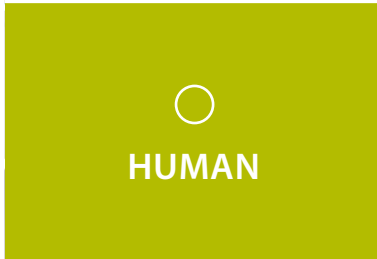
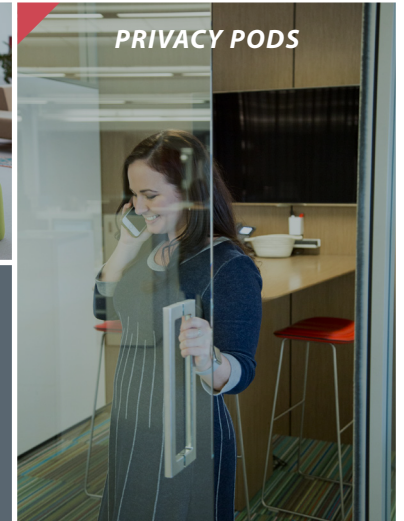
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Employees with a sense of purpose are

The Evolving

PRIVACY PODS

WORK FRIEND

The information in this Trend Insights report is presented in alignment with the three main performance categories identified by Haworth's Business Fingerprint system. Recognizing trends that correlate to your organization's unique fingerprint of needs and objectives can help you address business drivers and create a workplace environment that supports your business goals for the future.

HUMAN PERFORMANCE

ORGANIZATIONAL PERFORMANCE

FACILITY PERFORMANCE

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL ATTRACTION



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Employees with a  
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PRIVACY PODS

WORK  
FRIEND



# HUMAN PERFORMANCE

*How people perform*



LITY

ce-Driven  
ces

DIGITAL  
ATTRACTION

ORGANIZATION

VIRTUAL INFLUENCERS





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Employees with a  
sense of purpose are

The Evolving

PRIVACY PODS

WORK  
FRIEND

HUMAN  
Well-Being

### WORK FRIENDSHIPS

Environments that foster employee socialization offer benefits in engagement and performance. People with friends at work are more likely to perform well and be committed to their work. This correlates to improvements in customer engagement, safety, and profits. Social connections also increase happiness and boost health, lowering the heart rate and blood pressure.

Sources: fitbit Health Solutions, Gallup

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL  
ATTRACTION



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Employees with a sense of purpose are

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WORK FRIEND

Employees with a sense of purpose are



**140% more engaged**

**HUMAN**  
Employee Engagement

### DEEP SENSE OF PURPOSE

As people have a natural desire to help one another, corporate social responsibility programs can contribute to holistic well-being, keep employees engaged, and bring out their best performance. When employees are able to give back to the community with the support and encouragement of their employers, it gives them a greater sense of purpose.

Source: Gallup

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL ATTRACTION





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Employees with a sense of purpose are

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PRIVACY PODS

WORK FRIEND

HUMAN  
Collaboration

### CREATIVE COLLABORATION

Varied forms of personal interaction are important for collaboration and innovation. Recognizing this, companies are creating environments that encourage both serendipitous and planned face-to-face communication. Through design, spaces match the intended behaviors of people within them, increasing productivity and creative problem solving.

Source: Fast Company

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL  
ATTRACTION



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Employees with a sense of purpose are

The Evolving

PRIVACY PODS

WORK FRIEND

HUMAN  
Workstyles

### A RETURN TO THE OFFICE

Remote workers often work longer and harder to make up for a lost feeling of connection. This can take a toll on well-being, engagement, and long-term productivity. Companies are now encouraging employees to work in the office at least one day a week. They tend to be more engaged, have closer team connections, and feel their job supplies more growth opportunities.

Sources: Harvard Business Review, Forbes

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL  
ATTRACTION





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Employees with a sense of purpose are

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PRIVACY PODS

WORK FRIEND

HUMAN  
Workstyles

### FUTURE WORK

To be successful, organizations need to begin now preparing leaders and staff for roles that don't yet exist. Experiential learning programs can help ensure employees are constantly learning and adapting their skills to meet new requirements. Leaders should also anticipate the redeployment of employees to new positions, as they build new skills and existing tasks become obsolete.

Sources: Black Isle Group,  
World Economic Forum

**65% of school children will have jobs that don't exist yet**

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL  
ATTRACTION





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PRIVACY PODS

WORK  
FRIEND



# ORGANIZATIONAL PERFORMANCE

*How the organization  
performs in meeting its goals*



LITY

ce-Driven  
ces

DIGITAL  
ATTRACTION

ORGANIZATION

VIRTUAL INFLUENCERS



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Employees with a sense of purpose are

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PRIVACY PODS

WORK FRIEND

### ORGANIZATION

Technology



### DIGITAL DETOX

Mobile devices keep us connected 24/7, which can lead to stress, inability to focus, disengagement at work, and productivity loss. Encouraging employees to take breaks from tech can give them the digital timeout 69% of adults want. Allow them to switch off at home and enjoy other activities. During work hours, offer tech-free zones or times when devices or technology are not allowed.

Sources: Ford, tollfreeforwarding.com

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL ATTRACTION





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Employees with a sense of purpose are

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PRIVACY PODS

WORK FRIEND

### ORGANIZATION

Attraction/Retention



### DIGITAL ATTRACTION

Talented, potential employees are attracted to innovative companies that embrace new and emerging technology. They want to work with leaders who are constantly learning new skills and keeping their workforce skilled to meet future demands.

Source: Randstad Report

ORGANIZATION

VIRTUAL INFLUENCERS



DIGITAL ATTRACTION

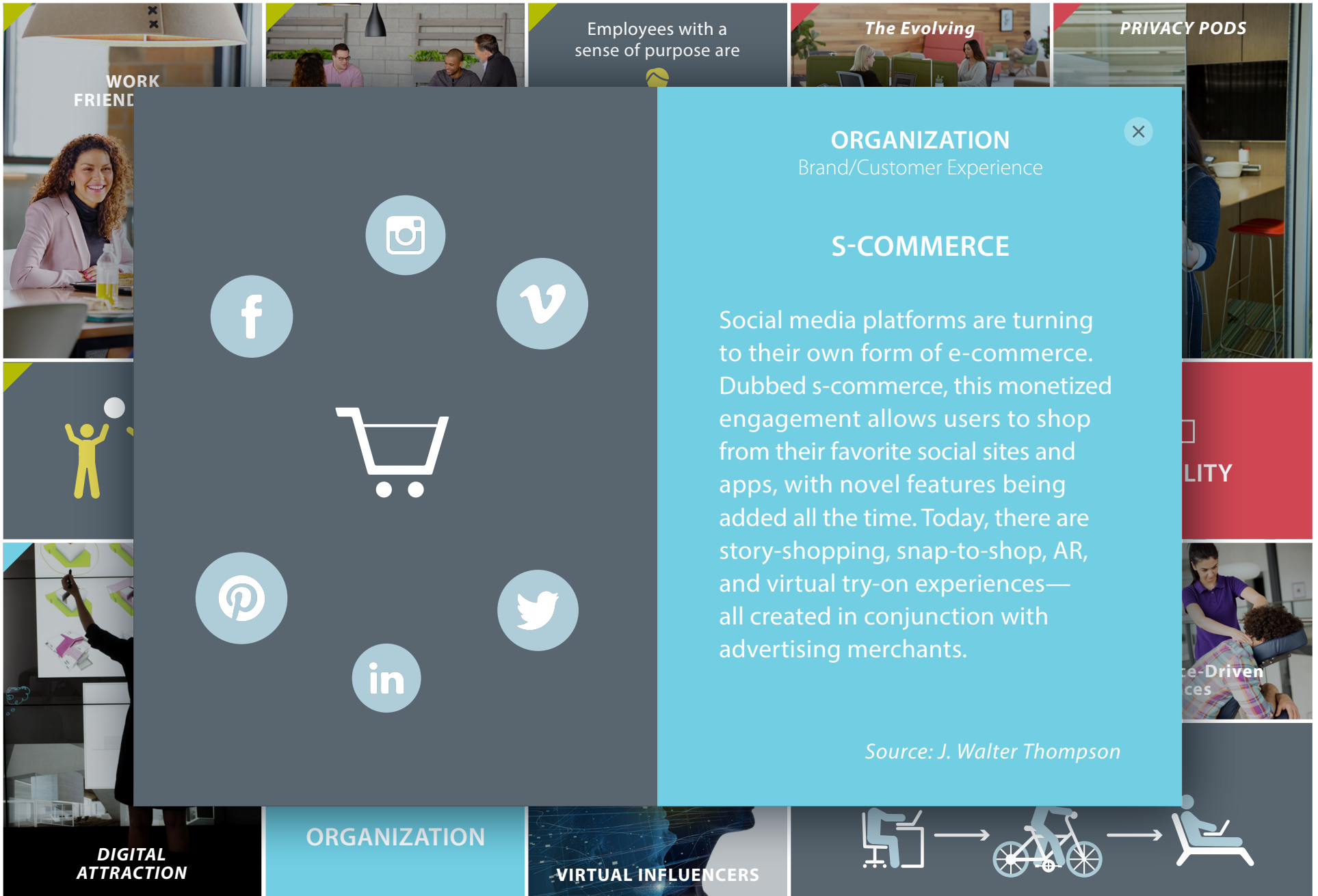
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sense of purpose are

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PRIVACY PODS

WORK  
FRIEND

### ORGANIZATION

Brand/Customer Experience



### VIRTUAL INFLUENCERS

Mitigating the unpredictability of working with human spokespeople, comes a new generation of brand endorsers—virtual influencers. These computer-generated avatars have engineered personas and can seem very human, like “Lil Miquela,” a virtual influencer with over 1.4 million Instagram followers.

Source: Forbes

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL  
ATTRACTION



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PRIVACY PODS

WORK FRIEND

### ORGANIZATION

Worker Mobility



### WORK-LIFE INTEGRATION

Less about balance and tradeoffs, and more about convenience, this trend allows employees to work when it's best for them. They do the personal things they want or need to do and get their work done—sometimes doing a little of both at the same time. The result? A more engaged, healthier, and happier workforce.

Sources: BirdDogHR, Limeade



ORGANIZATION

VIRTUAL INFLUENCERS



DIGITAL ATTRACTION



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Employees with a  
sense of purpose are

*The Evolving*

PRIVACY PODS

WORK  
FRIEND



# FACILITY PERFORMANCE

*How the built  
environment performs*



LITY

ce-Driven  
ces

DIGITAL  
ATTRACTION

ORGANIZATION

VIRTUAL INFLUENCERS



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WORK FRIENDLY

Employees with a sense of purpose are

The Evolving

PRIVACY PODS

**Circular Economy**



**FACILITY**  
Sustainability/WELL

**CIRCULAR ECONOMY**

Shoppers are buying with their hearts and minds, seeking out products from brands that reflect their values—particularly in terms of sustainability. We're seeing a trend toward purchasing more environmentally friendly goods and highly-durable products that are made to last—one more reason for businesses to embrace a circular economy and reduce their impact on the environment.

Source: PSFK

DIGITAL ATTRACTION

ORGANIZATION

VIRTUAL INFLUENCERS



Life-Driven



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Employees with a sense of purpose are

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PRIVACY PODS

WORK FRIEND

### FACILITY

Real Estate/Facility Strategy

### EXPERIENCE-DRIVEN SPACES

People-first movements—fed by organizational culture—are adding spaces and features to the employee experience, boosting happiness, community, morale, and overall well-being. We're seeing everything from massage, meditation, and yoga spaces, to jogging/walking paths, rock climbing walls, sports courts, and gyms, to game rooms, espresso and cocktail bars, and even theater and music stages.

Source: Ambius

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL ATTRACTION



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Employees with a sense of purpose are

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PRIVACY PODS

WORK FRIEND

### FACILITY

Space Utilization

### PRIVACY PODS

While beneficial to collaboration, open spaces are not conducive to conducting confidential phone conversations. Going forward, privacy in the open workplace will be achieved through the use of smaller and unique spaces, acoustics, and new product designs.

Source: Haworth Workplace Acoustics Research

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL ATTRACTION





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Employees with a sense of purpose are

The Evolving

PRIVACY PODS

WORK FRIEND

### FACILITY

Flexibility/Adaptability

## THE EVOLVING OPEN OFFICE

The open office is not only very much alive, it's flourishing by adding a mix of collaboration, focus, and refresh spaces. Open desking keeps communication flowing, while alternative private spaces with good acoustics are available for focus work. And, social spaces give small groups spots to casually connect.

Source: Work Design Magazine

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL ATTRACTION



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Employees with a sense of purpose are

The Evolving

PRIVACY PODS

WORK FRIEND

FACILITY  
Space Utilization

### TRANSFORMING STORAGE

Digital files and cloud storage have greatly reduced the need for paper storage. This frees up space and offers a host of options for incorporating modern storage—from pantries that can double as standing workstations, to cabinets that keep devices safe and charged, to personal storage lockers for agile workers.

Source: Ted Moudis Associates  
2018 Workplace Report

ORGANIZATION

VIRTUAL INFLUENCERS

DIGITAL  
ATTRACTION





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Employees with a  
sense of purpose are

*The Evolving*

**PRIVACY PODS**

**WORK  
FRIEND**

*Thank you!*

**ORGANIZATION**

**VIRTUAL INFLUENCERS**

**DIGITAL  
ATTRACTION**



**AI-Driven  
Processes**

**QUALITY**

# Trend Insights That Influence and Drive Business Decisions

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## ● HUMAN

### • Work Friendships *Well-Being*

Environments that foster employee socialization offer benefits in engagement and performance. People with friends at work are more likely to perform well and be committed to their work. This correlates to improvements in customer engagement, safety, and profits. Social connections also increase happiness and boost health, lowering the heart rate and blood pressure.

Sources: [fitbit Health Solutions](#), [Gallup](#)

### • Deep Sense of Purpose *Employee Engagement*

As people have a natural desire to help one another, corporate social responsibility programs can contribute to holistic well-being, keep employees engaged, and bring out their best performance. When employees are able to give back to the community with the support and encouragement of their employers, it gives them a greater sense of purpose.

Source: [Gallup](#)

### • Creative Collaboration *Collaboration*

Varied forms of personal interaction are important for collaboration and innovation. Recognizing this, companies are creating environments that encourage both serendipitous and planned face-to-face communication. Through design, spaces match the intended behaviors of people within them, increasing productivity and creative problem solving.

Source: [Fast Company](#)

Learn More: [Haworth research brief](#), [Haworth SPARK \(Articles: 1, 2\)](#)

### • A Return to the Office *Workstyles*

Remote workers often work longer and harder to make up for a lost feeling of connection. This can take a toll on well-being, engagement, and long-term productivity. Companies are now encouraging employees to work in the office at least one day a week. They tend to be more engaged, have closer team connections, and feel their job supplies more growth opportunities.

Sources: [Harvard Business Review](#), [Forbes](#)

### • Future Work *Workstyles*

To be successful, organizations need to begin now preparing leaders and staff for roles that don't yet exist. Experiential learning programs can help ensure employees are constantly learning and adapting their skills to meet new requirements. Leaders should also anticipate the redeployment of employees to new positions, as they build new skills and existing tasks become obsolete.

Sources: [Black Isle Group](#), [World Economic Forum](#)

## ▲ ORGANIZATION

### • Digital Detox *Technology*

Mobile devices keep us connected 24/7, which can lead to stress, inability to focus, disengagement at work, and productivity loss. Encouraging employees to take breaks from tech can give them the digital timeout 69% of adults want. Allow them to switch off at home and enjoy other activities. During work hours, offer tech-free zones or times when devices or technology are not allowed.

Sources: [Ford](#), [tollfreeforwarding.com](#)

### • Digital Attraction *Attraction/Retention*

Talented, potential employees are attracted to innovative companies that embrace new and emerging technology. They want to work with leaders who are constantly learning new skills and keeping their workforce skilled to meet future demands.

Source: [Randstad Report](#)

### • S-Commerce *Brand/Customer Experience*

Social media platforms are turning to their own form of e-commerce. Dubbed s-commerce, this monetized engagement allows users to shop from their favorite social sites and apps, with novel features being added all the time. Today, there are story-shopping, snap-to-shop, AR, and virtual try-on experiences—all created in conjunction with advertising merchants.

Source: [J. Walter Thompson](#)

### • Virtual Influencers *Brand/Customer Experience*

Mitigating the unpredictability of working with human spokespeople, comes a new generation of brand endorsers—virtual influencers. These computer-generated avatars have engineered personas and can seem very human, like “Lil Miquela,” a virtual influencer with over 1.4 million Instagram followers.

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### • Work-Life Integration *Worker Mobility*

Less about balance and tradeoffs, and more about convenience, this trend allows employees to work when it's best for them. They do the personal things they want or need to do and get their work done—sometimes doing a little of both at the same time. The result? A more engaged, healthier, and happier workforce.

Sources: [BirdDogHR](#), [Limeade](#)

## ■ FACILITY

### • Circular Economy *Sustainability/WELL*

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Source: [PSFK](#)

### • Experience-Driven Spaces *Real Estate/Facility Strategy*

People-first movements—fed by organizational culture—are adding spaces and features to the employee experience, boosting morale, happiness, community, and overall well-being. We're seeing everything from massage, meditation, and yoga spaces, to rock climbing walls, jogging/walking paths, sports courts, and gyms, to game rooms, espresso and cocktail bars, and even theater and music stages.

Source: [Ambius](#)

### • Privacy Pods *Space Utilization*

While beneficial to collaboration, open spaces are not conducive to conducting confidential phone conversations. Going forward, privacy in the open workplace will be achieved through the use of smaller and unique spaces, acoustics, and new product designs.

Learn More: [Haworth white paper](#), [Haworth HR case study](#)

### • The Evolving Open Office *Flexibility/Adaptability*

The open office is not only very much alive, it's flourishing by adding a mix of collaboration, focus, and refresh spaces. Open deskings keeps communication flowing, while alternative private spaces with good acoustics are available for focus work. And, social spaces give small groups spots to casually connect.

Source: [Work Design Magazine](#)

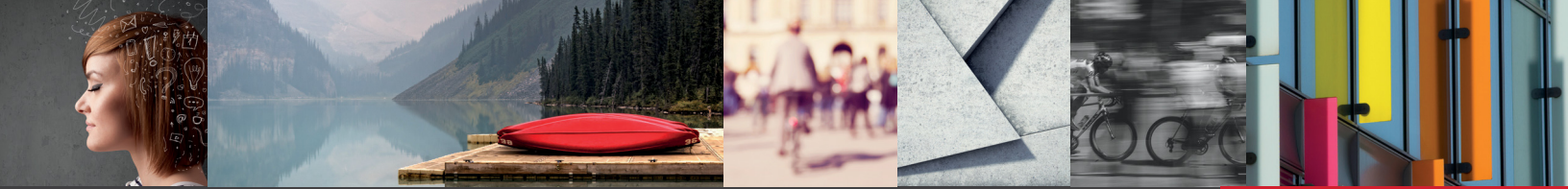
Learn More: [Haworth white paper](#)

### • Transforming Storage *Space Utilization*

Digital files and cloud storage have greatly reduced the need for paper storage. This frees up space and offers a host of options for incorporating modern storage—from pantries that can double as standing workstations, to cabinets that keep devices safe and charged, to personal storage lockers for agile workers.

Source: [Ted Moudis Associates 2018 Workplace Report](#)





Haworth’s Business Fingerprint is an interactive tool designed to help prioritize an organization’s business objectives in the context of their workspace. This proprietary system facilitates the engagement of all stakeholders, utilizing common language and creating foundational project goals.

Focusing on comprehensive factors within Human, Organizational, and Facility Performance, a Business Fingerprint session enables the entire project team to learn more about your organization. The outcome yields key insights that inform both current and future workplace needs.

Plus, creating your Business Fingerprint can be a lot of fun. Connect with your Haworth representative to conduct your team’s session.

-  **HUMAN PERFORMANCE**  
How people perform.
-  **ORGANIZATIONAL PERFORMANCE**  
How the organization performs in meeting its goals.
-  **FACILITY PERFORMANCE**  
How the built environment performs.

