

Volume 1: Demystifying hybrid work

Learn how to design a hybrid work experience that avoids the constraints of the past and puts technology to its best use.

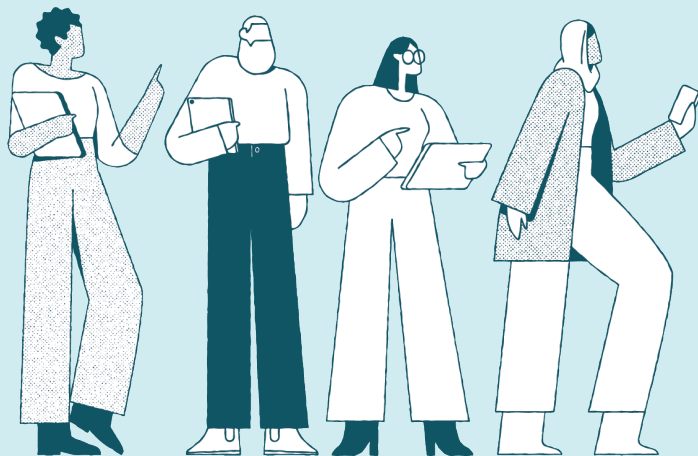


Executive summary

A lot can happen in a year and a half. Before the pandemic, around 22% of Americans worked from home on any given day. By the end of 2020, that number nearly doubled.¹ There's no longer any doubt that large-scale remote work is possible. Today, however, is different. Today, the world is experiencing a second shift that will reverberate well beyond the pandemic: the shift to hybrid work.

The transition to remote work was marked by urgency, but the transition to hybrid work offers space to be more thoughtful and intentional. Equipped with lessons from the first transition, organizations like yours have an opportunity to imagine a better way to work

Employees and business leaders alike have benefited from the added flexibility that remote work offers. By building even more flexibility into the workplace, hybrid holds the potential to boost productivity and engagement, while also giving organizations a foundation from which to build toward an unpredictable — yet massively exciting — future.



83%

of global employees
want a hybrid work
model.²

Hybrid work isn't just remote work 2.0. It's an entirely new idea that demands fresh ideas and approaches. Hybrid and remote models may share many attributes: nimble IT, end-to-end security, and new notions around work/life balance among them. But hybrid models are far more complex, bundling challenges that will require a spirit of experimentation to effectively solve.

Perhaps the greatest of these challenges is creating IT infrastructure that enables employees to switch seamlessly and securely between the office and the home. To do this, organizations must first grapple with issues like app sprawl — the proliferation of tech that slows employees' progress in both their tasks and careers.

Additionally, security protocols need a rethink. When employees can work from any device, anywhere, security must be more contextual than ever. It has to extend to individual employees as they move from office to remote workplace — whether it be a café, a public co-working space, or the kitchen table — and back again. Organizations must also prevent a divide from emerging between in-office and remote employees, ensuring that managers don't overlook people who spend more time working from home.

That said, while remote work brought productivity gains, it also dissolved traditional work-life boundaries and increased burnout.³ Today's employees want their employers to be more empathetic, responsive, and human.⁴ What does that mean for a hybrid work strategy? It means putting employee experience at the center of the enterprise. Do that, and employee engagement will follow.

This all means building toward a future that can't be fully seen. But in that ambiguity lies an enormous opportunity: to define the future of work. The promise of hybrid is that it can help solve the cultural and technological constraints of the past to deliver a personalized experience to employees, freeing them up to do their best work, on their terms. Making good on that promise will take a strategic approach grounded in flexible, responsive IT, employee listening, and continuous iteration.

Drawing off of years of empowering organizations to do their best work, Citrix has created its first-ever Smarter Workplace Report to help you design a sensible hybrid approach for your organization. We'll release a volume of this report each year to examine new themes and share the latest insights and strategies for building a smarter, happier, and more productive workplace. Inside our 2021 report, you'll find seven action-based chapters, each focusing on a key hybrid principle. Our goal is to help guide you through this time of seismic change — and capitalize on the immense opportunities that come with it.



Hybrid work is the way of the future, and companies that understand the risks inherent in the model and carefully plan their transitions can avoid the pitfalls and foster inclusive environments where their employees have equal opportunities to innovate and create from any location and help themselves and their companies succeed.”

Tim Minahan, Executive Vice President,
Business Strategy and Chief Marketing Officer, Citrix