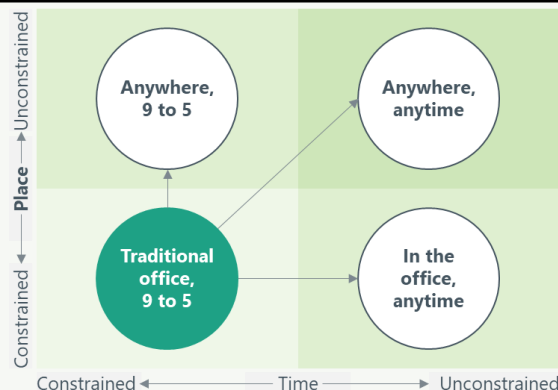


Unlocking the potential of Hybrid

Knowing the different needs of your workforce personas unleashes the benefits of hybridity for all

What is Hybrid? A Q5 definition

Hybridity promises organisations the **benefits of remote working** (increased flexibility, reduced carbon footprint, labour-cost optimization, and increased employee satisfaction) alongside the **critical strengths of traditional, co-located work** (smoother coordination, informal networking, stronger cultural socialization, greater creativity, and face-to-face collaboration)

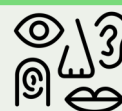


Source: Lynda Gratton, *How to Do Hybrid Right*, Harvard Business Review, May-June 2021

Why Hybrid? Defining what matters

The most commonly-cited motivation for adopting hybrid working practices is **employee preference**. But there are others too...

1. **The Employee Experience**
2. **Productivity**
3. **Mental Health and Wellbeing**



Does everyone need hybrid? Knowing your workers

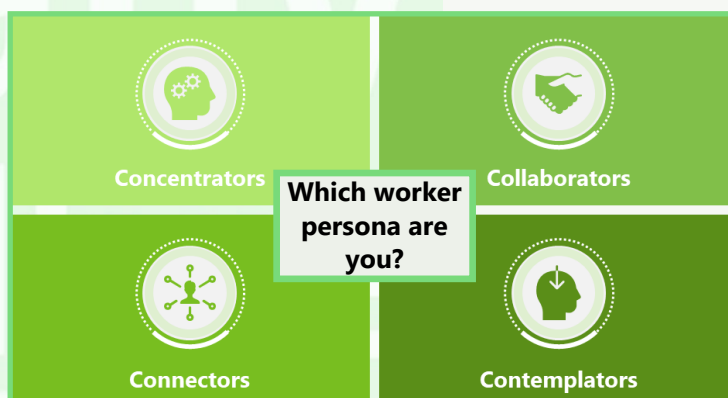
Only **5%** of businesses expect the majority of their staff to work entirely from a physical office/workspace post-COVID-19

93% of businesses expect the majority of workers to undertake work from both a physical office/workspace and from their home

In complex organisations there are **combinations of work-place demands** e.g. a laboratory scientists vs. a call-centre worker

Understanding the different worker **personas** at play is essential for any design and prototyping of future workplace arrangements

Businesses must take the time to develop their own personas. We at Q5 have various **Q5 tools** to help here: surveys, focus-groups, interviews and workforce analytics are good routes



Source: Q5's Workplace Persona foundations research

Want to hear more? Contact...

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