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THE NEW WORKFORCE AND THEIR UNIQUE RELATIONSHIP WITH TECH

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THE CHANGING NATURE OF WORK

In the heart of central Paris, a refurbished train depot is home to 1,000 start-ups along with corporations, investors, and organizations. A desk at Station F costs half as much as other co-working spaces in Paris. But don't just call it a co-working space.

The campus is full of little surprises—from Lego walls that greet you at the entrance to large converted shipping containers that protrude from the first floor. Station F's architect, Jean-Michel Wilmotte, believes that they have created a space with a lot of different types of workspaces. Station F is home to start-ups that want to collaborate and share, to the ones that want privacy to concentrate and get work done.

In many ways, Station F signifies today's workforce and how they do not want to be constrained by ideas or physical space. They are more independent, entrepreneurial, tend to job-hop, and want to work anywhere and anytime.

As 40% of the workforce, and rising rapidly, millennials as old as 39 and Gen Zs as young as interns are driving the workforce revolution.

In 2019, progressive workforces have moved beyond superficial gestures, and while shiny perks can be appreciated, what millennials and Gen Zs actually want has gone a bit deeper. They might come across as lazy and self-entitled, but a lot of them are also focused and grounded, and what they seek in a job is far from frivolous.

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THE TECH ENABLED WORKPLACE IS CENTRAL TO SATISFACTION

People don't just use technology today—they have a relationship with it. It has become an integral part of the overall work experience. Employees want to use tech at work and recognize its potential for making their work and their skills better. But workplace technology isn't always chosen with the user in mind, leaving employees bound to tools that they feel impede their progress, or worse wastes their time.

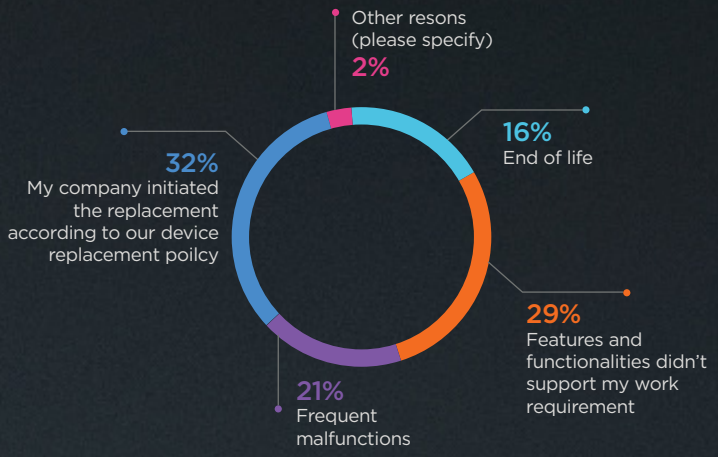
Businesses may think they're choosing tech with their workforce in mind, yet our survey shows that nearly 50% of the employees replace their primary work device due to insufficient functionalities or frequent malfunctions.[1]

While most decision-makers agree their company pays attention to employees needs when introducing new technology. Yet most employees are frustrated with technology at work, leaving them with no choice but to muddle through.

While 92% of C-suite execs say they're satisfied with the technology experience their company provides to making progress on important work, only 68% of staff agree.[2]

The best and most innovative companies understand that in order to concentrate and do meaningful work, both teams and individuals need technology that fosters, not hinders, creativity. And as it turns out, this is not just something that works for millennials and Gen Zs. Smart, streamlined technology that serves a company's mission and helps it thrive can benefit everyone in the organization, not just the next generation of workers spurring on the change.

For many organizations, the scale and complexity of the challenge to redefine the workplace experience are immense. Organizational silos, legacy technologies and constrained transformation initiatives have all had a profoundly negative impact on employees. Organizations need a holistic approach to managing people and technology that drives sustainable business value.



A commissioned study conducted by Forrester Consulting on behalf of Lenovo, July 2019[4]

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POSITIVE EMPLOYEE EXPERIENCES DRIVE BUSINESS GROWTH

By 2020, the greatest source of competitive advantage for 30% of organizations will come from the workforce's ability to creatively exploit digital technologies.[3]

Leading companies are increasingly recognizing the connection between customer experience and employee experience. As the lines between professional and personal life blur, employees increasingly want relevant, convenient, and engaging experiences they have outside of work to be replicated on the job. Above all, they want the opportunity to shape their workplace experiences on their terms. Exceptional employee experience, however, is not about giving employees unlimited choices.

Nor is it characterized by onsite foosball tables, climbing walls, or artisanal coffee. It's about giving employees a set of options that will help them achieve their full potential and drive business value.

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LISTEN AND DISCOVER

Currently, only 17% of businesses listen to the voice of employees when making device purchases.[1]

Organizations must regularly listen to the voice of their employees (through platforms such as census and pulse surveys, social listening, etc.) to understand the nature of employee experiences at work. To gauge the current work environment, organizations can conduct driver analysis to diagnose the culturally relevant workplace practices and identify potential areas for improvement.

ACT NOW

38% of the employees today get distracted at work due to technology-related issues.[1]

Most SMB employees think they are not in an environment that helps them be productive. Organizations must act on the feedback gathered by empowering managers to design experiences which are consistent with the organization's core values.

Today's best indicator of positive business growth isn't cash flow or profit margin, but "employee experience." To put it bluntly, companies that don't consider employee experience will be non-competitive when it comes to recruiting and retaining top talent within the next decade.

[1] Lenovo SMB Study
[2] PwC: Tech at Work Survey
[3] Gartner, "How to Market and Sell Digital Workplace Solutions", Craig Roth, Feb. 23, 2018
[4] Lenovo SMB Study Commissioned with Forrester Research, July 2019

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5 REASONS WHY LENOVO IS A DIFFERENCE MAKER

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- Expertise across categories
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