Sources	Deloitte, ONS
Date	March 2021

Potential scale of impact	Certainty of outcome	Impact horizon		
★★★★	★★★★	H1	H2	H3

The digital workplace represents a fundamental shift in the way work gets done. Organizations are embracing technology to optimize individual and team productivity, collaboration, and the employee experience at large. This will be critical in the post Covid workplace. ONS data shows the number of people working from home at least one day a week more than doubled in 2020, from 12.4% of the labour force pre Covid to 25.9%.

As organisations manage a growing number of offsite employees—working from home or other nontraditional workspaces—many are beginning to accept the inevitability of a digital workplace where work is completed by a mix of onsite and remote workers that must operate in synchrony to meet business objectives. Some leaders approach the prospect of the digital workplace with a number of concerns:

- **Productivity.** Distractions and poor supervision could impede collaboration and derail productivity

- **Relationship building and onboarding.** Strong existing relationships typically remain so after a remote work transition, but weak ones often erode. And it can be challenging to virtually cultivate new relationships and onboard new employees.

- **Development and learning.** It could be difficult for workers to virtually develop and maintain skills and professional networks they need to advance.

- **Impact on innovation.** The loss of serendipity—the unexpected and opportune employee interactions that fuel invention—could have a long-term negative impact on innovation.

Companies may be able to overcome the digital workplace's deficits and ambiguities by more intentionally embracing its positive aspects, including the data generated by workers' tools and platforms. This can help organisations optimise individual and team performance and customise the employee experience, enabling remote work to be far more than a diminished proxy for the traditional office. And as onsite workspaces and headquarters evolve, organisations can use this data to create thriving, productive, and cost-effective offices that are seamlessly interwoven with the remote experience.

REBOOTING THE DIGITAL WORKPLACE

New ways of working remotely and in the office