



## SECOND ANNUAL WORK TRENDS 2022

The past 2 years have been challenging for organizations. The global pandemic not only changed how we work, but why we work. As organizations architect the next phases of their digital transformations against the backdrop of a global pandemic that's now in its third year, the opportunity to reimagine work holds considerable promise for a better future. The following are 10 trends that we expect to see more of in 2022 and beyond.

### THE COUNTDOWN

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#### WELLNESS AS A COMPETITIVE ADVANTAGE ORGANIZATIONAL DESIGN



Traditional wellness programs proved inadequate against the backdrop of 2020. Organizations must adapt, removing the stigma from revealing vulnerabilities, providing support to the broader family unit, and recognizing the importance of resilience to realize productivity.

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#### IMMERSIVE TECH RESTORES CONNECTIVITY, COLLABORATION & INNOVATION DIGITAL TRANSFORMATION



The physical workplace disappeared in 2020. Immersive technologies will reinvigorate lost connection between employees while providing new avenues for recruitment, training and collaboration

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#### ANALYTICS: OUT OF SIGHT. TOP OF MIND DIGITAL TRANSFORMATION / ANALYTICS & AI



Remote work has made assessing employee productivity and sentiment both more critical and more difficult. Organizations will find that technology closes these gaps while having significant implications for privacy, ethics, and ultimately, a company's core values.

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#### HIGH PERFORMING CULTURES HYBRID WORK



Performance must be a central focus of any professional organization. In today's knowledge-based economy, access to individual learning pathways, customized sleep, nutrition & fitness coaching, and mindfulness resources are 3 ways to empower individual, team and ultimately organizational success.

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## REDEFINING THE GIG ECONOMY

HYBRID WORK / DIGITAL TRANSFORMATION



Greater workforce flexibility from a contingent workforce offers benefits, often in the form of reduced overheads, and new challenges, as organizations solve for cultural integration, performance management and equity concerns.

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## WORK / LIFE INTEGRATION: REDEFINING EMPLOYEE EXPERIENCE

HYBRID WORK / DIGITAL TRANSFORMATION



Work / life integration replaces work / life balance. Increasingly fluid & flexible forms of work will be necessary to map to present-day reality. Business strategies, technologies and programs will be built to support hybrid forms of work and to remove employee encumbrances allowing individuals to do their best work.

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## THE ATTENTION ECONOMY

DIGITAL TRANSFORMATION



Modern technologies are changing the way we work. They've commoditized our attention; highlighting the scarcity of our most precious resource - time. How, in a world of infinite distractions will organizations ensure their messages are received?

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## THE INEVITABLE MERGER OF MARKETING & HR

HYBRID WORK / ORGANIZATIONAL DESIGN



Companies' inside voices (employee) and outside voices (customer) will increasingly merge and build true alignment of organizational values and activities. Singular, coherent messaging across audiences unlocks efficiencies, builds trust, and builds stronger businesses.

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## THE PURSUIT OF PURPOSE

ORGANIZATIONAL DESIGN



The pandemic has not only changed how we work, but why we work. Today's workforce values purpose over a paycheck. And it's incumbent upon organizations, and their leaders to ensure their employees have the right clarity, tools and support to do their best work.

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## LET'S GET PHYGITAL

HYBRID WORK / DIGITAL TRANSFORMATION



Physical and virtual workplaces merge to create digital workspaces of the future - where employees can connect, collaborate & perform from anywhere, any place at any time. Organizations who enable employees success across platforms - with technologies, tools and processes - will have the best chance to attract, develop and retain a competitive workforce.

FOR INFORMATION ON THE LATEST WORK TRENDS, VISIT [BENTOHR.COM](https://www.bentohr.com)