The Death of Dolly, the Desk, Dr No & Distance: the future of work

Dr Nicola J Millard
Customer Experience Futurologist
BT Global Services
nicola.millard@bt.com @DocNicola
Adastral Park

Global Development Centre Hub

Largest IP Management Centre in Europe

3,700 BT people and 6700 partners

Global Customer Forum

Over 4,000 patents

Over 200 of BT’s largest Customers visit each year

Largest Network test bed in the World
WorkShift: the Death of…

Dilbert

Dolly Parton

Dr. No

Distance
Techno stress...

36.4% of UK users in the Cambridge study found technology at least sometimes disrupted family life, with 10.5% finding that disruption regular.

I worked for a guy who would use out of hours emails and phone calls as a control and bullying tactic. He would want to prove that you were always available… it’s one of the reasons I loathe Blackberries”, Male, UK.
Techno stress and wellbeing: the balanced communications diet

“During an average working day we are interrupted Every 3 minutes.”

Professor Lynda Gratton, The Shift, 2011.

1 Location
2 Rules
3 Awareness
4 Education
5 Balance
Mind the generation gap!

Use of technology at work

<table>
<thead>
<tr>
<th>Activity</th>
<th>Under 24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Facebook for work purposes</td>
<td>23%</td>
<td>27%</td>
<td>22%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Using Slideshare for work purposes</td>
<td>24%</td>
<td>13%</td>
<td>10%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Using Presence systems so you know if a colleague is online and available to chat.</td>
<td>37%</td>
<td>32%</td>
<td>26%</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>Using webchat like MSN/Google Talk at work</td>
<td>23%</td>
<td>26%</td>
<td>20%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Google e-mail or Documents or Drive</td>
<td>31%</td>
<td>26%</td>
<td>26%</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>IT put too much emphasis on security over ease of use</td>
<td>50%</td>
<td>58%</td>
<td>60%</td>
<td>58%</td>
<td>55%</td>
</tr>
<tr>
<td>Always or often have to wait too long to log onto IT systems at work</td>
<td>34%</td>
<td>35%</td>
<td>38%</td>
<td>27%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Where have all the people gone?

- 100%
- 80%
- 60%
- 40%
- 20%
- 0%

- Anywhere (on the move)
- Home
- Third spaces
- Workhubs
- A hot desk
- My office desk

Source: London Business School Hotspots Movement, 2012
Socialising in the Office: working in the Cloud

“Coffice” worker

Home worker

Virtualised working

Activity based working
Connecting the inner caveman
BYOD is happening... and its affects are being seen

- A further 6% aren’t allowed, but do it anyway
- Of all IT managers, 60% think that the use of smart devices has helped productivity within the organisation
- For organisations with a BYOD policy, 54% say they are facing a challenge managing the policy across different countries due to regions having significantly different policies
- 48% of employees say that they are allowed to use their personal devices for work purposes
- 84% of IT managers think that adopting a BYO policy gives competitive advantage
- 56% of organisations have noticed a decrease in performance of at least some applications due to the increased demand upon bandwidth
CIOs are telling us they want to…

<table>
<thead>
<tr>
<th>Create a network to cope with smart devices</th>
<th>Smart device use has led to increase in bandwidth demand across 84% of organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give customers connectivity on my premises</td>
<td>32% of organisations plan to provide guest wi-fi access</td>
</tr>
<tr>
<td>Provide secure access, wherever you are, whatever device</td>
<td>Just 26% of employees recognise that using their device in a work context is a risk to company security</td>
</tr>
<tr>
<td>Develop a cost-effective corporate policy</td>
<td>Badly managed BYOD could cost you about 33% more than a company-owned approach¹</td>
</tr>
</tbody>
</table>

¹Aberdeen Group