

LEADING CHANGE AT WORK

European businesses are missing out on the growth opportunities that come with hybrid working

A survey of 6,000 workers and 1,500 decision makers across Europe reveals that:

Workers are **4%** more productive in a hybrid setting – equivalent to an additional **€113 billion** to the European economy compared with pre-pandemic ways of working.



This boost is a result of increased productivity levels associated with **improved worker satisfaction** and **reduced commuting time**.

However, this potential growth has not been realised, as only **53%** of businesses currently offer hybrid work.



52% of European decision makers would like to mandate a full-time return to the office, yet **76%** of workers prefer some form of hybrid working set-up.

Companies run the risk of hampering future growth if they ignore the potential productivity uplift associated with hybrid work. Supporting people to work flexibly will help businesses unlock significant financial gains, while creating a happier and more fulfilled workforce. However, a hybrid work policy is futile without implementing the technology required to facilitate collaboration between colleagues and customers, wherever they are.

The office remains an essential environment for social collaboration and building a strong workplace culture. But spaces must be designed with idea sharing and creativity in mind, as well as digital functions that are essential to ensure easy communication with those working remotely.

For more insights into how to adopt hybrid working for the benefit of your business and people, visit www.ricoh-europe.com/insights

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