

How new ways of working are benefitting us all

Positive change
inspired by Fujitsu
Work Life Shift



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Taking a people-first approach

The world of work has shifted. It is now more human-centric, which, unsurprisingly, suits most people well. Most businesses too, once they know how to harness the benefits.

No one is exactly sure where all this change will end. As a result, businesses are grappling with the complexity of reorientating how they work, uncertain what 'good' looks like. The big opportunity is to create a way of working that meets the individual's needs and desires while, at the same time, ensuring they can be their most productive.

But there is a catch. As the economic environment becomes more hostile, there's a danger that this all-important change will be put on the backburner – just when it's needed most, to maintain employee engagement and business performance.

The businesses that thrive in the long-term will be those that prioritize sustainable transformation. That means change that not only supports employee's wellbeing, but that also contributes towards a greener and more productive world.

Fujitsu Work Life Shift supports this human-centric approach to reimagining how we live and work, to drive positive change for our environment, our society and our economies.



Observing trends

These days, more people are focused on integrating work into their life – rather than the other way round. If a business cannot support a progressive work-life balance, this can lead to significant challenges with employee retention, motivation, recruitment and mental health.

Of course, recruitment and retention is a complex issue for today's businesses. Employees now have higher expectations than ever before. They want to be able to work remotely, for example, or follow flexible hours. If an organization is going to attract the best talent, and hold onto its best people, it needs to keep up with, if not outdo, the competition.





Increasing cost of poor employee wellbeing

The cost to organizations of poor employee mental health and wellbeing is increasing year-on-year. That's mainly down to higher staff turnover and the expense of finding and training new talent.

Workforce burnout is also a key issue for organizations all over the world, which makes wellbeing, productivity, and engagement an ongoing focus. With increased flexibility in how and where we work, it's more important than ever that businesses monitor the productivity and wellbeing of employees they are seeing less and less often. A sense of isolation, for example, is an issue that most HR professionals have not had to consider until now.

War for talent

As well as focusing on finding the right talent, businesses are working hard to keep their best people to reduce the effort and cost of recruiting. Particularly at the time of the Great Resignation with so many employees re-examining their priorities and choosing new jobs that better fit their lifestyle and values.

Lack of digital skills

The World Economic Forum estimates that by 2027, 50% of skillsets required for jobs will change. Organizations need adaptable, digitally-skilled people to enable them to digitize their operations and create a resilient, agile business.

Upskilling ensures your people have the skillsets to compete in an increasingly tech-driven environment and to take advantage of emerging technologies.



Moving forward with Fujitsu Uvance

Fujitsu Uvance is committed to empowering people across industries to be the best they can be, and to achieve more sustainable and beneficial results for businesses and society. To do this, we leverage our expertise in ICT and digital transformation, along with revolutionary technologies such as artificial intelligence and high-performance computing, to achieve a wide variety of goals.

We are devoted to implementing technology that reimagines how we live and work, and drives positive change in our environment, our societies and our economies. We believe that a sustainable, digitally dexterous and highly engaged workforce, underpinned by human-centric experiences, is the future for the world of work.

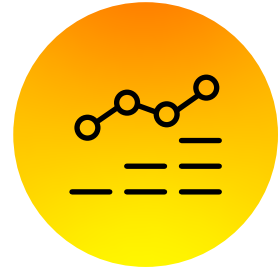




Sustainable environment

Business leaders increasingly need to be sustainability-focused and able to demonstrate their organization's environmental credentials to customers and employees alike.

Fujitsu Uvance helps you deliver on your sustainability agenda. Our Work Life Shift solutions help reduce your carbon footprint by enabling easier ways to curb work travel while retaining productivity levels. Our modern, efficient solutions also cut down the need for manual, paper-based processes.



Sustainable economic growth

Fujitsu Work Life Shift solutions enable businesses to foster a workforce which is happy, productive and motivated; the key conditions for growth.

We enable businesses to create a working experience that attracts and motivates talent. By creating a culture of continuous learning, we help businesses become fighting fit for the future. We also acknowledge the importance of aligning the objectives of the business with those of the individual to retain and motivate top talent. That involves responding to the heightened consciousness around purpose across issues like equality, inclusion, justice and climate change.

By using the unique Fujitsu Human Experience Design (HXD) method, we transform your digital workplace experience. This involves combining the right skills and expertise from diverse backgrounds and taking human needs and behaviors into account. Following this method will ensure you have the digitally dexterous, engaged, resilient and sustainable workforce needed to succeed in the rapidly changing and unpredictable world of today.

Robeco's aim for consistent employee experience from anywhere

ROBECO

Sustainable economic growth in action

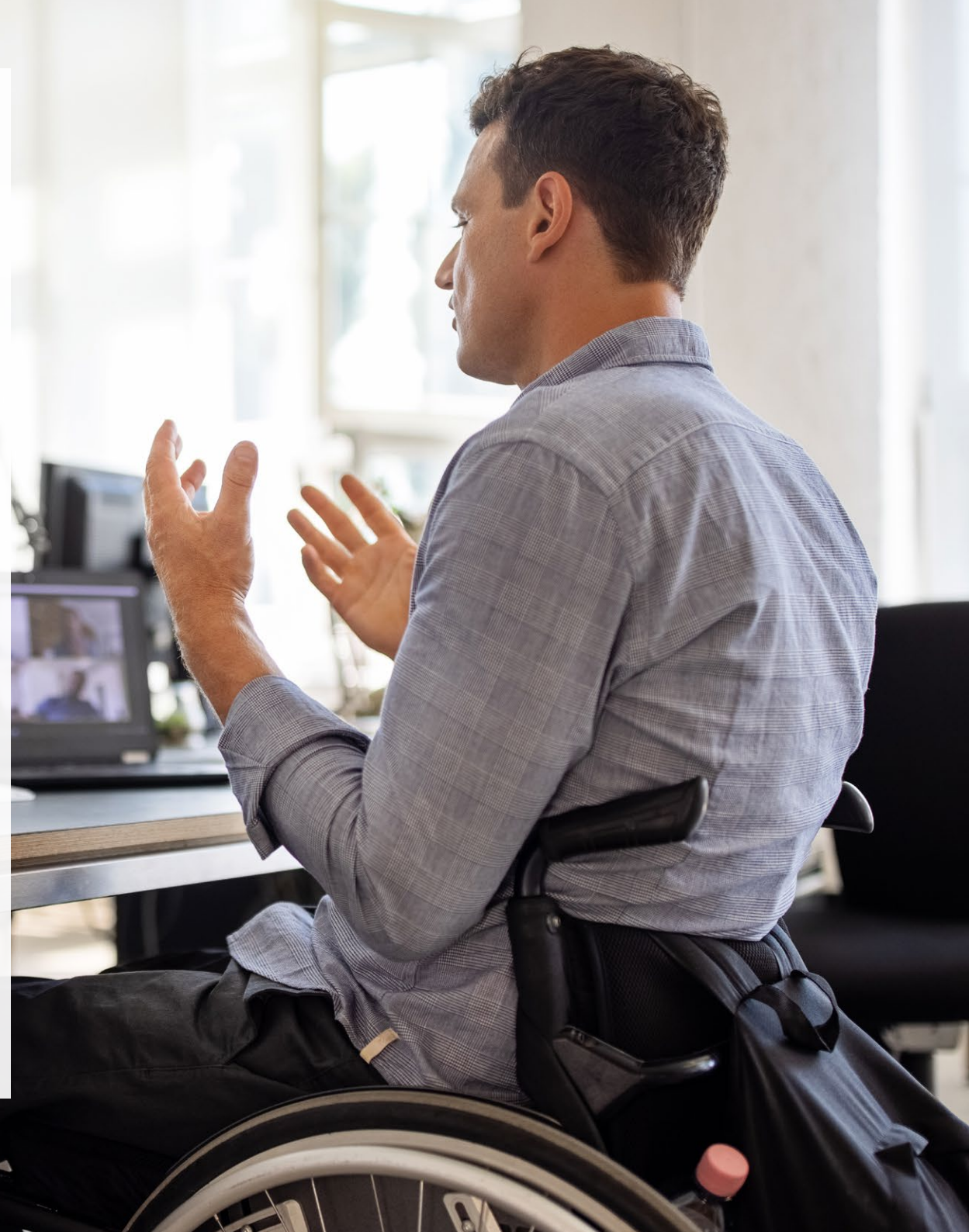
With an ambition of establishing an always up-to-date workplace solution, supporting secure working whenever and wherever, Robeco needed to find a partner with the right balance of global scope and local presence.

Since 2016, Fujitsu has provided Robeco's users with modern hardware, and a continually updated digital workplace from the Work Life Shift portfolio, based on global standards and the latest Microsoft technology.

This solution has user satisfaction set as the key performance indicator, since this leads to increased productivity and sustainable growth. The solution is available 24x7 and provides users with a single point of support, using self-service, onsite service desks, and remote facilities.

We regularly monitor employee satisfaction levels and while they used to be 6.7 out of 10, we now anticipate it being much closer to 8 out of 10. Happier employees tend to be more productive too. ”

Johan Sturm, Head of Continuity & Stability, Robeco





Sustainable wellbeing

While many people have moved to hybrid and remote working models, there are signs that this is having a negative impact on wellbeing for some. People often suffer from a blurring of boundaries between work and life. And time saved in commutes is now being taken up by additional early and late meetings. To ensure a thriving and productive culture, organizations need to find new ways to manage wellbeing and help people work sustainably.

Workplace analytics can be one way to gain deep insight into how people are working. The Fujitsu HXD method provides visibility of where to focus efforts to drive change, prompting individuals on how they can be more productive. It also provides team leaders with insight into team performance so that they can spot declines in working conditions and take early action.



Nottingham Trent University's mission for better wellbeing



Nottingham Trent University

Sustainable wellbeing in action

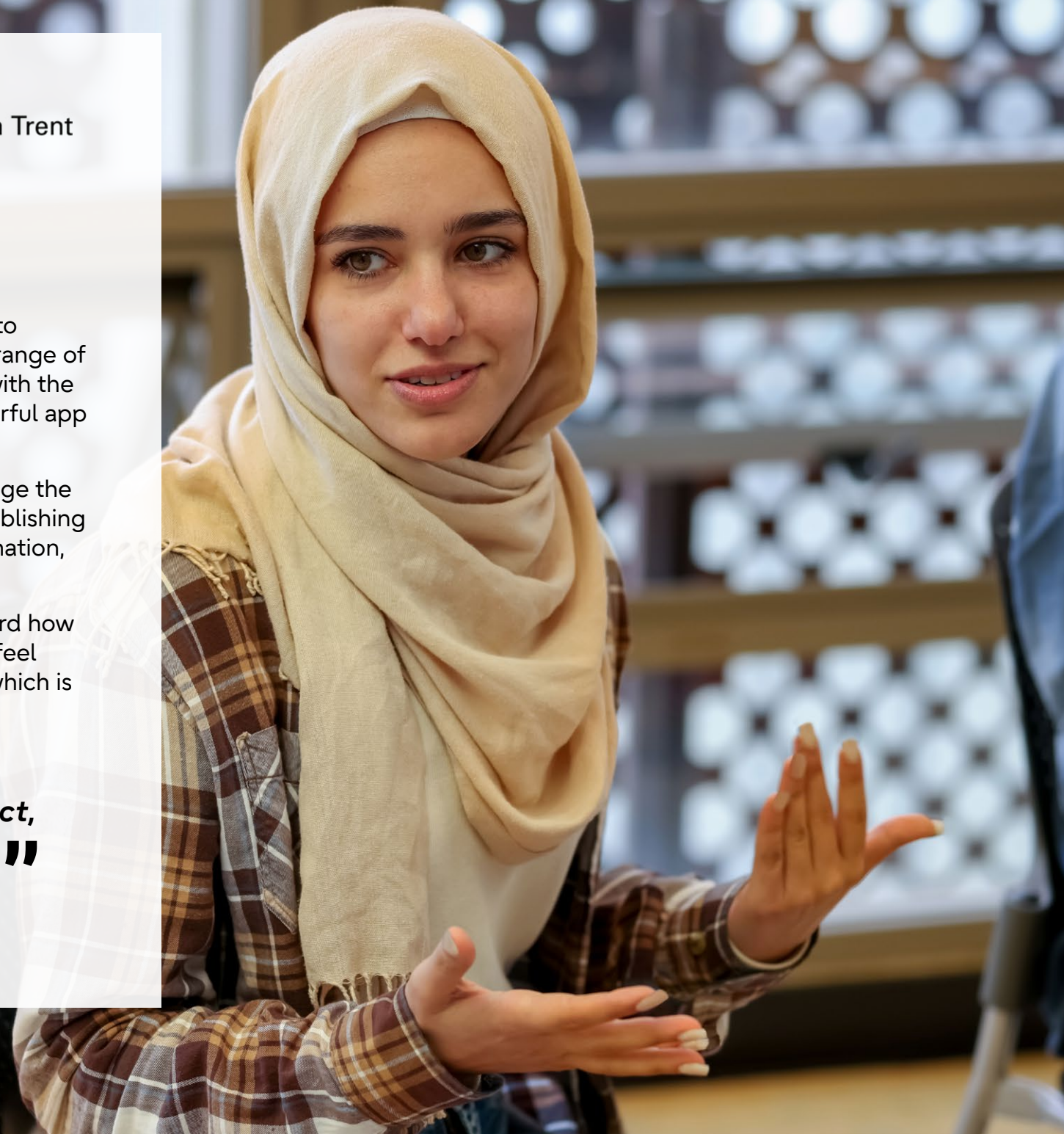
When Nottingham Trent University (NTU) wanted to increase its attractiveness to students and staff alike, it turned to Fujitsu. We worked together across a wide range of projects, including smart cities, workplace wellbeing and digital campuses, all with the shared aim of creating a positive societal impact. The starting point was a powerful app for connecting people in need, called BuddyConnect.

BuddyConnect supports people with autism. It helps employees plan and manage the anxiety challenges autism may present in the workplace. It achieves this by establishing an effective support and guidance infrastructure through easy-to-access information, and by connecting those with autism with additional assistance.

Key to BuddyConnect is a color-coded wellbeing tracker, allowing users to record how they're feeling: green for great, amber for not-so-great and red for when users feel overwhelmed. More than 1,100 people at NTU are now making use of the app, which is just the start of NTU's Digital Shift.

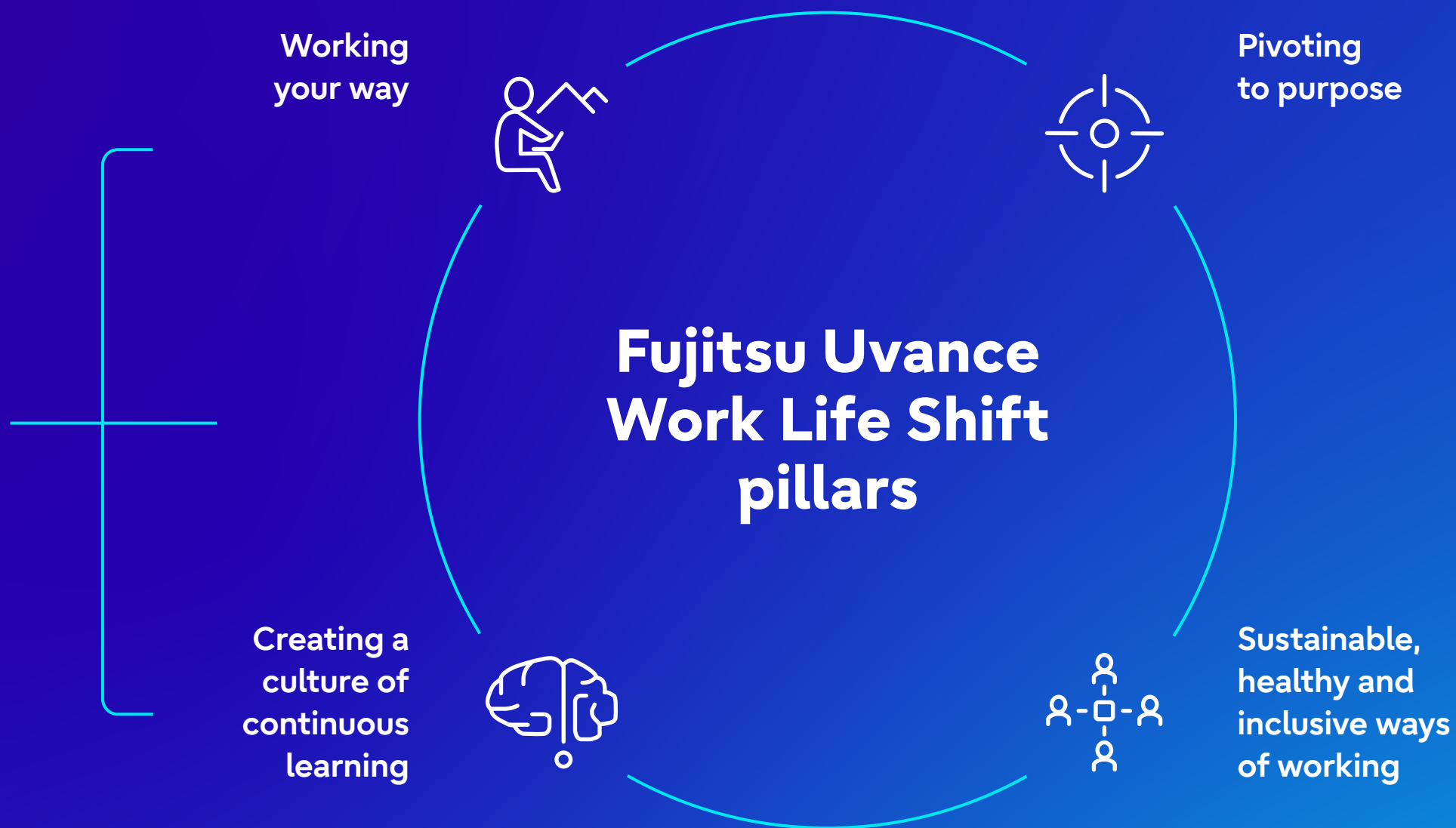
When Fujitsu introduced us to an early version of BuddyConnect, it seemed to be the ideal starting point for our collaboration. ”

Jonny Crawley, Strategic Partnership Manager, NTU



Achieving your Work Life Shift with Fujitsu Uvance: pillars and recommendations.

The approach we take to support organizations in enabling their people to remain happy, motivated and productive is built on four core pillars.



Working your way



Once your organization understands how your people want to work, the challenge is creating that environment. That means giving employees the autonomy and flexibility they crave, while ensuring your own business objectives are met.

Fujitsu helps organizations create working experiences that flex around people's distinct needs, helping them attract and retain the talent they need to thrive.

We do this in two ways: Fujitsu Human eXperience Workspace creates working experiences that take into account people's preferences for their working life, supported by technology that enables them to choose how, when and where they get work done.

The Fujitsu Work Life Platform provides hybrid workforces with the support they need to remain productive – using a digital assistant built into Microsoft Teams. This covers everything from enabling diverse teams to collaborate effectively using real-time translation to making meetings more effective by sticking to agendas and understanding key take-aways using AI.

Recommendations

Once you have an understanding of the kind of flexibility and freedom your employees would like in their work, ensure they have the right technology to support their choices.

Then, it's a case of providing the ongoing support they will need to remain productive. Having a digital assistant built into Microsoft Teams, for example, is sure to make good things happen for both the employee and the business.



Creating a culture of continuous learning

To future-proof your organization, you need to upskill your people now, and make continuous learning part of your culture.

Fujitsu helps you direct talented people to the areas where they will contribute most. At the same time, we help employees feel motivated and engaged.

We achieve all this by curating learning and development for employees, and by using technology to make it easy to access training and integrate it seamlessly into the normal work routine.

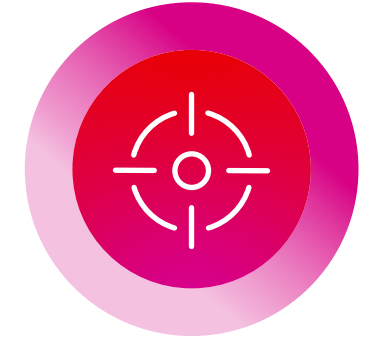
Human eXperience Workspace makes learning accessible. And, with Fujitsu HX Workspace Employee Experience Accelerator, we use data to help drive and sustain adoption of new technologies, so you and your people get the most out of your investments.

Recommendations

Make it easier for people to find the training that's most suitable for them and access it whenever they like.

Collect honest feedback by creating communities within the workforce in which employees can use digital collaborative tools to take part in guided discussions on hot topics. Tools like Microsoft Viva Engage bring people across the organization together to connect with leaders and co-workers.

Pivoting to purpose



To retain top talent and keep employees working towards shared company goals, companies need to enable the best methods of communication to keep staff informed and connected.

Fujitsu helps organizations support sustainable economic growth by ensuring employees feel like they belong and are contributing to the overall success of the organization.

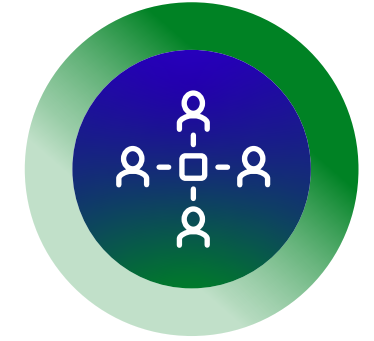
Using Objectives and Key Results (OKRs), you can show employees how their individual goals align to the corporation's own mission. By making information easily available, in a way that works for the employee, you can ensure your people understand the value they bring.

Recommendations

Leaders need to help employees find a connection between their personal purpose and that of the company. A purpose carving exercise can help with this; bringing together a group of colleagues to reflect on what they stand for and how they can combine their individual purposes to promote an authentic sense of community.

Encourage your people to identify the areas of their job that could most usefully be automated. By doing so, you can help to ease anxiety for employees, who may fear that their role is set to be made obsolete by new technologies.

Sustainable, healthy and inclusive ways of working



Mental and physical ill health can have a big impact on your people's capacity to do their best work.

Fujitsu can help by using workplace analytics to understand how works get done. In this way, we identify ways to make improvements to reduce the chances of burnout, while also enabling improved productivity.

That might mean giving people the freedom to work at different times and in different places, so they can arrange their work around their childcare needs, their disabilities or any other requirements. Or upskilling your employees by facilitating the learning of new skills to help them become more productive and more likely to drive growth.

Negating the need for a percentage of business travel (including the daily commute) by embedding flexible ways of working can also cut down on stress. Curtailing business travel, of course, also helps contribute to a sustainable environment.

Recommendations

Bring your workforce on your sustainability journey by communicating metrics to them and educating them on the tangible impacts the organization is making.

Make hybrid work more inclusive by providing the right tools and allowing people to work in the way that suits them best. At the same time, drive inclusivity through collaborative and assistive tools that can provide flexible working options to enable people to contribute in ways traditional models simply don't allow.

Exceeding expectations in global delivery

Fujitsu has the expertise and experience to guide you on your journey to workplace transformation. Our eight global delivery centers mean we can provide the service you need wherever you are on the planet.

We support over 3 million workers worldwide, giving us in-depth experience on the needs of users, and how best to enhance their ways of working. We are also a recognized leader in Workplace Services by analysts such as ISG.

Our unique HXD approach is built on globally-recognized POLIDesign principles. It focuses on the individual needs of your people and culture to create a workspace that is designed to meet their whole life needs.

Work Life Shift is changing the way all of us do business, and we can help your organization stay ahead of the curve.



Learn more about how Fujitsu Uvance can address business and societal challenges on [our website](#)



Or email us at askfujitsu@fujitsu.com to be put in touch with one of our experts.