

4 WORKPLACE TRENDS FOR



With 2024 underway, we have been thinking about the year ahead and the trends we expect to see in the employee experience and engagement space.

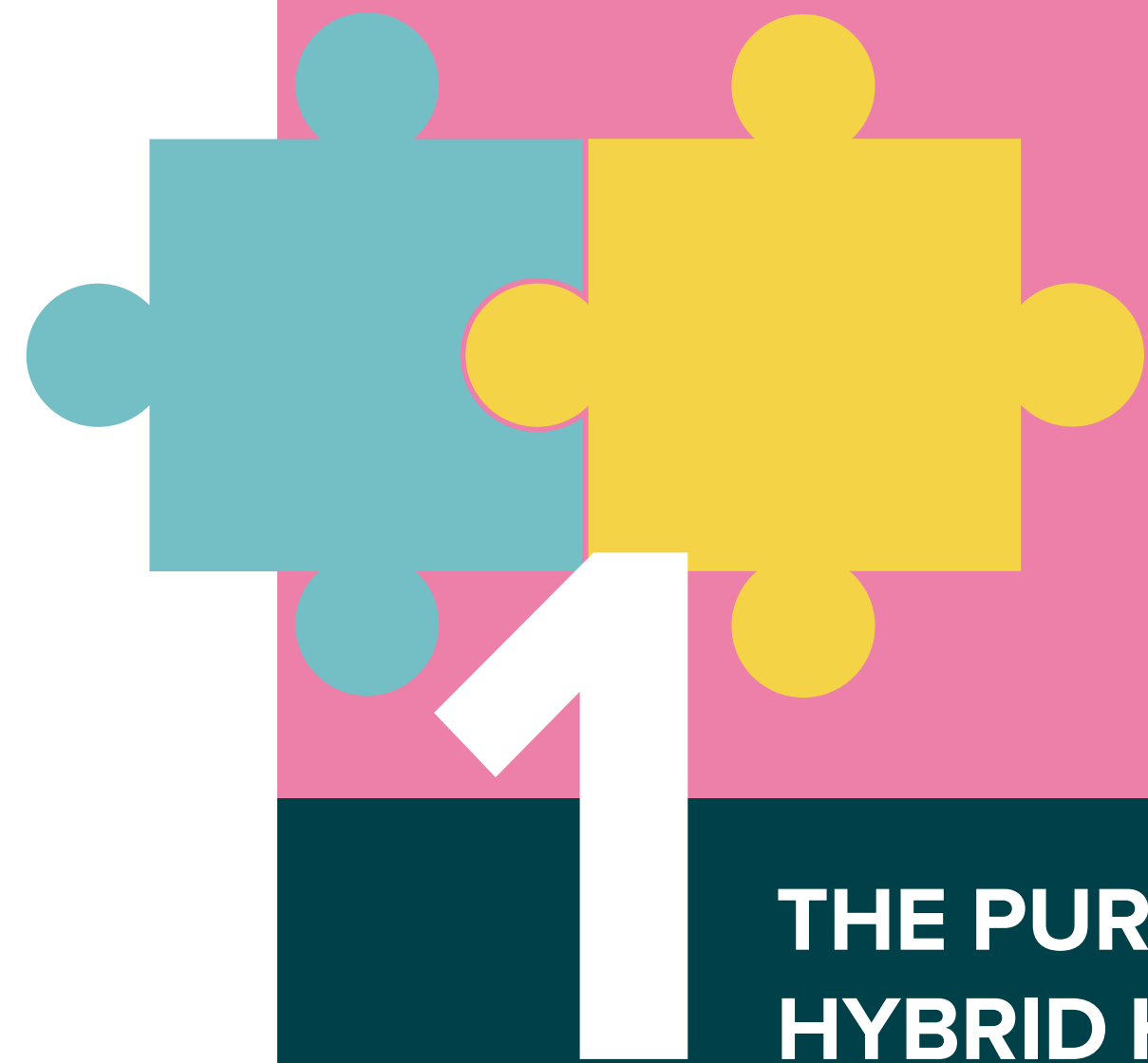
After conversations with clients, colleagues in the industry and brainstorming sessions, we've narrowed it down to four key trends.

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THE PURSUIT OF HYBRID HAPPINESS.

2



GAME-BASED LEARNING AND TRAINING.



EMPOWERING MANAGERS AS YOUR MOST POWERFUL COMMS CHANNEL.

NAVIGATING THE FUTURE - BE PREPARED FOR AI.



1 THE PURSUIT OF HYBRID HAPPINESS.

In 2023 we saw a wave of companies wanting their employees to work more regularly in the office, with many mandating the number of days they are expected to come in.

As we often see with any type of workplace change, this didn't come without its friction between employee and employer relationships. On one hand you have employees who prefer remote working flexibility; in fact nine in 10 remote-capable employees prefer some remote work flexibility, with the majority preferring hybrid work¹. On the other, you have employers wanting to improve collaboration and connection to culture, with 41% of HR leaders saying employee's connection to culture is compromised by hybrid work¹. Sound familiar?

For companies who've enforced hybrid working policies, but now feeling the tension, 2024 is the year to squash any resentment and reconnect employees to your company culture by creating a long-term hybrid work strategy.

Here are the four (keeping to theme!) key areas we think hybrid work strategies will focus on in 2024:

1

ADAPTING THE EMPLOYEE LIFECYCLE

From hire to retire, every moment that matters will be adapted to make sure it's still fit for purpose.

2

COMMS CHANNELS THAT DELIVER

internal comms channels will be reviewed to help understand changes to how comms are being consumed and areas for improvement.

3

DESTINATION WORKPLACE

Office environments provide a great workplace experience, driven by inspiring comms and workplace design.

4

EMPLOYEES HAVE A SAY

Employees are involved with making hybrid working work, helping to create role models at all levels of hierarchy.

¹ Gartner [2024 HR Leader Priorities Report]

2 GAME-BASED LEARNING AND TRAINING.

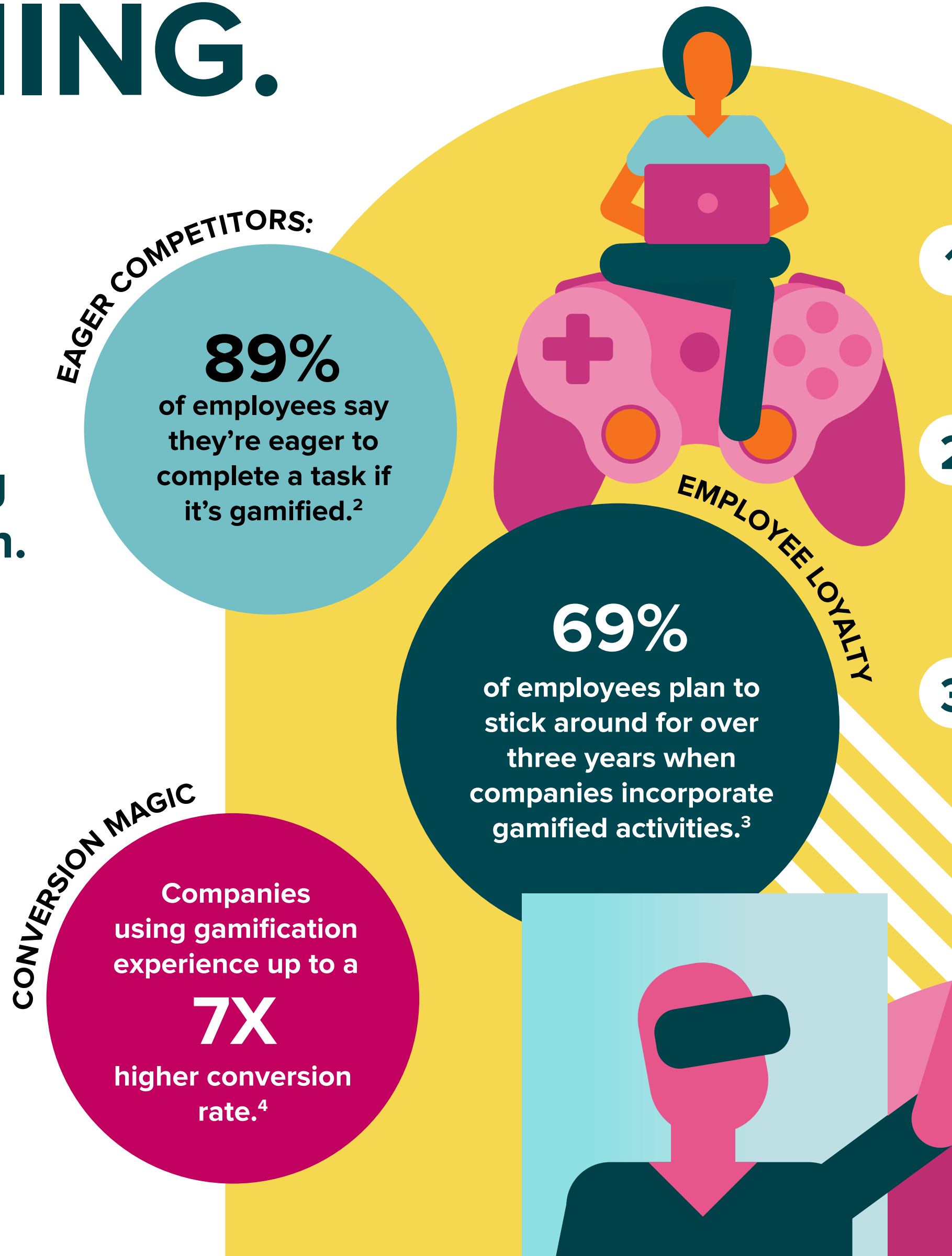
Did you know that a whopping 59%¹ of employees worldwide are quietly quitting their jobs? They're simply filling a seat, watching the clock, and giving the bare minimum effort, all while feeling disconnected from their employers. Ouch.

When asked what could improve their workplace experience, 41%¹ of respondents pointed to engagement and culture. They crave the opportunity to learn more, be recognised, have clearer goals, and stronger guidance.

That's why Internal Communications and Employee Engagement teams around the globe are teaming up with their learning and development functions to turn boring, mundane, or tricky topics into game-based learning and training and in our opinion, the future of engagement.

At Avvio, we've been creating game-based learning solutions and training for nearly a decade, and 2023 has been our best year yet. **Our clients are reporting sky-high engagement rates and a happier, more vibrant company culture.**

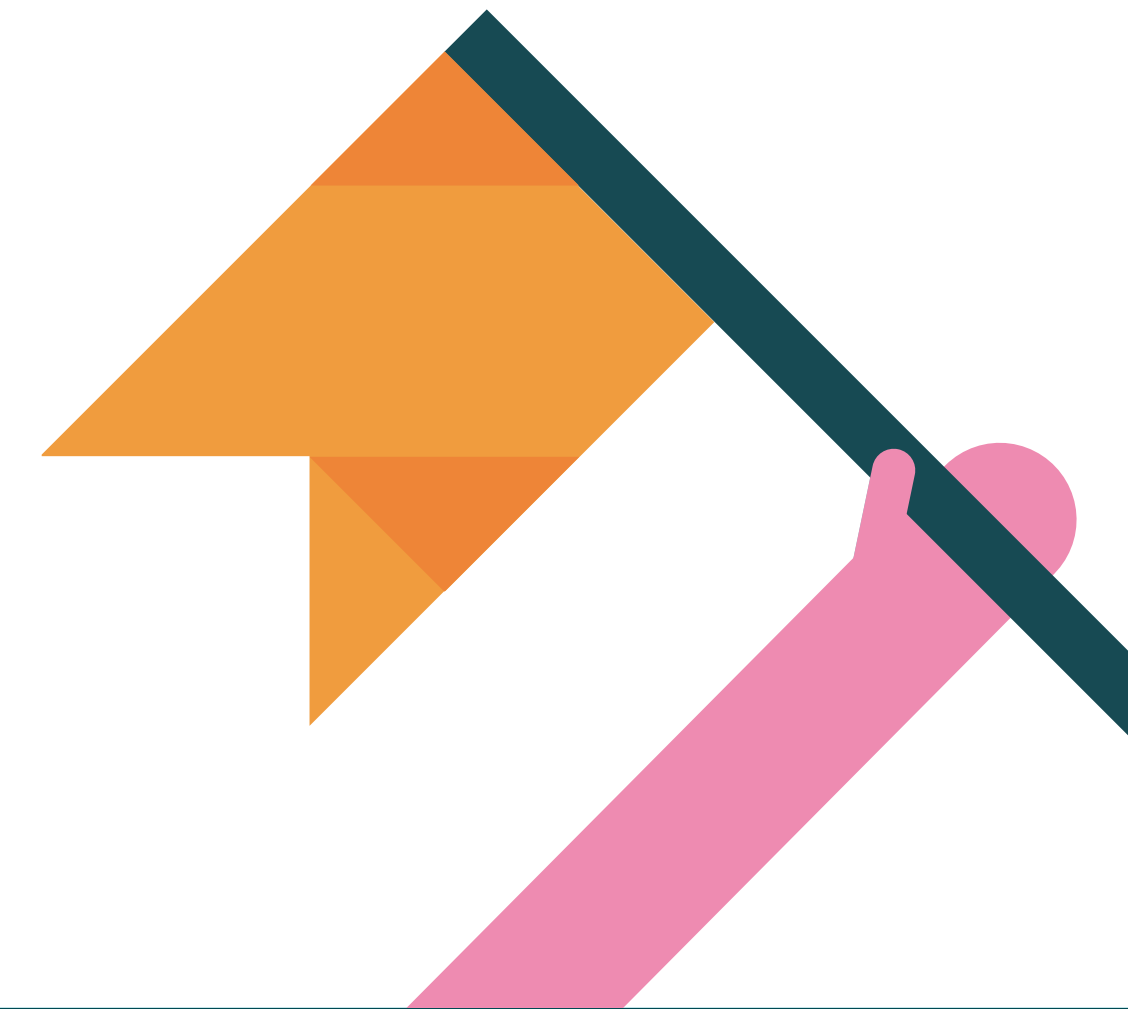
¹ Gallup [State of the Global Workplace 2023 report], ² eLearning Industry, ³ Medium.org, ⁴ Business.com, ⁵ Medium.org



What does the future hold for game-based learning and training in 2024? Here's our top three predictions:

- 1 LEARNING REVOLUTION**
Mobile learning will evolve rapidly, engaging field-based and retail employees in business topics like never before.
- 2 MICROLEARNING MANIA**
Microlearning, where information is served in bite-sized chunks, will soar in popularity. Millennials and Gen Z, the largest workforce group, prefer it.⁵
- 3 LONG-TERM ENGAGEMENT**
Gamification will no longer be a tool for one-off campaign activity, and organisations will lean into game-based learning for their long-term engagement strategies.

3 EMPOWERING MANAGERS AS YOUR MOST POWERFUL COMMS CHANNEL.



Never before has there been so much pressure on managers. They account for 70% of the variance in employee engagement¹, due to the importance they play in creating connections and culture, as well as developing and inspiring teams.

There's also research that highlights managers are employee's most preferred choice of communication channel. Which isn't surprising. Just think, who would you speak to if your company made an announcement about something that affects you? Your manager right?

But there's a bleak outlook on their ability to communicate well. Only 13% of employees strongly agree they communicate effectively with the rest of the organisation¹, 57% of employees report not being given clear directions and 69% of managers are not comfortable communicating with the employees in general².

The impact of poor manager communication has even bleaker consequences. Most notably, 49% of employees say poor communication impacted productivity, nearly 50% said it impacted job satisfaction while 42% said it affected stress levels.³

We can't really blame managers. An average manager has 51% more responsibilities than they can effectively manage.⁴

2024 will be about investing in upskilling managers to be more effective communicators. We think this includes:

1

REVIEWING HOW MANAGERS ARE BEING COMMUNICATED TO

Knowing that they are stretched and time poor, we need to make sure that they are being communicated to in the most effective way and the ask of them is clear.

2

TRAINING MANAGERS TO BECOME BETTER COMMUNICATORS

this includes helping them to learn new skills when communicating to a hybrid workforce.

¹ Gallup.com, ² HR Technologist, ³ Forbes.com, ⁴ Gartner.com



4 NAVIGATING THE FUTURE – BE PREPARED FOR AI.

AI. Two letters that couldn't be avoided in 2023 and are unlikely to disappear in 2024, especially as 72% of decision-makers agree that AI can enable humans to focus on more meaningful work¹.

Whether you see it as a friend or foe, AI provides opportunities to create more effective, personalised and engaging internal communications, improving productivity, enriching employee experiences and therefore enhancing overall business performance.²

We're all talking about it, but how many of us have started using Generative AI to make those tedious daily tasks easier? How much time do you take writing emails, proposals, meeting notes, brainstorming ideas, collecting and analysing employee feedback and data?

As with introducing any new tech that deals with sensitive data, Generative AI comes with its limitations and risks, raising concerns around privacy, consent and the potential for bias. Unsurprisingly, as a result, lots of companies are locking down the use of Generative AI tools for their employees, such as Chat GPT.

However, secure integrated tools are being worked on and introduced into the workplace as we speak, for example Microsoft Copilot. That's why now is not the time to sit back and wait until perfection arrives. Now is the time to learn about these new tools and get ahead of the game, so that you're better prepared to benefit from its developments further down the line.

Where should you start?

1

PLAY WITH AN AI CHATBOT LIKE CHAT GPT, MICROSOFT BING AI OR GOOGLE BARD

Try drafting a proposal from meeting notes (using non confidential notes of course!). Consider setting up a personal account to test it at home (if possible).

2

READ UP ONLINE OR DO AN ONLINE TUTORIAL

Understand what you can achieve and how to write the most effective prompts. Here are some great resources:

- [W3schools ChatGPT-3.5 Tutorial](#)
- [Prompt writing tips by Rockcontent](#)
- [Jeff Su – Master the Perfect ChatGPT Prompt Formula \(in just 8 minutes\)!](#)

3

REACH OUT TO OTHER FUNCTIONS

Speak to HR, Legal and IT to discuss how your company can strategically integrate AI tools and leverage its capabilities.

¹ PWC.com, ² Forbes.com

**Are any of these on your priority list
for 2024, or have you noticed any
other trends for this year?**

Get in touch for a chat, we'd love to hear from you!

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