



The Evolving Work Landscape 2020-21

A Year in Perspective

awfis | Leadership Series

The years 2020 and 2021 saw global workplace transformations.

The pandemic has ushered in significant long-term changes to the way we work and continue to do so. Since the first outbreak in 2020, organisations around the world have reinvented their workplace strategies and have transformed the workplace environment with innovations as well as experimentation. And with the second wave of the pandemic looming over us in 2021, the discussions around safety, the use of digital tools for easy collaboration, employee health and experiences have taken centre stage again. This year too, workplaces have had to adapt rapidly with working from home and remote working becoming the norm and changing the workforce dynamics considerably. This has led organisations to focus on making use of technologies that will support the new remote workforce, increasing engagement among its employees and maintaining productivity- all in an efficient and sustainable manner.

This report intends to put forth a compilation of the insights derived from the series of webinars conducted under Awfis Leadership Series on various pertinent topics revolving around the world of work in 2020 and 2021.

Awfis Leadership Series brought together leading experts across industries for insightful discussions focussed towards unearthing emerging trends, new practices and evolving consumer behaviour that will define the future of work. Since July'2020, Awfis successfully organized 8 invigorating discussions and received extraordinary response from over 4000 professionals spread across industries like Real Estate, BFSI, Travel & Tourism, Electronics, Telecommunications, IT & ITeS etc. We were honoured to have brilliant minds from the CRE industry, and several senior leaders share their valuable insights with us.

CONTENTS

<i>The Transforming Work Landscape in 2020</i>	7-10
<i>Future of Shared Real Estate Economy: U, V or L Shaped Recovery?</i>	11-14
<i>Remote Working: Reshaping the Workplace Framework</i>	15-18
<i>CRE Strategy in the New Normal: Navigating the Path to Recovery</i>	19-22
<i>Technology & Design Innovations: Creating the Workplace of Future</i>	23-28
<i>India Inc's Return to the Workplace: Strategies for the New Office</i>	29-32
<i>Embracing the New Normal: Strategies for Distributed Workforce</i>	33-36
<i>Occupiers Evolution: Shifting Workplace Preferences in 2021</i>	37-40
<i>Workplace 2021</i>	41-42

THOUGHT LEADERS



Mr. Ramesh Nair, CEO & Country Head, JLL India



Mr. Sanjeev Tullicherry, Head of Workplace for US based Fortune 500 company



Mr. Arvindh Prakash Ayyaswamy,
Senior Real Estate Portfolio Manager, Microsoft India



Mr. Roshan Gowda, Lead India – Corporate Real Estate, Accenture



Mr. Shaishav Dharia, CEO – Townships and Rental Assets, Lodha Group



Mr. Anuj Puri, Chairman, ANAROCK Property Consultants Private Limited



Mr. Vinod Rajan, VP & Head Corporate Real Estate & Workplace Services



Ms. Suma PN, Human Resource Director, Otis India

THOUGHT LEADERS



Mr. Abhay Pandey, General Partner, A91 Partners



Mr. Rajesh Jaggi, Managing Partner, Real Estate, Everstone Group



Dr. Nikhil Sikri, Co-founder & CEO, Zolo



Mr. Juggy Marwaha, CEO, Prestige Office Ventures



Mr. Nikhil Kamath, Co-Founder and CIO, Zerodha & True Beacon



Mr. Anshul Jain,
Managing Director, India & South East Asia, Cushman & Wakefield



Mr. Anurag Mathur, CEO, Savills India



Ms. Anupama Sharma, Managing Director, Gensler India



Mr. Dinesh Malkani, Founder & CEO, Smarten Spaces

THOUGHT LEADERS

Mr. Lalit Ahuja, Founder & CEO, ANSR



Mr. Ram Chandnani, Managing Director Advisory & Transaction Services India, CBRE



Mr. Vikas Chawla, India Operations Director Employee & Workplace Solutions, Adobe



Mr. Ajay Randhawa, Senior Vice President & Group Head - FM, CRE & Security, Sterlite Power



Niraj Basotia, Group COO, Usha Martin Technologies



Shamsher Sindhu, Vice President & Head RES, APAC, Mastercard



Viral Desai, National Director Office Transactions, Knight Frank India



THOUGHT LEADERS



Mr. Amit Ramani, Founder & CEO, Awfis



Ms. Jagvinder Mann, Senior Portfolio Manager, Microsoft India



Navaneet Mishra, Senior Vice President & General Manager, Hexagon Capability Center India



Nachiket Anavekar, Global Head - Facilities, Real Estate & Admin, Tata Technologies



Manisha Prasad, Head - Human Resources, CRIF



Sumitabh Bhatnagar, Head - Corporate HR, VFS Global



Balvinder Singh Arora, Vice President - Administration, Paytm



Mr. Sumit Lakhani, Chief Marketing Officer, Awfis

THOUGHT LEADERS



Sameer Saxena, India Real Estate, FM, HSE & Travel Leader,
Marsh & McLennan Companies



Narayanan Duraiswami, Senior Vice President IT & Operations, Xoriant



Abhishek Bhate, MD & CEO, Wurth IT India



Saurabh Sehgal, Head Administration & Facilities, Navi Finserv



Guruprakash Sastry, Regional Head - Infrastructure/Green Initiatives, Infosys



Praveen Vasudeva, Country Head, India - Global Real Estate & Facilities, SAP

The Transforming Work Landscape in 2020

2020 was the year of survival. Businesses strived hard to continue being relevant, profitable, and sustainable. While the entire business ecosystem and its mechanism is changing due to Covid – 19, organisations are unlearning the traditional ways of doing business and learning the new ways to function in this evolving landscape.

KEY HIGHLIGHTS:

Going ahead, the need for sustainable green projects and newer building designs will be on increase.

01

02

Even once the situation normalizes, 5-25% of workforce will continue to work from home.

In the long run, a mandate for all businesses will be to build on work from home capabilities.

03

04

Companies should focus on touch free technologies at workspaces for the health and safety of the occupants.

Offices will continue to be important centres for collaboration/interaction with colleagues.

05

06

There is a need to create work near home models for residential hubs especially in business districts.

EXPERT INSIGHTS



Mr. Ramesh Nair,
CEO & Country Head, JLL India

"In the current scenario we are witnessing many new trends, with 'flexibility in rental lease' being one of the key upcoming trends. Talking about the new trends and how the future workspaces will evolve, we also expect to see changes in office designs with focus on safety, health and wellness."



Mr. Sanjeev Tullicherry,
Head of Workplace for US based Fortune 500 company

"Even in the post Covid world, while there will be a certain percentage of workforce that will continue to work from home, there will always be a need for office spaces, as they provide an avenue for people to come together and collaborate. Also going forward wellness will play a crucial role in driving the changes."



Mr. Roshan Gowda,
Lead India - Corporate Real Estate,
Accenture

"The future is tech - enabled workspaces. As the workforce returns to their workspaces, a lot of emphasis will be given to enabling touchless technology in the office spaces along with an increased impetus on the health and safety of employees and their customers. Technology will lead the charge for an aspirational Workplace experience and at harnessing Data analytics."



Mr. Arvindh Prakash Ayyaswamy,
Senior Real Estate Portfolio Manager, Microsoft India

"While we have enabled a complete work from home for our employees, we being a product company need proximity of people to their teams. However, as the future is still unknown, we foresee reluctance in employees to come back to work. For this we are developing returning back to work programs including Change Management that would help employees make a smooth transition."

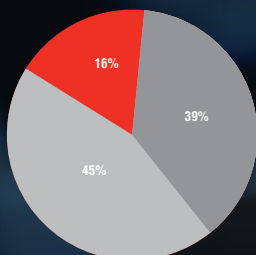


Mr. Shaishav Dharja, CEO - Townships and Rental Assets, Lodha Group

"While the world adapts to the new behavior, we aim at devising solutions for the coming times based on the changing trends. Business continuity will be crucial, and corporates would like to function seamlessly with the presence of its workforce. Employees on the other hand have observed the increase in productivity with the 'work from home' model but miss social engagement and integrated working that is only feasible in an office environment. In such a situation, a hybrid model of 'walk from home' or 'work near home' can offer the perfect solution. Soon corporates will opt for decentralized office model and encourage live-learn-work-play in a closed gated community which will further ensure employee safety and well-being."

AUDIENCE INSIGHTS

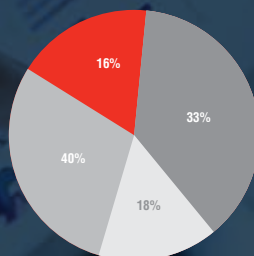
01 In a post Covid 19 era, what kind of permanent changes are you expecting your organizations to make?



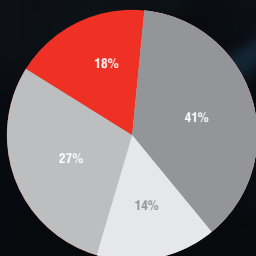
- Long term Work From Home Program
- Adoption of Flexible workspace environments (coworking)
- Not expecting any permanent changes

02 What are the permanent changes you expect in your office space?

- Higher space allocation per person
- Shift back from open environment to cubicle style offices
- Higher Tech & IoT interventions
- Not expecting any permanent changes



03 What's been the biggest benefit of working from home?



- Time & Cost Savings
- Higher Productivity
- Flexibility
- Work Life Balance

Future of Shared Real Estate Economy: U, V or L Shaped Recovery?

The advent of the shared economy model disrupted the way people commuted, travelled, worked & lived. It enabled a self-sufficient ecosystem pulling in consumers and investors alike. How can an economy built on shared resources survive in the times of Corona? Is the gig economy model still relevant & sustainable or does the new world order signal the return of older, traditional norms? How did this impact investor sentiment in 2020 and beyond?

KEY HIGHLIGHTS:

One can expect a sharp 80-90% improvement in the shared RE sector in the coming months. The rest 10-20% recovery will take more time.

01

To restart and reboot the economy, it has to be a joint effort between the government and the entrepreneurs.

02

Many Indian states are aggressively reaching out to manufacturers across Asia to draw investments in their states.

03

At the back of the pandemic, customer sentiments are changing with an increased focus on safety and well-being.

04

Evolution of RE plyers from just being space providers to solution providers will play a vital role in ensuring long term sustainability of businesses. India is one of the most attractive destinations for investment & will attract surplus capital from around the world in the next 6-12 months.

05

EXPERT INSIGHTS



Mr. Abhay Pandey,
General Partner, A91 Partners

"There is a considerable divergence between businesses providing products vs services. Companies need to evolve to become more effective solution providers. Under the current circumstances, it is essential to recognise critical pain points and customer requirements to devise an intelligent solution to make their lives easier. Companies that can successfully execute the same will be able to sustain in the long run."



Mr. Rajesh Jaggi,
Managing Partner, Real Estate, Everstone Group

"In trying times like this, the business mantra 'Cash is King' holds true more than ever. Businesses need to realize the importance of being debt-free. Unfortunately, in India, most businesses grow on debt. Companies now need to sharpen their focus on being debt-free and maintain sufficient liquidity."



Mr. Anuj Puri, Chairman,
ANAROCK Property Consultants
Private Limited

"There is enough liquidity available in the market; however, investors are cautious in the current scenario. They prefer to back businesses that are solution providers, well-governed, financially disciplined, and offer complete transparency."

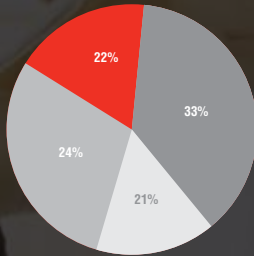


Dr. Nikhil Sikri,
Co-founder & CEO, Zolo

"One of the most significant behavioural changes we have noticed in our customers is the sensitivity towards their living environment. In the past, affordability was the key deciding factor; however, now customers are more inclined to invest in hygienic and safe living quarters. Additionally, we have seen customers opening up to the idea of integrated living, a space that offers both accommodation and coworking facilities."

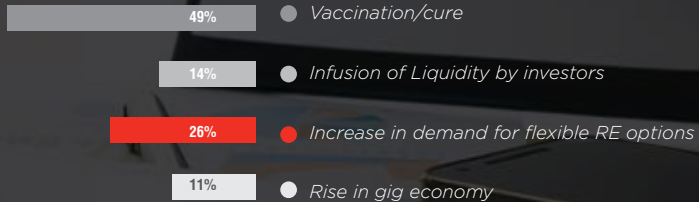
AUDIENCE INSIGHTS

01 What do you think will be the path to recovery for shared real estate economy – Coworking & Coliving?

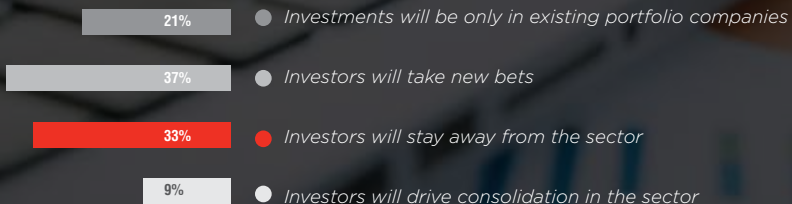


- U shaped (economy bounces back, but damage at the bottom lingers)
- L shaped (economy recovers to a certain degree from a steep drop)
- V shaped (economy bounces back quickly to its baseline)
- Swoosh (steep drop and a gradual recovery)

02 Which factors will impact the shared RE recovery in coming months?



03 What will be the investors' bet on shared real estate sector in short term?



Remote Working: Reshaping the Workplace Framework

'Remote Working' – 2 words that have led to a paradigm shift in the way we work, collaborate, and connect. An already existing workstyle that gained prominence and quick adoption due to a pandemic that made working in physical offices in close proximity of each other, unsafe. Remote Working shifted from being an option to an absolute necessity almost overnight. Companies already exposed to remote working were slightly better equipped to deal with the challenges, however, most organizations were unprepared to provide infrastructural or technological support to their teams.

KEY HIGHLIGHTS:

01 Social connection, collaboration & culture building is necessary for the growth of any organization.

02

Work from home is an excellent alternative for individuals, while larger organizations/ teams require social connection to innovation.

03 The necessity to have a central office structure may not be relevant in the near future.

04

Companies will survive this pandemic only if they have a highly motivated and professionally managed workforce.

05 Organizations need to provide clarity to their employees on the short term way forward to help them maintain a better work-life balance.

06

A significant correction in land prices will allow for developers to build better and more efficient offices to make the entire office experience better.

EXPERT INSIGHTS



Mr. Nikhil Kamath,
Co-Founder and CIO, Zerodha & True Beacon

The pandemic has been a blessing in disguise for us. Even before the pandemic, 95% of our workforce was working from home. The current situation has helped us realize that we do not require a large office space to ensure productivity for our employees.



Mr. Juggy Marwaha,
CEO, Prestige Office Ventures

"There is a considerable divergence between businesses providing products vs services. Companies need to evolve to become more effective solution providers. Under the current circumstances, it is essential to recognise critical pain points and customer requirements to devise an intelligent solution to make their lives easier. Companies that can successfully execute the same will be able to sustain in the long run. "



Ms. Suma PN,
Human Resource Director, Otis India

"We have always been a safety-oriented company. Even during the pandemic, we ensured that we provide a safe environment for all our employees. At our factories in Bangalore apart from the government directives of sanitization, social distancing, etc. we had in place our own stringent norms to ensure the safety and wellness of employees. Apart from this, as a support system for our employees and their families, we also revived our Mental Health policies and provided access to reach out to trained professionals to talk about their issues and problems. "

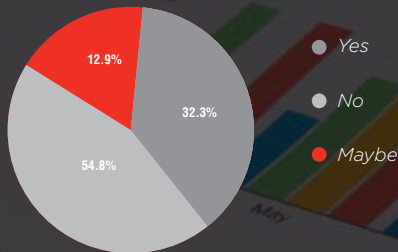


Mr. Anshul Jain,
Managing Director, India & South East Asia,
Cushman & Wakefield

"The shape of the offices coming out of the pandemic will be very different from going in - hub and spoke models, new office designs to promote greater collaboration and touch down points, and a change in density norms would be a few of the big changes expected. Fitted out spaces from developers and from coworking operators are likely to be in better demand as CAPEX will be scarce with companies in the short run. Coworking operators with deep pockets to fund such CAPEX will prosper while others will struggle which will result in the consolidation of the coworking players in India."

AUDIENCE INSIGHTS

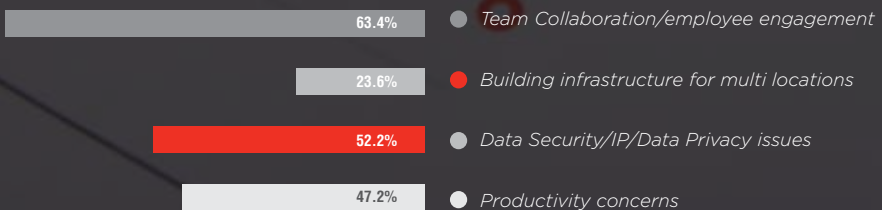
01 Is Indian office workforce ready to transition to remote working permanently?



02 Going forward, which workspace model will companies follow?*



03 What are the key concerns for Corporate Occupiers while implementing Remote Working?*



CRE Strategy in the New Normal: Navigating the Path to Recovery

With several months into the pandemic, India is grappling with the economic & social impact on the lives of millions of Indians. Driven by the multiple lockdowns and continuous rise in the number of Covid positive cases, the economic fallout for the country has been massive and unprecedented. India must now rise from this disaster. While, most organizations are facing massive challenges in regaining economic momentum, Indian Commercial Real Estate is adopting innovative strategies and new business models to navigate the current storms and leading the way to a sharp economic recovery.

KEY HIGHLIGHTS:

In the new normal it is paramount for RE stakeholders in making their portfolios resilient to any future uncertainties.

01

02

Workspaces will always be a place for people to collaborate & understand the company values and culture.

Digitalization and innovation will lead to stronger and more agile systems.

03

04

Majority of organization going forward will look at remote working strategies between 15-30% depending on their needs.

The per capita consumption of real estate has seen a marked increment from 15 to 25%.

05

06

Data security, information security and government regulations are key concern areas.

REITs are representative of progressive corporatization of an industry originally known for its lack of transparency.

07

EXPERT INSIGHTS



Mr. Lalit Ahuja, Founder & CEO, ANSR

"As the situation progresses, CRE stakeholders cannot follow a one size fits all kind of approach. Work environment will mean different things for different organizations. Workspaces will not be just work desk and chair anymore and they would become more purpose driven."



Mr. Vinod Rajan,
VP & Head Corporate Real Estate
& Workplace Services

"Companies having witnessed the success of having their workforce working remotely, either working from home or working at workspaces near their home, they are now considering working with individuals on contractual basis. While this would increase the number of individuals, it would decrease the actual bench strength."



Mr. Ram Chandnani,
Managing Director Advisory & Transaction Services India, CBRE

"REITs will continue to play an important role in the system. With institutional capital coming into the commercial real estate sector, it gave the opportunity for creating income generating assets. This system has worked out for all stakeholders and brought in transparency to the business."



Mr. Vikas Chawla,
India Operations Director Employee & Workplace Solutions, Adobe

"In the future while the real estate sector will be impacted in the medium to short term, we will witness an increase in the demand for flexible workspaces. Flex workspaces will become a viable option to bring in cost optimizations, flexibility as well as convenience at both organization and employee level. After months of WFH, professionals now would require conducive workspaces where they can collaborate and work productively while ensuring their safety and well-being at the same time."

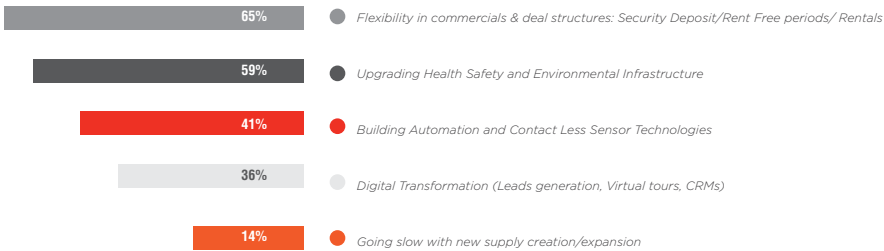


Mr. Ajay Randhawa,
Senior Vice President & Group Head - FM,
CRE & Security, Sterlite Power

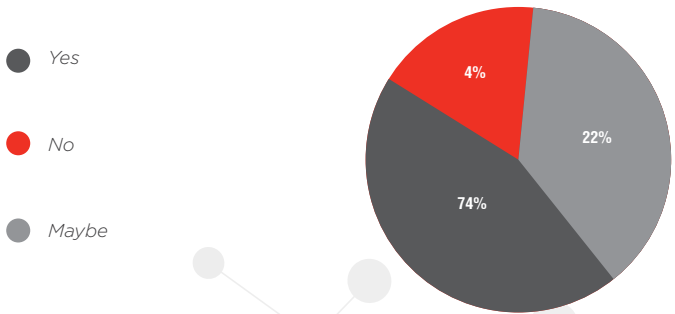
"As a company we have established an extremely dynamic CRE portfolio considering our diverse footprint. As a result, we have seen very minimal impact of the pandemic on our operational processes and projects delivery. As an agile company, we formulated short term, mid-term and long term goals that helped us maintain our business continuity."

AUDIENCE INSIGHTS

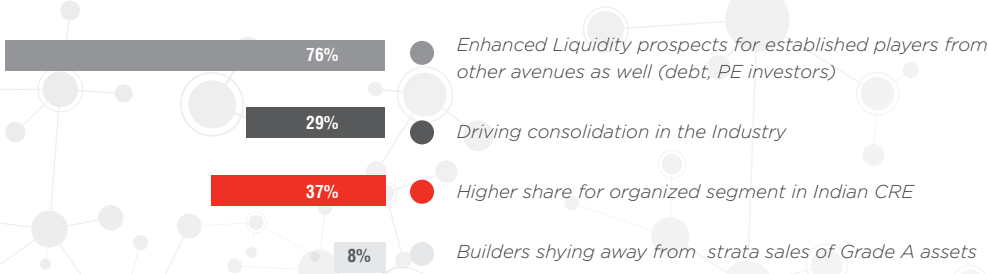
01 Which are the most effective strategies being adopted by CRE stakeholders (Space Providers, Developers/Space owners, Co-working Operators)?*



02 Going forward, will flex workspaces become an integral part of corporate real estate strategy?



03 What has been the impact of successful REIT listings on Indian CRE ecosystem?*



*The respondents could select multiple options.

Technology & Design Innovations: Creating The Workplace Of Future

The CRE industry globally is at the cusp of a design & technology driven revolution. In the face of current challenges, a design and technology augmentation seem to be an apt solution to stay relevant, sustainable, agile and in sync with the demands of the new reality. The accelerated change driven by design & tech innovations will ultimately create the workplace of future which will be resilient, flexible, collaborative, intuitive and seamless.

KEY HIGHLIGHTS:

Technology will build confidence amongst employees to return to work during the pandemic apart from the social distancing norms and hygiene protocols by companies.

01

02

Workplace consciousness will propel workplace design and technology to become more purposeful and strategic.

Office tech will have to provide next level of convenience and collaboration that may not be easily possible at home.

03

04

Workplaces will now serve as a place to mentor, co-create, engage and act as a tool to attract talent and fuel productivity.

Organizations are massively investing in technology at the backend and frontend to help employee mobility and productivity.

05

06

Flexibility, agility and a hybrid work culture will need to be embraced into the way we work as companies will need to look at decentralized model of working.

Corporations will reconfigure working styles to increase efficiency and attract talent pools.

07

EXPERT INSIGHTS



Mr. Amit Ramani, Founder & CEO, Awfis

"We are seeing a transformation in the entire concept of a workspace. Until recently, the idea of work was tied to the physical office however organizations and the workforce have now realized that work can be done from anywhere. The location, location, location paradigm has now changed to location, choice, and time. With this space constantly evolving, the future vision for workspaces in a post COVID reality is steadily taking shape. It is important to liberate/progress from the old paradigm and create environments that are high-tech experientially driven spaces requiring low contact that will become the new centre stage for the modern workforce."



Mr. Sumit Lakhani, Chief Marketing Officer, Awfis

"We are in the midst of a workspace renaissance right now. The office paradigm was undergoing a slow, yet steady transformation for years primarily driven by the convergence of design & technology. But, in the past few months, we have collectively pushed the right buttons to accelerate the progress exponentially. We are right now sitting at the cusp of economic, demographic, and cultural revolution driven by smart design & technology disruptions."



Mr. Dinesh Malkani, Founder & CEO, Smarten Spaces

"In the hybrid model of working, the experience of the employee is really important, and technology helps facilitate a smooth experience by providing handy information like which day to go to work or where to sit for that matter. We will only be able to deliver the true experience of hybrid working by leveraging the power of AI and IoT."

EXPERT INSIGHTS



Ms. Anupama Sharma, Managing Director, Gensler India

"The need of the hour is to make resilient real estate decisions. There is tremendous potential and need for repurposing workspaces especially in India given the high density of our workforce. Companies need to relook at their real estate portfolio and assess how to transform and optimize them for higher efficiencies within existing space paradigms. With flex spaces and remote working on the rise, now is the time to determine the need for office space in its current avatar."



Mr. Anurag Mathur, CEO, Savills India

"Working from home and working from large offices are at two ends of the spectrum. Companies are realizing that both are not going to be sustainable in the long run and therefore the need to find middle ground. The solution may possibly lie in smaller/distributed offices that are closer to where people live. Employees will find this beneficial as they undertake shorter and safer commute to a conveniently located satellite office, whereas employers benefit from collaboration, better productivity and information privacy."

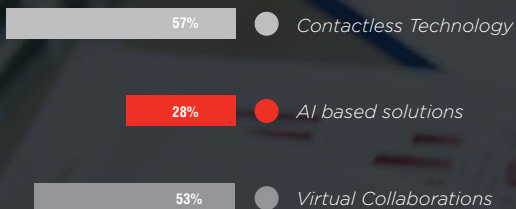


Ms. Jagvinder Mann, Senior Portfolio Manager, Microsoft India

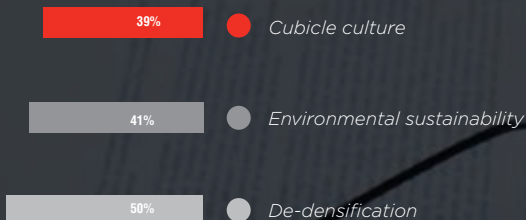
"Employees will definitely come back to office as they are social beings. The sole responsibility will be on the companies to ensure a safe haven for them. Health and wellness have become paramount for companies, and they are leveraging technology to ensure the wellbeing of their employees. Employees will expect a contactless experience right from the time they leave their homes to the moment they enter the office and vice versa. Innovations and creativity through the use of tech will be requisite to provide this end to end seamless experience."

AUDIENCE INSIGHTS

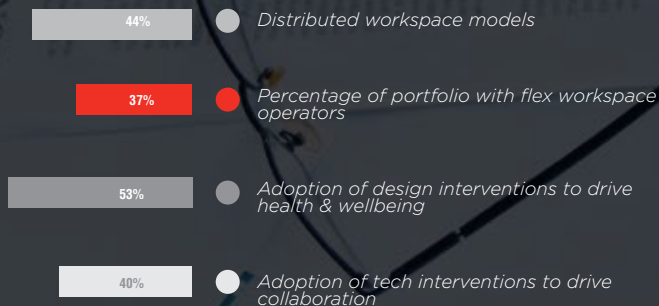
01 Which tech innovation will see maximum adoption post Covid?*



02 What is the major design transformation trend that will get adopted post Covid?*



03 How does the workplace of future for large occupiers look like?*



*The respondents could select multiple options.

India Inc's Return to the Workplace: Strategies for the New Office

2020 set definitive trends in a lot of ways, with the paradigm shift in work styles leading the conversation. Remote working while often mentioned was never as widely experienced and accepted. 2021 has ushered in the new normal with a significant percentage of Corporate India heading back to office. The workplace return strategy is built on the pillars of flexibility, convenience, and an uncompromising focus on employee safety & well-being. From distributed workforce to hybrid work models, India Inc plans to move ahead with their best foot forward

KEY HIGHLIGHTS:

A flexible real estate portfolio with light capex and short term leases will help companies to adopt to any model of working with limited constraints.

01

02

One size does not fit all as the adoption of the different working models depend on the nature of work, remote working capabilities, remote worker persona and other organizational and employee centric factors.

The future of work will be about 'anywhere, anytime' as office spaces will act as a central hub for collaboration, innovation and organizational culture.

03

04

Work has moved from a workplace centric world to a work centric world. Organizations are now looking at converging work, workforce and workplace.

Organizations will need to work together closely with their policies, technology and employees to come up with the best hybrid model environment.

05

06

Perception and empathy are important from an organization's perspective to make employees feel comfortable and secure in facilitating return to work.

With the right support from companies, employees can champion a healthy work-life balance with the hybrid model of working.

07

EXPERT INSIGHTS



Sameer Saxena,
India Real Estate, FM, HSE & Travel
Leader, Marsh & McLennan Companies

"The hybrid model of working answers all aspects, whether it is related to Employees, Employer or the Environment. It is an Effective and Efficient way for companies to adopt the future of working. An amalgamation of all these facets has demonstrated that the hybrid model of working is here to stay."

Niraj Basotia, Group COO, Usha Martin Technologies

"The evolution and preparedness of companies in terms of infrastructure and cyber security will determine how fast they are able to adapt to a hybrid culture and make it successful for their employees. Additionally, employee discipline and management's trust in the employee will go hand in hand in defining how the hybrid model of working will take shape."

Viral Desai,
National Director Office Transactions, Knight Frank India

"The three key pillars that basis which organizations were able to curate a seamless employee experience in a pre-pandemic world were - organizational culture, technology and physical space. While these three pillars remain will remain essential, it is imperative to note which of these pillars will be more important in the current scenario. Additionally, the assurance of safety and comfort from employers will be instrumental in helping employees return to work faster."

Shamsher Sindhu,
Vice President & Head RES,
APAC, Mastercard

"The new office will become the meeting point driven by quality. Today, organizations are evaluating and experimenting until a new model for real estate evolves. Focus of organisations is on maintaining and enhancing social capital and culture."

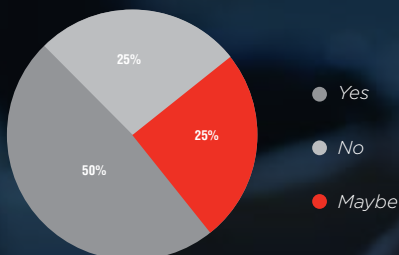
Praveen Vasudeva, Country Head, India - Global Real Estate & Facilities, SAP

"The pandemic just changed certain dynamics of the physical workplace and has hastened the realization that work is not somewhere you go, but something you do. It's not a change, but a fundamental shift."

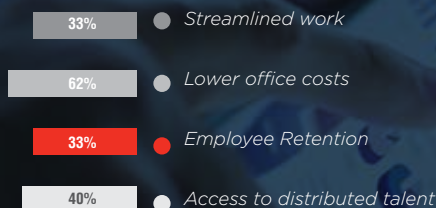
"While new ways of working will need to be adapted, technology will continue to be a dominant solution that will enhance the performance and productivity for both workers and the workplace. The reason for return to the physical workplace are no longer driven by performance but for collaboration, social and human connections. It's about creating a modern, inclusive and flexible work environment that is built on collaboration & trust."

AUDIENCE INSIGHTS

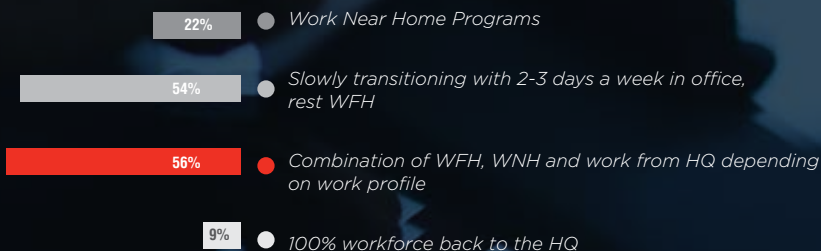
01 *Is Hybrid work model a sustainable long-term solution for India Inc.?*



02 *What are the advantages of Hybrid work model for organizations? **



03 *What are the reopening strategies being adopted by organizations in India? **



Embracing the New Normal: Strategies for Distributed Workforce

2021 has brought with it a more definitive understanding of the new ways in which organizations and the workforce will thrive in near to long term future. Distributed workforce model has emerged as the best middle ground between Work from Home and Work from HQ. And while many businesses had created new processes and procedures to adapt to a remote workforce last year, distributed workforce is now a new proposition that companies need to readjust to in order to productively work apart together.

KEY HIGHLIGHTS:

While work from home has equipped employees with high level of productivity, it has also bought feeling of isolation, blurring of lines between work life balance and lack of collaboration..

01

HR policies have to be constantly evolving or situational in nature to provide the right solutions to businesses. Long term or rigid policies have not always proven to be successful.

02

Organizations must enable employees with the right work setup to ensure optimum productivity and seamless communications between teams for a sustainable work environment.

03

Trust plays a critical role in a remote working scenario where managers should ensure that team members feel engaged, well connected and focused but not extensively scrutinized.

04

Organizations will have to define few processes to manage performance, communication and engagement in a remote working scenario.

05

Collaboration will emerge as an important factor in performance management. Individual goals will have to be met alongside team building and knowledge sharing amongst teams.

06

EXPERT INSIGHTS



Navaneet Mishra, Senior Vice President & General Manager, Hexagon Capability Center India

"In the new normal, Organizations that provide their employees with the option to choose a suitable model will emerge as winners.

Given the scenario we are in today, employees are not willing to commute to far off distances unless absolutely necessary. Therefore, a middle ground which provides convenience, productivity and the right working environment will be the best suited option going forward."



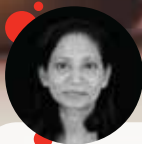
Nachiket Anavekar,
Global Head - Facilities, Real Estate &
Admin, Tata Technologies

"In these uncertain times, there are definitive actions that can improve resilience and strengthen business momentum. A framework that outlines the path forward by giving clarity amidst these uncertainties can make the difference between organizations that will thrive and those that will not. Prioritizing safety, engagement with employees, empowering workforce and building trust in a hybrid model will ensure an organization's success."



Balvinder Singh Arora, Vice President - Administration, Paytm

"The idea of distributed workplace has been prevailing for long time now and companies had earlier experimented with it on very few occasions. However, with the advent of the pandemic, companies re-adopted this model for business continuity and are providing all the support to their employees in terms of furniture, internet etc. The adoption of this model allowed enterprises to ensure not just ease of doing business, but also employee engagement amidst the remote working scenario. The benefits associated with this model has been tremendous and companies will strive to continue in similar manner in the future."



Manisha Prasad, Head - Human Resources, CRIF

"At CRIF, we are always evolving with time in term of our people practices. The pandemic has allowed us to be more sensitive to our surrounding and adapt to a sustainable workforce module. With focused investments in teams and technology, we have witnessed increased productivity with time. As we are still facing uncertainty, it is essential to ensure that we are protecting our people and being future ready by building a culture pivoted on trust. The leaders truly have a key role to play in motivating and enabling people to be their best. As some performance stereotypes will change, a key driver for overall progress will be optimising performance at the back of knowledge sharing."

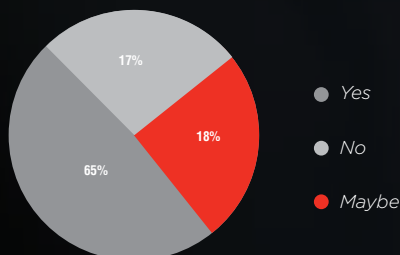


Sumitabh Bhatnagar,
Head - Corporate HR, VFS Global

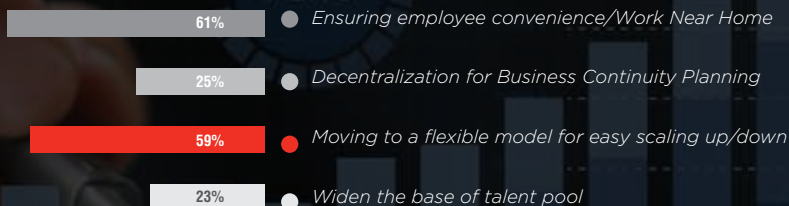
"A distributed workforce will continue to be a reality across industries for the foreseeable future. This model has already proven positive results by giving professionals the opportunity to optimize work-life balance, control their budget better without the usual expenses of travel, fuel, and rents that one would otherwise pay to live closer to work. For organizations, a distributed working model enables the diversification of the workforce, allowing them to hire people without location and infrastructure as a parameter, thereby widening their talent pool."

AUDIENCE INSIGHTS

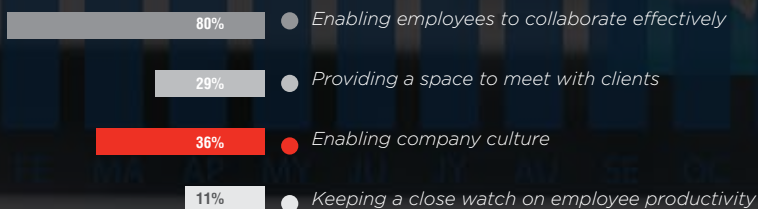
01 *Is distributed workforce a sustainable solution in the long-term?*



02 *What are the primary reasons for companies transition to distributed workspaces?**



03 *Which of the following are important for the purpose of physical offices in the future? **



Occupiers Evolution: Shifting Workplace Preferences in 2021

Since April last year, companies globally have been able to sustain operations and maintain growth due to adaptable & agile workforce. The workforce has quickly shifted gears as necessitated by the evolving situations and demonstrated flexibility and resiliency throughout the multiple phases of WFH, back to office and hybrid models in the past 1 year. This distributed, fluid workforce has altered the purpose of office from being a place where work gets done to an employee-centric place where teams collaborate to drive transformations.

KEY HIGHLIGHTS:

Organisations must evolve their workplace strategies in accordance and ensure a healthy space for employees to work in.

01

02

Partnerships with flexible workspace operators not only benefits organisations with operational cost advantages but also makes geographic reach for new talent easier.

Workforce is the crucial part of the organisation and as such as leaders must constantly adapt to meet the ever-evolving needs of employees as they are the future.

03

04

Remote working and work from home are more likely to become widely accepted due to its success in the past one year. However, companies need to keep in mind that they need to assess the pros and cons and accordingly decide based on what is best for the organisation.

Going ahead, organisations need to create workplaces that employees want to come back to.

05

06

Flexible workplaces are more likely to become the norm as it allows employees to work from their preferred locations, reduce commute time and offer them greater freedom and convenience.

EXPERT INSIGHTS



Narayanan Duraiswami,
Senior Vice President IT & Operations, Xoriant

"Partnerships with flexible workspace operators might be the way to go in the future - considering the employee behaviour and industry response to the current situation. In Tier 2 cities with growth potential, instead of conventional office spaces, organizations are starting small by investing in flexible office spaces and expanding them as the business grows."



Abhishek Bhate, MD & CEO, Wurth IT India

"The winning formula going ahead will be how organisations design and adopt a work from home or a hybrid model accordingly, to enable its people to feel safe and secure and inspire them to come back to offices when they are needed. The desire to come and work in offices should be inherent and both work from home and work from anywhere concepts need to be accepted. Tolerance towards the people who are working around the clock, empowering employees, and having systematic control - these are the 3 things that will define the new corporate culture."



Saurabh Sehgal,
Head Administration & Facilities,
Navi Finserv

"Organisations need to strike a balance between optimising costs and meeting the expectations of internal customers. As far as infrastructure and improving productivity is concerned, the buzzword now is frugality- it is a frugal workplace environment. There is a need to be economical as well as a need to provide good quality and sustainable work environments which will be helpful in reducing costs, improving productivity, and enhancing the customer experience."

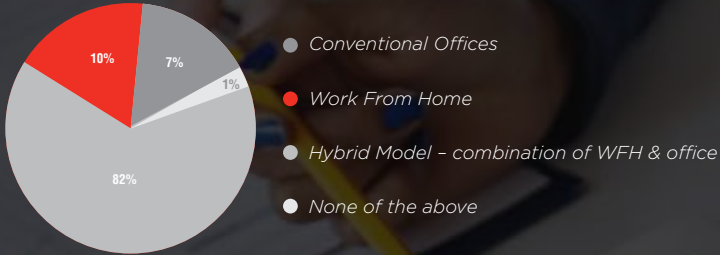


Guruprakash Sastry,
Regional Head - Infrastructure/Green Initiatives,
Infosys

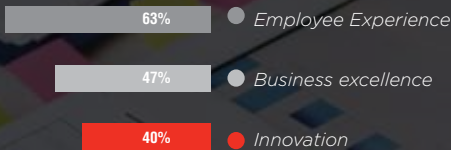
"The need of the hour is to take care of employee health and to address the touchpoints of what the employee is going through when they enter offices or facilities. This crisis has given an opportunity for organisations to do things differently, whether its infrastructure development or operations. Initiatives like automation and taking up projects that would otherwise require a shutdown can now be implemented. Putting in controls and automation for remote operations will enable better employee comfort and experience."

AUDIENCE INSIGHTS

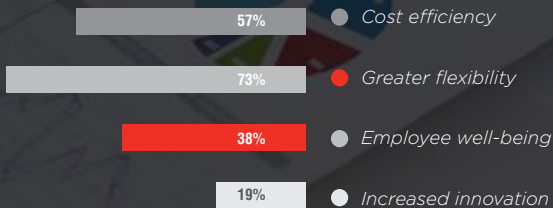
01 Which workplace models are ensuring an employee-centric workplace?



02 The shift towards a more flexible workplace will be centred around which key outcome?*



03 Key advantages of partnering with a flexible workspace operator for companies are:*





WORK PLACE 2021

The year 2021 will be the year of innovations as organisations across the world identify new trends and ways to connect with their employees for an effective future of their workforce, amidst the second wave of the pandemic.

THE PARADIGM SHIFT IN WORKSPACE DISTRIBUTION



Conventional Office (100%)



Head Office (50%-60%)



Satellite Offices (30%-40%)



Work from Home (5%-10%)

Awfis Portfolio



Awfis Enterprise



Awfis Coworking

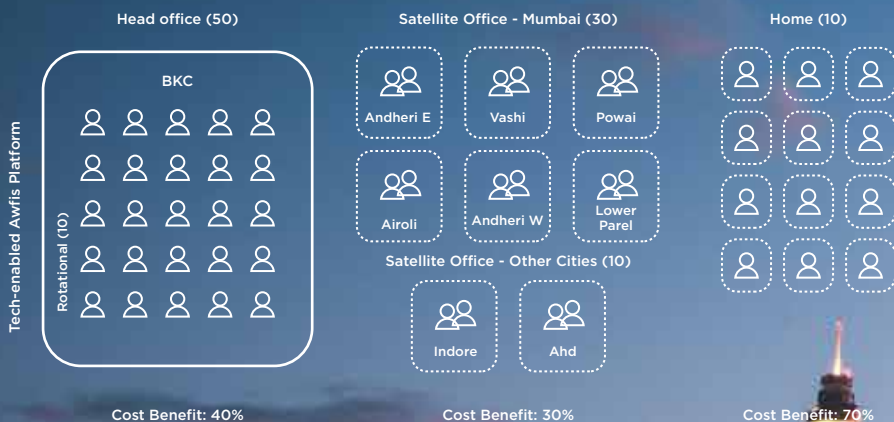


Distributed Work Centres



Awfis@home Remote Working

EVOLVING WORK STYLES, AWFIS WORKPLACE TRANSFORMATION



Awfis Real Estate Savings Calculator

The Proprietary Awfis Savings Calculator demonstrates exactly how much your organisation can potentially save!



<https://www.awfis.com/savings/calculator>



awfis

12 CITIES | 75 CENTRES | 40,000+ SEATS

**DELHI | NOIDA | GURUGRAM | MUMBAI | PUNE | BENGALURU
HYDERABAD | KOLKATA | CHANDIGARH | CHENNAI | AHMEDABAD | INDORE**