

Understanding Your Workforce

HP HELPS YOU PLAN FOR THE EVOLVING NEEDS OF HYBRID WORK

To implement a future hybrid work strategy successfully, it is essential not only to plan for technology and spaces but also to consider people, including the diverse workstyles and behaviors within your company. This approach ensures that investments are made to provide value and an equitable experience in a hybrid work environment. HP has conducted extensive global research to understand how people work in order to assist customers in navigating the complexities of this expanded work landscape.



OUR WORKSTYLE SEGMENTATION RESEARCH INCLUDES:

10 YEARS OF RESEARCH

8,000+ SURVEY RESPONSES

8 MARKETS REPRESENTED

US, UK, INDIA, BRASIL, FRANCE, CHINA, JAPAN, and GERMANY

*WHAT WE LEARNED:

"One size fits all" policies around technology deployment do not work.

Workstyle trends emerged within the data and we **personified** them.

Our 9 **Personas** represent 100% of workstyles in a typical enterprise environment. These Personas provide a scalable, data-led technology provisioning framework without sacrificing personalization.

If users are comfortable with their devices, and if their devices fit their workstyles, workers will be more productive and happier, improving user adoption of devices.



WHAT CAN WE DO WITH THIS KNOWLEDGE?



Describe employee preferences, behaviors, and equipment needs.



Provide actionable information for distributed work planning.



Reveal how your employee personas use workspaces.



Enable you to optimize collaboration by matching technology to workstyles.



Match HP solutions to fit your specific workstyles.

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*SOURCE: HP commissioned study by Factworks in May 2023 among 8,000 workers of companies with >50 employees in UK, Brazil, Germany, France, Japan, India and China.