

neat.

# People First

**The Strategy for Business Success with a Distributed Team.** How the new way of working impacts people's well-being, productivity and motivation going forward.

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# Introduction

A growing body of data and independent research not only tell us that blended work is here to stay but that it's what the majority of employees globally now demand. We want work-life balance and the choice to move between home and office locations, based upon business needs and our workload. This is a new way of working, and it's here to stay.

**56%** of the US workforce holds a job that is **compatible with remote work**

(globalworkplaceanalytics.com)

**65%** of businesses expect one quarter or more employees to **work remotely** at least once a week by the end of 2025

(Frost & Sullivan)

**4.6%** increased **productivity gains** from a reduction in commuting time

(weforum.org World Economic Forum)

**70%** of businesses in the US and Europe will operate a **flexible working model**

(Forrester)

# The challenges ahead

In recent times, we've learned that remote working can be highly effective and productivity doesn't suffer just because we're not in the office. However, we have also come to see the importance of human interaction and why technology that can mimic physical face-to-face connections will be so crucial to the success of blended work.

As the world begins to re-open, and we look to the future and assess the impact of the new way of working, there's much to consider for your business and its people:

## Business considerations

- Productivity
- Erosion of company culture
- Cost-base
- Real-estate planning and office use
- Staff satisfaction and well-being
- Equitable collaboration for all
- Social interactions and connectedness
- Technology that mimics face-to-face interaction

## Employee considerations

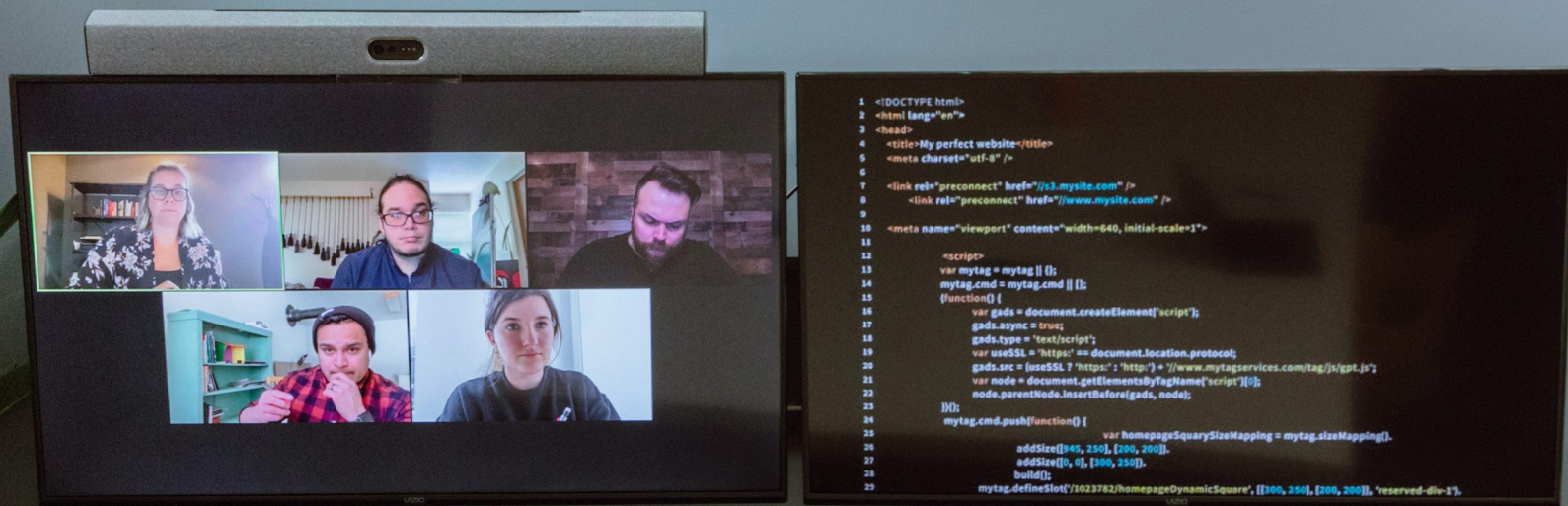
- Productivity
- Visibility and inclusivity
- Impact to earnings
- Access to office and meeting space
- Well-being and work-life balance
- Interaction with dispersed colleagues
- Formal and ad-hoc communications
- Collaboration tools fit for purpose

Leaders and employees have concluded that there needs to be a **healthy balance** between co-location and remote working, with most expressing a desire to attend office locations at least **20%-30%** of the time. (PwC survey)

# Maximizing productivity

To address many of these considerations, businesses should gain insight into the effect that changes to the workplace will have on people and productivity. First, it's advised to conduct a staff survey to identify needs and preferences across the business. In addition to the survey, conduct a detailed analysis to determine the tasks that must be done in the office versus those that can be completed anywhere. Combining both datasets will help guide your decision making regarding real-estate planning, and will help to establish what physical office space and locations are needed going forward. It will also confirm why people attend the office with the frequency and numbers attending at any given time. With this data insight, you'll also be able to plan for the number of desks, chairs and meeting spaces.

To help identify the impact of blended working on your business, the **World Economic Forum** offers a guide on recognizing the critical drivers of productivity and how they are affected by changes in working arrangements.





## Focus on people and their needs

Establishing the practical needs of people to inform decision making is essential. However, blended working also demands that we look at our emotional needs. If overlooked, this is where well-being and motivation will suffer, with the follow-on effect of negatively impacting productivity, staff retention and even company culture.

To avoid this, it's wise for businesses to consistently engage with their workforce to understand their individual needs and preferences better. For example, someone who's just starting their career may find working from home isolating and challenging, which will lower their productivity and morale. This is why younger people often prefer to be in the office because of the many opportunities for social interaction and ad-hoc conversations that further their learning. On the other hand, an experienced person may value working remotely because they are more productive, and with that comes increased job satisfaction, a sense of work-life balance and no commute. However, they also value time with their colleagues and visit the office for face-to-face meetings and social interaction rather than to complete tasks.

It's clear that no matter our age or experience, we all want interaction with our co-workers, which keeps us informed, promotes a feeling of belonging and helps to maintain a strong company culture.

### What are the different experiences?

For experienced professionals, work-life balance and flexibility have always been highly desirable. However, recent studies now show that many people recognize the enormous benefits of being together in the office, where informal interactions and a sense of belonging are highly valued. As a result, there's a renewed appreciation that some work is better done together and in person, while other tasks are best done remotely.

**47%** of experienced professionals and executives want all staff to attend office locations at least **three days a week**.

(PwC survey)

There are 92 million professional workers in the US, which is **59.4%** of the total workforce

**30%** of professionals are aged **18-34**

**30%** of the least-experienced employees prefer being **in the office 4 days out of 5**

(PwC survey)

**34%** of younger workers think they are **less productive** when working remotely

(PwC survey)



# Meetings and well-being

One of the most noticeable aspects of full-time remote working has been the impact of a continual stream of back-to-back meetings on our well-being. Many people report frustration at never having a spare moment and little time to catch up on their tasks. Scratch the surface, and we find that in worst-case scenarios, a person's well being is affected as they become increasingly sedentary, stressed and tired.

As we move forward into the blended working model, video meetings will continue to be a significant part of people's working days. Now is the time to identify techniques, change behaviors, and use technology that helps reduce stress and fatigue, while enhancing well-being.

## Here are some useful tips:

- Take a break between meetings – the latest science shows that back-to-back meetings impair your ability to focus and cause stress (Microsoft Human Factors Lab)
- Every 30 minutes, move, stand, stretch – sitting for eight hours a day is as harmful as smoking or obesity
- Block time out in your calendar – create space for specific tasks, meeting prep or thinking
- No meetings Friday – follow the trend and allow people to catch up on their workload
- Introduce a corporate 50-minute hour –use technology that reverts the booking of an hour-long meeting into one of 50 minutes, make sure all meetings are structured with an agenda and don't allow them to overrun. Better yet, opt for a brief, ad hoc conversation
- Deploy the right tech – use meeting solutions designed to eliminate fatigue, while enhancing the experience for everyone by delivering equitability. Most importantly, support wellness.

## The meeting movement

There's no genuine replacement for being physically together in the same room. The best we can hope for is a solution that's so innovative and comes so close to imitating meeting others in the flesh that you forget you're on video. Innovative video meeting technology is needed, and it has to mimic real-life interactions and provide the necessary momentum to support well-being, social interactions and working in dispersed teams. This new tech can't be based solely on equipping spaces with smart technology. It must also work hard — wherever it is deployed — by addressing individual needs when working remotely, on the move or in an office meeting space. A meeting movement is underway because where and how we meet is being redefined by a new way of working.

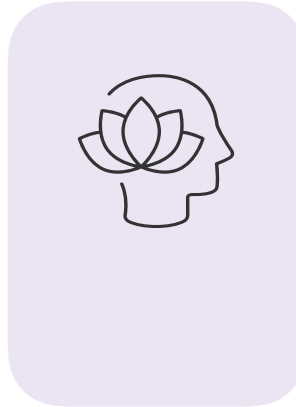




# Neat innovation for the new way of working

Neat has developed technology that delivers the best collaborative experience available to Zoom and Microsoft Teams users to create rich, engaging video meetings. Neat devices feature unique innovations that make collaboration and meetings equitable, easy, comfortable and interactive for all attendees. That's because Neat devices are designed for people, not just the spaces they inhabit.

Neat has a broad portfolio of devices designed for a range of meeting spaces, including personal 'pick up and go' mobile devices. Each features advanced, rich functionality designed to support and enhance your meetings with benefits such as the following:



## Well-being

- See everyone equally all of the time
- A natural and comfortable experience
- Move freely around during video calls
- Clear audio that follows you
- No irritating background noise



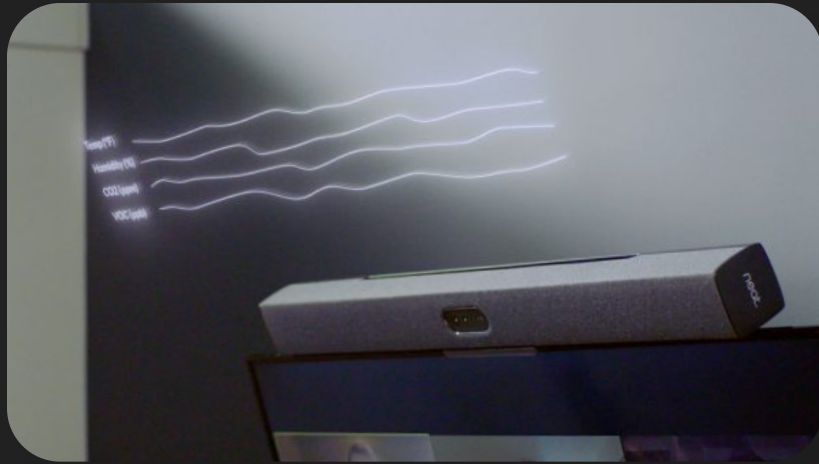
## Social interactions

- Inclusivity that promotes the 'water cooler conversation'
- Construct informal interactions
- Open virtual social spaces for coffee and lunch
- Strengthen relationships and shared culture



## Distributed creativity

- Consistent experience across all devices
- Share right from where you are
- Active participation
- Easy creative contributions



## Neat Sense

**Smart sensor technology for meeting spaces monitoring occupancy, air quality, humidity, CO2, and VOC, temperature, people count.**

Built-in sensors provide real-time monitoring of room usage and the quality and health of the environment, centering on well-being and optimal room utilization.



## Neat Symmetry

**Freer and more equitable meetings.**

This pioneering technology offers meeting equity, enabling remote participants to see everyone in the meeting room equally and up close, regardless of who's speaking. It combines advanced AI with a high-resolution sensor to zoom in and individually auto frame each person in the room, instinctively following them if they shift positions, stand up or move around. As a result, everyone's always seen and heard. Neat Symmetry further supports well-being by allowing people to move freely during video meetings.



## Neat Audio

### **Enhanced and distraction-free audio.**

A true meeting room revolution, this set of audio capabilities enhances human vocal pickup and suppresses unwanted background noises like air conditioning or keyboard typing. It also eliminates any garbled 'double-talk' issues where two people talk at once, so your conversations can flow more naturally.



## Neat Boundary

### **Focuses on only those in the meeting.**

This unique Neat technology removes and blocks out any annoying background images, putting you in control of the camera and who it sees, tracks and auto frames. Incorporated into all Neat devices, Neat Boundary assures the camera doesn't focus on anyone other than those in the meeting. This feature is ideal for open-plan offices, meeting rooms with glass walls and home spaces.

# Neat devices

Neat devices address all types of meeting spaces throughout today's ever-evolving modern workplaces, people's homes and other premises. That includes open plan areas, physical meeting rooms, social zones, makeshift home offices, you name it. They are purpose-designed for Microsoft Teams and Zoom, enabling higher efficiency, well-being and social interaction to maximize the creativity, productivity and culture of your distributed teams.





## Neat Bar

Neat Bar is a simple, compact, elegant meeting room device that easily mimics real-life interactions and delivers superior-quality audio and video. It works brilliantly for meeting, huddle or focus spaces for up to ten people with one or two monitors and pairs with Neat Pad, our dynamic touchscreen device for starting and controlling your Microsoft Teams or Zoom meetings.



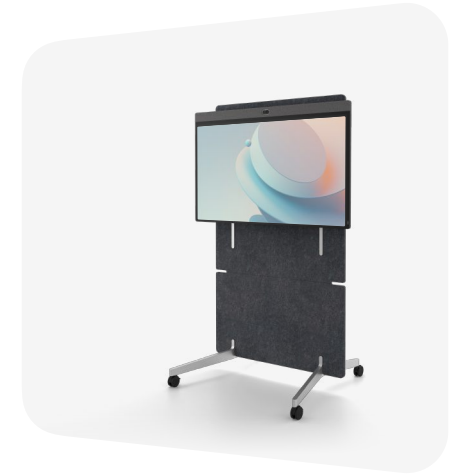
## Neat Bar Pro

Neat Bar Pro drives up to three large monitors to give you the ultimate immersive meeting experience by allowing you to simultaneously see people and content more easily. It incorporates two extreme resolution cameras and an advanced image depth sensor that combined deliver 16x zoom. Neat Bar Pro simplifies AV setups medium to large meeting rooms and pairs with Neat Pad.



## Neat Board

Neat Board is the complete meeting room package in a simple, elegant, all-in-one device. Comprising a 65" multi-touch screen, a powerful audio system and a versatile wide-angle camera, Neat Board gives you a collaboration experience beyond video meetings and wireless content sharing by enabling annotations and whiteboarding. Neat Board works great for ad-hoc social interactions throughout open social spaces.



## Neat Board 50

Neat Board 50 is a sleek yet powerful device designed for greater flexibility throughout your office spaces, adapting to how you need to meet or express your ideas. Its 50-inch touchscreen empowers you to move, interact, create and collaborate efficiently, all within easy reach. Paired with an adaptive stand or wall mount, Neat Board 50 allows anyone to adjust the screen up or down for optimal use and viewing.



## Neat Frame

Neat Frame is a unique portrait-oriented touch-screen device ideal for your home office, company's huddle spaces, or hotdesking areas, providing a beautiful, convenient way to meet. Its superb eye-level camera gives you a more focused, naturally engaging, inclusive meeting experience. At the same time, the device frees up your laptop for other tasks, ensuring you stay completely attentive and engaged.



## Neat Pad

Neat Pad is a slimline, discreet touchscreen device for starting and controlling your Microsoft Teams or Zoom meetings or checking room availability to book and reserve workspaces. Neat Pad is included with Neat Bar and Neat Bar Pro but can also be purchased separately, which is ideal if you need to place several Neat Pads outside rooms with multiple entrances.



## Neat Center

Neat Center is a companion device that extends the power of other Neat devices and Neat Symmetry to ensure remote meeting attendees enjoy a consistently closer, clearer, face-on audio-visual perspective of everyone in the room. With a 360° 3x lens camera and a 16x omnidirectional mic array, Neat Center enables remote attendees to enjoy greater equity and inclusion throughout all your hybrid meetings.

# Embracing the new way of working for good!

Organizations have moved at speed to adopt blended working. However, there is still much to do to ensure that businesses and their people continue to thrive. Neat is leading the charge forward with the development of technology that comes as close as possible to replicating real-life interactions. Our team of meeting and collaboration experts are available to help you identify how to use technology to address the new way of working and its impact upon people. For more information or to talk with someone **visit [www.neat.no](http://www.neat.no)**.

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