CRESTRON

AT THE TIPPING POINT

HOW MODERN WORK IS GOING MAINSTREAM AND WHY COMPANIES NEED TO BE READY

in partnership with

WORKTECH ACADEMY

Contents

Introduction

More than three years on from the start of the global pandemic, hybrid and remote working have become permanent features of a transformed world of work. Organisations are starting to implement new strategies that acknowledge these changes.

If 2022 was a year of experiment and evaluation — of trial and error — in responding to new ways of working, 2023 has taken on a different character. Early and iterative exploration of modern work practices centred on flexible work patterns and supported by digital technology is now being followed by wider adoption and implementation. Companies feel they can no longer continue to watch, appraise, and defer making decisions — they need to act.

In short, we've reached a 'tipping point' in the adoption of modern work practices after the pandemic. Globally, new ideas only recently piloted at a small scale on the margins of the organisation are set to go mainstream at a larger scale. Strategy outliers are about to become standard practice for many employers.

This report discusses the context for this 'tipping point', its consequences in terms of managing the relationship between people, place, and technology, and the readiness of companies to adapt. Crestron uses the term 'modern work' to describe the new condition of work, believing that the term 'hybrid working' does not do justice to the breadth of transformation currently underway.

As Crestron Executive VP of Marketing Brad Hintze explains, "Modern work has three key elements. First, there needs to be remote collaboration, with digital equality in hybrid meetings provided for remote collaborators. Second, there also needs to be attention to in-person collaboration however frequently or infrequently this occurs — this tends to be neglected currently. Third, modern work needs to be scaled across the organisation." (1)

It is in finding ways to scale up modern work practices and signal their importance within the organisation through mass adoption that we approach the tipping point. The US author Malcolm Gladwell, who wrote a book with this title (2), describes a tipping point as "the moment of critical mass...that magic moment when an idea, trend, or social behaviour crosses a threshold, tips, and spreads like wildfire."

This is where the world of work has reached today. When Crestron surveyed 500 IT leaders in August 2022 (3), nearly 8 out of 10 (79%) said their organisation planned to update their hybrid work strategy in the next 12 months and 7 out of 10 (71%) said they'd replace their existing collaboration platform in the same time frame. Now, intentions are being translated into action: major change is afoot.

This paper discusses what is happening, and why. It has been presented at Crestron's event, The Modern Work Summit 2023: At The Tipping Point — Adopting A Dynamic Digital Workplace. It aims to set modern work in context and

stimulate debate about the future of the digital workplace.

In the first part of the report, we examine the underlying cultural re-evaluation of work and the workplace by employees that is driving change — the search for meaning, the focus on well-being, the need to belong, and the demand for experience. We then look at the place-based factors that are driving huge activity around workplace reinvention — redesigning office spaces to become more sustainable and multi-sensory, more adaptable to different needs, and better able to foster innovation.

Our section on digital transformation explores the technology trends that are underpinning people and place, and driving the adoption of hybrid working — the tech enablers of meeting equality, the use of data in decision-making, the rise of the workplace app and digital wayfinding, and the coming age of artificial intelligence.

Collectively, our survey of people, place, and technology shows that a tipping point into modern work is approaching. Our question is: are companies ready to meet this challenge?

The final section of the report presents Crestron's Modern Work Readiness Score, a simple self-assessment tool that will help companies to plot their position and assess how well-equipped they are to address the opportunities of the new work era.

Cultural Re-evaluation

The growing preference for and adoption of modern work practices can be attributed to one factor above all else: a cultural re-appraisal of working life by employees around the world in the aftermath of the pandemic, for whom flexible working is no longer seen as a perk but an expectation.

Cultural attitudes have changed sharply as the traditional model of in-person office work has been challenged by the rise of remote and hybrid working. People have questioned why they must commute to a workplace every day; they have sought a deeper purpose or meaning in work beyond a monthly pay cheque; and they've often voted with their feet when confronted with employers stubbornly trying to turn the clock back to pre-pandemic days.

The 'Great Resignation', which saw millions of professional workers quit their middle management office jobs for opportunities elsewhere in 2021, sent shockwaves through the workplace system. Today, the rate of job attrition has slowed with a downturn in the global economy. However, this doesn't alter a general picture of employees seeking more flexibility, autonomy, and control over how they work, and choosing those companies that can deliver on that promise.

Tracking studies of employee sentiment are consistent in showing that people are unwilling to relinquish new freedoms they first tasted in the pandemic; for example, research by Nordic facilities company Coor in 2022 revealed that 41 % of employees were willing to leave their job if not offered flexibility. This number increased to 51% among 18-30 year olds who are more than twice as willing as 50-65 year olds to leave their jobs if not offered flexible working(4)

This illustrates a cultural divide between the generations, with younger workers expressing far more willingness to leave their current role if their needs are not met. This may be because many younger workers have experienced a more responsive and changeable jobs market throughout their short careers and have less expectation that they should stay in a job for a set amount of time and more confidence in their ability to find an alternative role.

The willingness among employees to seek new pastures explains why the return to the office demanded by some employers has been sluggish at best and, in some places, fallen flat completely. Employees simply don't want to revert to daily attendance in an unreformed workplace — they want to embrace new ways of working with a revised approach to people, place, and especially technology, which should offer seamless connectivity.

When Unispace surveyed 3,000 employees in nine European countries, its report 'The Reluctant Returner' (5) concluded that nearly two-thirds of all workers (64%) were unwilling to go back to the workplace for a variety of reasons — from commuting costs to care responsibilities. However, the survey also found that 69% of 18-34 year olds want to go back to the office on a full-time basis — the highest percentage among any age-group. This could reflect a need to socialise after years of lockdown and remote working,

as well as a need for learning and development or mentorship opportunities which have been lacking in recent years. Clearly, whilst the overwhelming desire is for flexible working options, there needs to be some balancing of different employees' needs within the workplace and the issue of office return mandates creates a one-size-fits-all approach which has been crystallised at a cultural level.

A majority of company leaders appear to want their people back in the office, but this is proving to be difficult — more than half of business decision-makers surveyed in the Coor research, for example, were trying and struggling to bring employees back to the workplace.(6) According to the World Economic Forum, 73% of senior leaders think that collaboration is most successful when conducted exclusively in the office, but 68% of junior employees believe that all-remote collaboration is more effective. (7) This reflects not only a divide between senior and junior colleagues, but a potential generational divide between older workers who have

had an office-based working life, and younger staff who are more likely to have spent more of their career working remotely or flexibly.

Hybrid working sits on a spectrum: some companies are 'hardly hybrid' while others are 'hyper hybrid'. In the 'hardly hybrid' camp is a group of 'resolute returners' worried about the impact of remote work on culture, collaboration, and training. Some big law firms and banks are particularly keen to get back to the over-the-shoulder mentoring of junior staff by senior partners inside the office.

In the 'hyper hybrid' camp is a group of employers who are 'choice champions' willing to trust their people to make the right decisions on how best to get work done. Their number   include software and life science firms who see collaborative networks extending far beyond the physical office, enabled by technology.

Research suggests that advocates of greater flexibility might increasingly hold

the whip hand in the race for talent. A 2023 Future Forum survey (8) of more than 10,000 workers across America, Australia, France, Germany, Japan, and the UK demonstrates that office-return mandates might be counter-productive: people who can control their own schedule are more likely to be more productive in the workplace and avoid succumbing to burnout. However, this survey also highlighted a generational difference, with 48% of workers under 30 reporting that they are experiencing burnout, compared to 40% of workers aged 30 and above.

To realise a vision of anytime-anywhere working, however, companies must reconceptualise what a workplace is — and put in place people policies that reflect the cultural reappraisal currently taking place. They must be ready for change.

Here are some emerging people-centric trends that could tip the balance to mainstream adoption of modern work:

Employee experience:

Increasingly, the office is no longer a place or even a process — it's an experience. What people feel about their work is becoming as important as what they do. This explains why companies are investing more in employee engagement and experience programs to reach their staff wherever they're working — and hiring managers with titles like Chief Experience Officer (CXO), Chief Heart Officer and Head of Team Anywhere. Increasingly, experts suggest that building social capital should be given the same boardroom attention as other forms of capital such as finance.(9)

Customer-centric approach:

In giving more consideration to perceptions of work — and providing experiences that improve satisfaction and well-being, as well as building culture and purpose — employers are looking beyond the workplace sector for ideas.

Models of customer service popular in retail, entertainment, and hospitality are finding their way into the workplace (10), as workers begin to be treated as consumers of workplace services and not simply as employees who have no choice in how they work.

Focus on health and well-being:

It was inevitable that the world's biggest public health crisis, during which office buildings were shuttered as potential hotspots for Covid-19 infections, should have a direct impact on employee policies today. Health and well-being at work has become more central and important, but also more complex and multi-faceted with psychological, emotional, and spiritual as well as physical dimensions. Wellness strategy in a hybrid model now extends across a range of work locations and can no longer be centred around one signature HQ building; corporate attention is switching away from investing in real estate assets such as gyms, spas and healthy food bars to supporting people's mental health.

New models of leadership:

To help employees stay focused and positive, and to protect their mental health, organisations require a new type of leadership capable of communicating across a distributed workforce and listening carefully to individual needs. New technologies will play a growing role in remote engagement. The old hierarchical ways of managing people in-situ through lines of sight and tiers of management are no longer relevant. The organisational rule book is being ripped up as companies adopt more fluid leadership structures. But they aren't finding the transition to new leadership

styles easy. A report by Gallup found that manager burnout rose by 25% in 2021 (11). A subsequent report by coaching platform Humu (12) found that being a manager is less rewarding and more challenging than ever before.

Respecting different needs:

One reason leaders struggle to adapt is that not all modern work scenarios are created equal. Different workers have different needs, expectations, and challenges around hybrid working. This requires companies to really cover the waterfront and implement policies that are respectful of diverse employees, promote fairness, and include everyone irrespective of age, gender, ability, cultural background, personal circumstances, and other factors. As Richard Sasson, global director of community at Crestron, explains, 'It's about understanding what people want and the experience that they're looking for, not just from the perspective of leadership but from the perspective of all employees.' (13)

Demographic shifts:

Bridging the generational divide is one of the more challenging aspects of being inclusive. Different cohorts within the workforce will have different motivations around modern work. However, what unites different generations is often more important than what divides them (14). Generation Z and Baby Boomers are at opposite ends of the age spectrum, for instance, but share a demand for flexibility in their work-lives — Gen Z to have access to the in-person office to build professional networks, Boomers to stay in the workforce and achieve greater financial security during the cost-of-living crisis.

A cultural tipping point?

Our review suggests that organisations with a higher level of preparedness for modern work are putting in place a framework of people policies with the following characteristics:

- A clear and unambiguous policy that gives employees more choice and control over how they work

- A balanced policy that gives opportunities for in-person as well as remote collaboration

- A focus on building social and cultural capital in the workplace

- A focus on measures to support health and mental well-being

- A leadership style that is compassionate, non-hierarchical, and can operate flexibly independently of place

- An unwavering commitment to diversity, equity, and inclusion to meet different needs.

Workplace Reinvention

Changing cultural attitudes about work asks new questions of the office environment, in particular the level of amenity and experience that it can provide.

In a world where employees are increasingly being given more choice over where they work, the office must now go further and offer more than before to attract people back on a regular basis. Even those employees seeking social reconnection after the pandemic were put off by the prospect of returning to noisy, crowded open-plan spaces, which were becoming a drag on productivity long before the virus struck (15).

More companies now accept that magnetizing people back to the office in a superior new design format is a better bet than mandating them. As a result, there is extensive activity to repurpose, reposition, and reimagine office real estate assets. This practical workplace reinvention is another key indicator of a company's readiness to adopt modern work practices.

At the same time, there is growing recognition that not everyone's home working set-up is ideal. People with housemates competing for Wi-Fi® or with a limited amount of space may struggle to find the quiet and focus they need at home — and they will look to the office to provide spaces for individual work. If the office is designed for only collaboration, their needs will not be met. An activity-based workplace approach, offering a

range of settings for different types of work, is more likely to match the demands of the hybrid age.

One of the immediate business responses to the rise of hybrid working is to try to slash the corporate footprint and reduce space. This is affecting the real estate market globally: a Cushman & Wakefield report predicts there will be an excess of 330 million square feet of vacant U.S. office space by the end of this decade and calls for a new approach to workplace design (16).

In Europe, a trend is emerging known as the 'espresso office' — smaller but much more powerful. (17) Workplace survey firm Leesman talks about 'half the space but twice the experience'. (18) When Swedish facilities management company Coor surveyed more than 1,300 decision makers and employees across the Nordics in 2022, it discovered that while the office still plays an important role, its performance requires a vast improvement. One in three employees said they were ready to leave if their offices were not improved, with younger employees twice as likely to leave as older employees.

Business leaders are making preparations, however: two out of three companies surveyed by Coor in Denmark, Norway, Sweden, and Finland indicated that they plan to make changes to their workplace in 2023. (19) The key question is what changes will have the most impact on employee behaviour in terms of talent retention and productivity.

Some well-intentioned ideas can have unintended consequences. An example of this is cutting down on assigned desks as people come into the office for fewer days each month. There is a strong financial

imperative for this approach, but research suggests that it may be contributing to people's reluctance to return to the office as employees are unable to claim a space as their own and personalise it to their needs. (20)

To make the right decisions on workplace redesign, companies need to balance a range of factors. This is a task made more complex by diversity of need in the hybrid era. When Gensler surveyed more than 2,000 U.S. office workers across 10 industries, its study revealed that office workers want a more diverse mix of experiences. A large majority of hybrid workers (83%) reported that they would be more willing to return to the office more regularly if their ideal experience expectations were met. (21)

U.S. office staff were asked by Gensler to map their ideal workplace experiences based on eight different environments. The results indicate that younger generations have a clear preference for hospitality-infused experiences such as coffee shops and boutique hotels, while older workers prefer a blend of business-like and hospitality-focused work experiences.

To accommodate hybrid working, it becomes clear that office spaces need to move away from standard designs which prioritise corporate function toward more varied, more diverse and human-centric work settings. This is a key part of the process of workplace reinvention. Here are some emerging place-based trends that could tip the balance to mainstream adoption of modern work:

Sustainable space:

Sustainable design and the circular economy of reuse, recycle, and redesign are climbing the workplace agenda; there is a growing awareness of the fragile inter-relationship between human health and planetary health in the aftermath of the pandemic. The office is a great place for companies to showcase their ESG (Environmental, Social, and Governance) credentials and their commitment toward the environment — an especially important consideration for younger workers who want to see action on climate change. Research by KPMG (22) reveals that one in five workers surveyed rejected a job offer because the company in question didn't have good enough ESG credentials; this rose to one in three among 18 to 25-year-olds.

Multi-sensory design:

Alongside sustainable considerations, the physical office is becoming a platform for well-being. Developers and designers are thinking about an entire

sensory experience that companies can offer employees, extending from the natural elements of biophilic design to calming soundscapes and scents that add another layer of sensory experience to help employees feel more relaxed and supported. Better lighting, indoor air quality, and acoustics are all part of workplace upgrades, alongside outdoor spaces to work. And it isn't just green space in vogue: blue space incorporating water features or fish tanks have proven health benefits (23).

Culture and collaboration:

A popular repositioning strategy for the corporate HQ is as a brand flagship for the company — a 'destination office' designed primarily for collaboration and social activities with hospitality-style settings and services. In this scenario, new roles will emerge in the workplace — hosts, producers, convenors, educators, and broadcasters — as office life revolves more around events, forums, and town hall meetings. There is substantial investment in higher-grade design and amenities, as part of a 'flight to quality' being witnessed in business cities around the world.

Spaces for focus and privacy:

The future workplace should not be seen solely as a hub for in-person collaboration, social activity, and brand building, however. There is growing employee demand for spaces that provide focus and privacy. When Steelcase surveyed almost 5,000 global office workers across 11 countries, the results were conclusive: four of their top five priorities for the new office in the study were related to privacy and places to do individual work, such as single-person enclaves for hybrid meetings and reservable workstations. Today, research suggests that the most important reason why employees want to return to the office is simply to get their work done (24). That means conducting solo and hybrid work as well as in-person collaboration with colleagues.

Innovation and creativity:

MIT research indicates how the pandemic put a brake on company innovation and creativity as employees felt less connected without in-person interaction (25). Now that people are returning, the race is on for the workplace to support the generation of new ideas. According to Stanford University professor Nicholas Bloom, creativity has become the single biggest issue for CEOs. Designing spaces to engineer chance encounters and bring people out of their discipline silos is one proven way to spark innovation. There is also a body of neuroscience research which relates to how our physical surroundings can help us to think in more creative ways (26).

Placemaking:

A key aspect of workplace reinvention is creating a sense of place, which derives from the urban sphere but is now finding design expression in the post-pandemic office as a lever to make the in-person aspects of the hybrid model more attractive. Closely linked to employee experience, placemaking creates memorable and elevated experiences, and strengthens bonds with the company. In adopting the more fluid contours of modern work, employers are looking for adaptable and demountable workspace formats that can be easily configured to meet changing needs.

A workplace tipping point?

Our review suggests that organisations with a higher level of preparedness for modern work are putting in place workplace design strategies with the following characteristics:

- A sustainable workplace that seeks to reduce the environmental impact and combat climate change

- A healthy workplace that supports sensory well-being with attention to such issues as lighting, indoor air quality, and acoustics

- A creative workplace that fosters high levels of company innovation through settings for collaboration

- A focused workplace that provides spaces for individual work, as part of a broad mixes of spaces and experiences to enable hybrid work

- A sense of place — creating memorable interactions when people come to the office.

Digital Transformation

Technology underpins the cultural and place-based factors that enable modern work practices.

Digital transformation is the third dimension of the new world of work and the most critical to making hybrid happen. Companies went on an unprecedented journey during the Covid-19 pandemic: as offices were ordered to close and businesses went into lockdown, they were forced to make quick, reactive decisions on the technologies required to keep operations running.

Since the pandemic, this journey has continued with a stage of rationalisation and learning about what technologies are available and useful to companies to support their new ways of working. There has been a period of trial and error to better understand what employees need. Now, as modern work approaches its tipping point, organisations are looking to proactively scale up a streamlined technology experience to optimise team performance.

But while technology is a key enabler of hybrid working, the issues around its adoption must be carefully handled

to avoid friction in the system. With a mix of remote and office-based work, meeting equality is a major headache for many employers. In-person and remote participants in hybrid meetings need to have an equal experience — that is not always the case currently.

A period of experiment has led to a better understanding generally of employee needs, but also higher expectations for tailored technology solutions that are fully integrated with both workspace and existing tech systems. Companies have established how they want to communicate and collaborate, and this has driven their increased understanding around the tools they need.

Sam Kennedy, senior director of product marketing at Crestron, explains: "Nowadays companies have a much stronger sense of their problems. They want to know how to get people into the office and how to leverage technology to achieve this. In Covid, they were in survival mode but now they are much more savvy — they want to have the right solutions in the right space."

Kennedy adds: "Employees can't have better tech at home than they have in the office, otherwise there is no draw to come back to the workplace. So now companies want video walls, digital signage, and wayfinding apps to help people readjust to being back in the office and to offer a more high-level experience." (27).

A report by property services company JLL identified 15 'anchor technologies' that are essential for hybrid work transformation. These range from 'workplace experience apps' and 'digital connectivity and infrastructure' to 'smart contracts', 'VR immersive meeting', and 'robotics for cleaning, maintenance, and security'.

JLL's research, based on a survey of 1,095 enterprise firms, revealed that companies on average have adopted only four of these 15 anchors. The better news is that, by 2025, 78% of companies plan to incorporate more than 10 of these technologies into their workplace and workforce practices. And only 11% of employers are still not offering some form of flexible or hybrid working, compared to 45% before the pandemic. (28)

To scale up a seamlessly effective model of hybrid working, companies must now take that extra step on the digital transformation journey. Importantly, this means considering technology at the earliest planning stage of the design and build process so it can be integrated effectively in the workplace, rather than treating it as an afterthought or an add-on.

Here are some key technology trends that could tip the balance to mainstream adoption of modern work:

Meeting spaces for all:

There has been extensive experimenting around adapting spaces and systems to create greater hybrid meeting equality and consistency between in-person and remote participants. Different room sizes, alternative spatial formats, and specialised tech solutions have been studied to understand the problems that people have faced in collaborating across flexible and distributed teams. Advances in audio-visual technology, especially using AI and facial recognition, will be able to capture reactions in a meeting and cut out background noise more successfully. Having meeting rooms that are well-equipped for a range of functions will be critical to enabling a successful hybrid workforce — this is a top technology priority.

A data-led approach:

The rapid growth of tech-enabled data collection and analysis in the office — monitoring everything from occupancy levels and environmental conditions to communication patterns — is leading to more evidence-based decision making on every aspect of the workplace. With data available, under-utilised spaces can be addressed, for example, and employee comfort enhanced through redesign. Data can also be displayed and shared with employees in the workplace through digital dashboards, explaining which parts of the building are warmer or colder, quieter or busier, for example. However, data utilisation depends on companies acting on the insights now at their fingertips. Too many firms have collected data since the pandemic but done little with it. That will change in the new era.
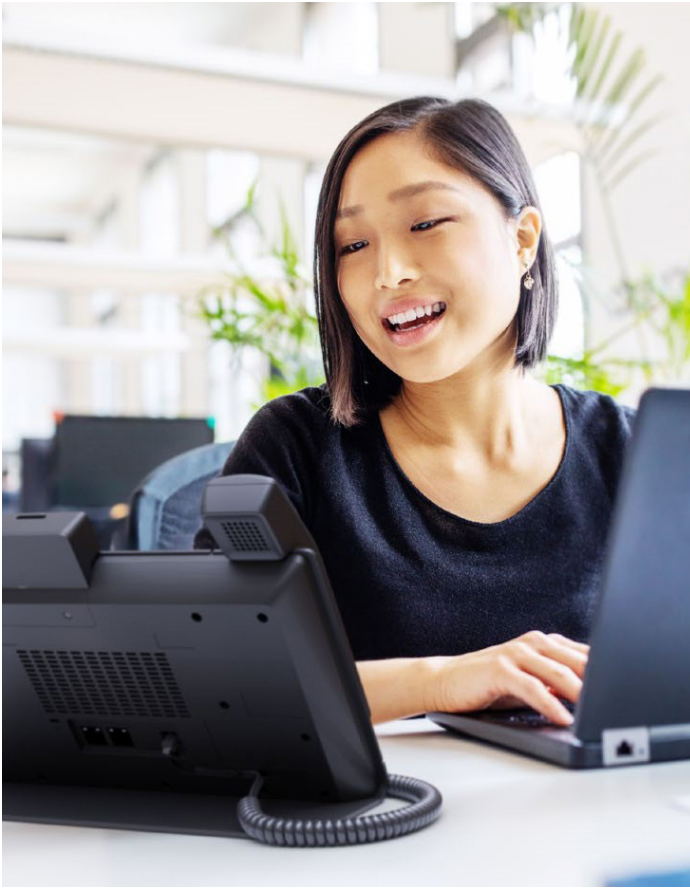
Workplace experience:

Technology is not just a basic enabler of work — it is increasingly being used to enhance the workplace experience and to smooth the transition between home and office. Many new graduates recruited and onboarded during the pandemic, for example, are now returning to office without any prior experience of what a workplace is like. For some, this could be an overwhelming experience. Digital signage and wayfinding tools can help people navigate large and complex office environments; workplace apps can help them locate colleagues on their team. Visitor management systems can smooth the path for important guests and clients. And immersive AV displays can create awe-inspiring scenes in reception, as technologies drive a new level of experience in the office.

Workplace apps:

The mobile-first workplace is a transformative concept that has been streamlining the employee experience and it starts with a workplace app, allowing employees to tap into a digital office ecosystem with their phone. Finding a desk, booking a room, messaging a colleague and seeing who is in the office on what days can make the office experience easier, more efficient, and more desirable for employees. These apps can also help make the workplace a more social environment, keeping people up to date about workplace activities, helping people come in on days that they know people they collaborate with will be there, and helping colleagues to network. But a proliferation of apps can be counterproductive as switching between them has been shown to be stressful (29).

AI integration:

Artificial intelligence and machine learning will be a further influence on everything we do in the workplace — helping to reduce food waste or energy use, for example. The rapid growth in popularity of the AI-powered ChatGPT chatbot has highlighted the swift shift that we have experienced in terms of AI integration with everyday working life. Whether companies use an AI chatbot on their website, as an online secretary, to help them write copy, or even have an individualised AI tool created for their specific industry, they are utilising AI tools to streamline workloads and to remove the burden of repetitive work, freeing staff up to conduct more interesting tasks. A tipping point will be the normalisation of AI in office life.

A technology tipping point?

Our review suggests that organisations equipping themselves the best for modern work are putting in place technology provisions with the following characteristics:

- A range of video-enabled meeting rooms in different sizes allowing staff to connect without delay

- A commitment to improve meeting equality for all participants, in-person and remote

- In-person collaboration spaces that enable instant sharing of content both internally and with external guests

- Use of workplace apps that help employees get the most out of the office in a hybrid model

- Solutions that give people support and reassurance when they enter the office as well as an inspiring experience

- A focus on collecting data on space utilisation in order to make real and significant changes to the office environment

- Interest in exploring the integration of artificial intelligence technologies.

Modern Work Readiness Score

In this report, we have sought to describe how modern work practices centred on flexible work patterns and supported by digital technology are going mainstream.

We have identified some of the key trends in the field and looked at the evidence around a hybrid transformation which is now moving rapidly from a phase of trial and experiment to one of mass adoption.

We are reaching a tipping point in modern work for which every company needs to be ready. As futurist and writer Philip Ross, founder of Worktech, CEO of Unwork and keynote speaker at Crestron's event, The Modern Work Summit 2023, explains: "The world will be increasingly divided between those companies who are prepared for hybrid working and those who are not. And those who are not ready will struggle with both business demands and employee expectations."

Philip Ross believes that the priority consideration should be around digital preparedness — gearing up technology systems to support flexible work patterns and meet new operational needs. He references a trend called 'the science of work' to describe how businesses are bringing in a range of technologies to the workplace to match the adoption of hybrid working.

Ross adds "The important thing is that technology is aligned with HR policies and space plans so that there is a holistic approach and companies can have a clear perspective on their journey to workplace transformation."

Crestron has developed a **Modern Work Readiness Survey** to help companies plot their position and assess how well-equipped they are to address the opportunities and challenges of the new work era. The Modern Work Readiness Score is a short, simple survey tool which asks a series of 20 questions about the integration of people, place, and technology in your organisation. These questions range widely from what your policies for hybrid working are to how early in the workplace planning process you consider technology and how many of your meeting rooms are video-enabled.

The survey tool produces a percentage score out of 100 from which you can rank your company's level of readiness for modern work. There are three main categories of readiness: unprepared, partially prepared, and fully prepared. The Modern Work Readiness Score then gives advice on how companies can up their game at a pivotal point in workplace development. The tool is fun and easy to access.

TAKE THE SURVEY

For more information on the 'At the Tipping Point' report or the Modern Work Readiness Score, contact: **inquiries@crestron.com**

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About Crestron

Crestron is a global leader in workplace technologies, engineering and transforming corporate automation and unified communication (UC) solutions for enterprise organisations across Fortune 500 corporations, campuses, facilities, and more, as well as a premium home automation provider who creates platforms, devices, and systems across residential properties including homes, yachts, MDUs, and hotels.

For over 50 years, Crestron has been designing software and hardware solutions across government, military, lecture halls, and boardrooms, as well as the most discerning residential properties around the globe. As technology has become omnipresent in both work and home lives, Crestron is charting the future of digital transformation for commercial and residential applications by identifying and manufacturing solutions that strengthen collaboration, productivity, and innovation, while reflecting the lifestyles, comforts, and relationships that keep people connected, from anywhere, at any time.

Crestron products are backed by more than 90 fully-staffed offices that provide 24 x 7 x 365 sales, technical, and training support across the globe. In addition to its world headquarters in Rockleigh, New Jersey, Crestron has sales and support offices throughout the U.S., Canada, Europe, Asia, Latin America, and Australia.

More information:
www.crestron.com

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AT THE TIPPING POINT

HOW MODERN WORK IS GOING MAINSTREAM AND WHY COMPANIES NEED TO BE READY

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