

HP Future Ready '23-'24 - Living Tomorrow



with intel.

LIVING
TOMORROW



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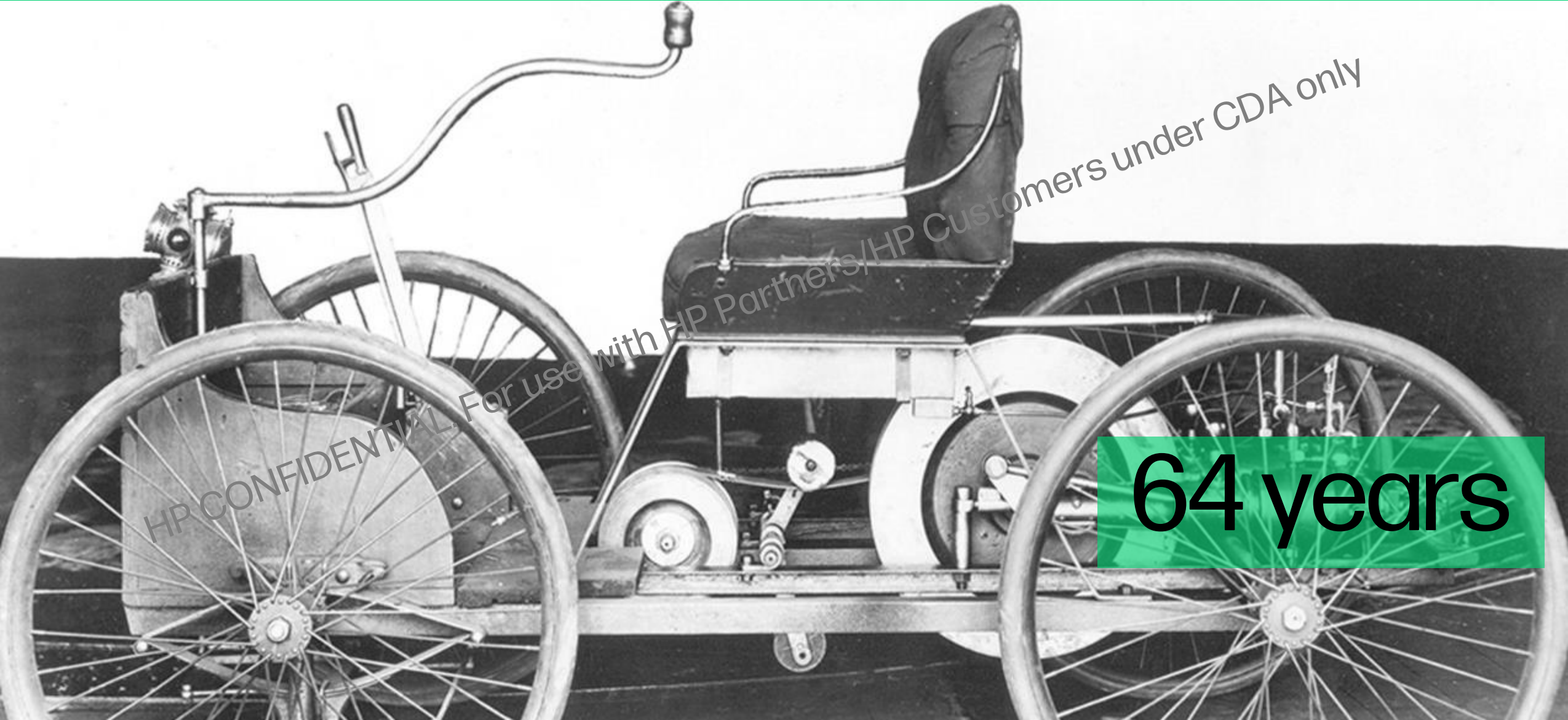
The average time it took that more than 100 million people used this invention



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75 years

The average time it took that more than 100 million people used this invention



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64 years

The average time it took that more than 100 million people used this invention



22 years

The average time it took that more than 100 million people used this invention



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7 years

The average time it took that more than 100 million people used this invention

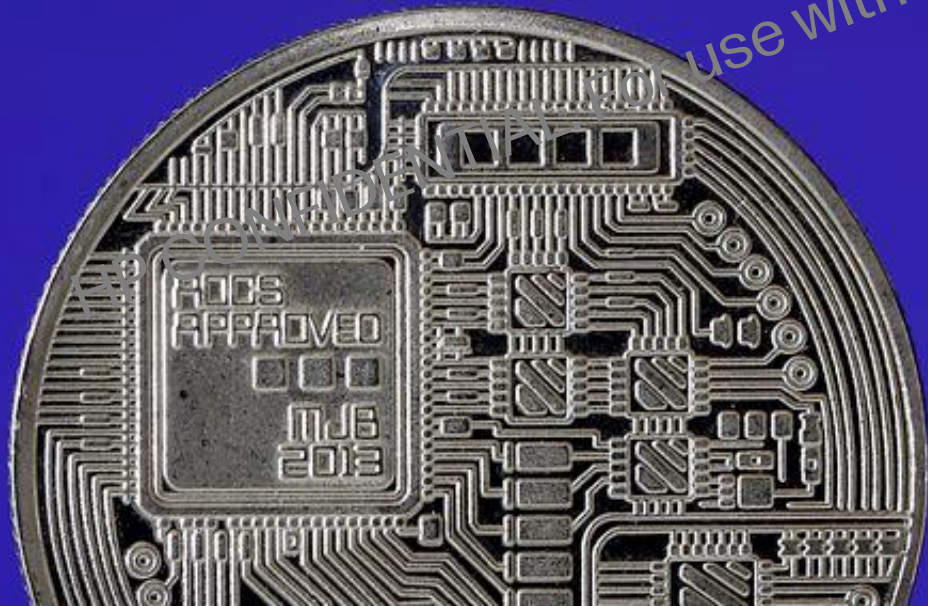


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19 days

The average time it took that more than 100 million people used this invention

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Less than 1 day



“The speed of change has never been as high as today, and will never be as slow again”

In the next 10 years, there will be more innovations than in the last 100 years

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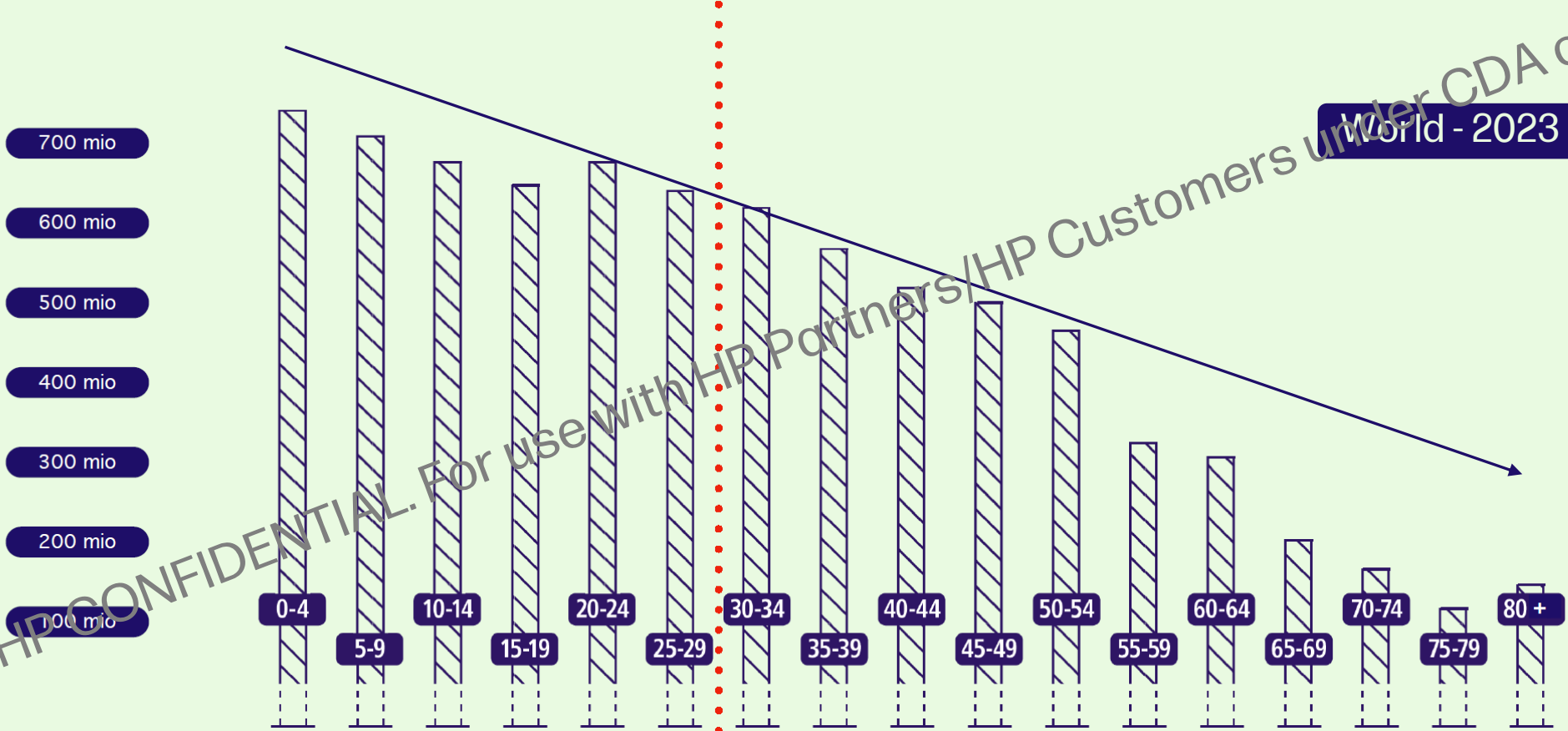
6 Trends for the future of Work



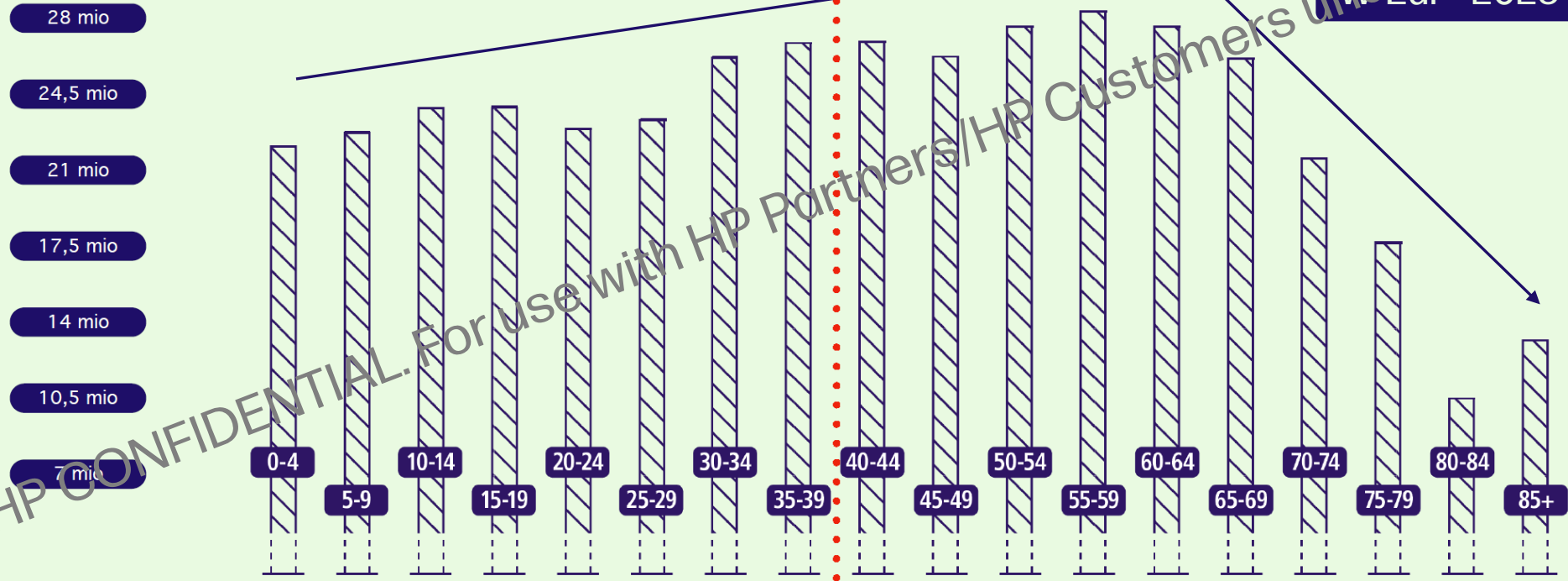
1: Everybody on the (work)floor



Demographics



Demographics

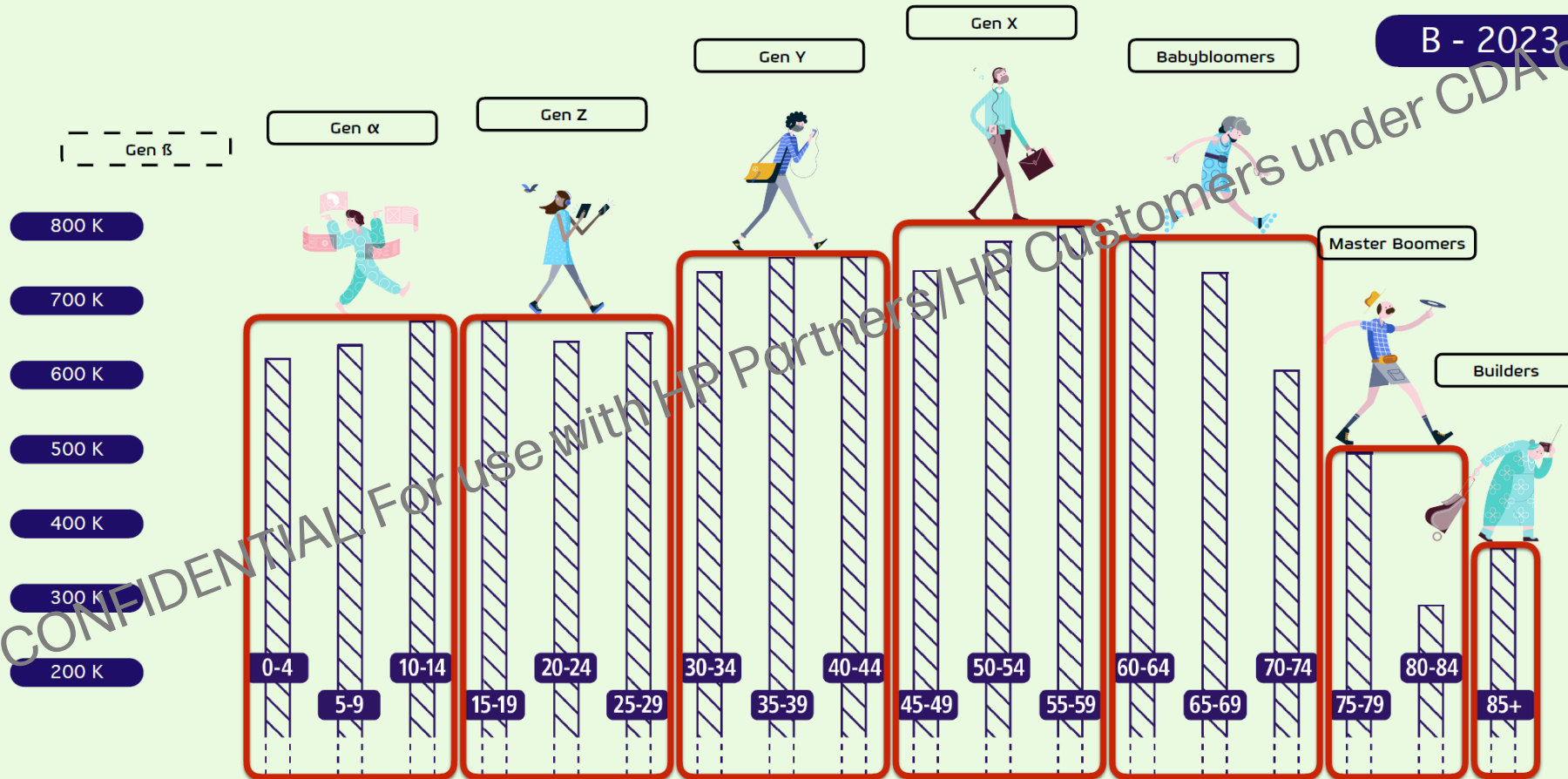


28 mio
24,5 mio
21 mio
17,5 mio
14 mio
10,5 mio
7 mio

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2023

Demographics



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B - 2023



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Physical / digital natives



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True Inclusion



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(reverse) mentoring

Not only the visible

20%

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“20% of your employees is neurodivergent and needs an adapted workplace to thrive”

1: Everybody on the (work)floor

We'll experience a work
demography mind shift

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2: Company culture shift



Employee engagement

13%

“Only 13% of employees are engaged at work”

Europe - Gallup State of the Workplace 2023 report

Employee engagement

72%

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“72% of employees are quiet quitting”

Europe - Gallup State of the Workplace 2023 report

Employers react

92%

“92% of employers want to work on EX”

52% before COVID

Employers react

The background of the slide is a collage of office scenes. It shows various office environments: people working at desks, a man in a white shirt talking on a mobile phone while walking, and people sitting at round tables in meeting areas. The entire collage is overlaid with a semi-transparent green filter.

**Company culture
as a
competitive advantage**

Engagement culture

**Connect to your
employees**

**Purpose
Integrity
Sustainability**

Engagement culture

**Let employees
thrive**

**Trust
Self direction
Mastery
True inclusion**

2: Company culture shift



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3: The rise of AI



EVE DE HAAN
It is what it is
Space Station Gallery
150 Bermondsey Street, SE1 3UX
#spacestationhq

It's already here

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It can't replace humans



Neuroscience ▾ Neurology ▾ Psychology ▾ AI ▾ Robotics ▾ Genetics ▾ Neurotech ▾ About ▾



ChatGPT Beats Doctors in Compassion and Quality of Advice to Patients

But don't replace your doctor just yet. Physicians working with chatbot technology could revolutionize healthcare

Featured Neuroscience Psychology · April 28, 2023

Key Facts:

1. A study compared the responses of physicians and ChatGPT to real-world health questions and found that ChatGPT's responses were preferred by a panel of licensed healthcare professionals 79% of the time and rated as higher quality and more empathetic.

It can't replace humans



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AI in the world of work



ChatGPT



Microsoft 365
Copilot



HP WOLF SECURITY



ProActive Insights

intel[®]

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Jobs will change

3: The rise of AI



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Companies and Employees

on steroids

4 : Mental and physical health

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Gen Z is leading the way

**>30% of your
workforce by 2030**

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We are over-stimulated

25%

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“25% of Belgian workers have physical complaints due to a high stress level”

An inconvenient truth

10%

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“10% of Belgian workers have a burn-out or are in the high risk zone”

Focus

12'

**“Benelux
knowledge workers
are interrupted
every 12 minutes”**

Focus

40%

“switching between activities makes us 40% less productive”

American Psychologists Association, 2017

Flow

**The ecstatic state of being ONE
with the problem and the solution**

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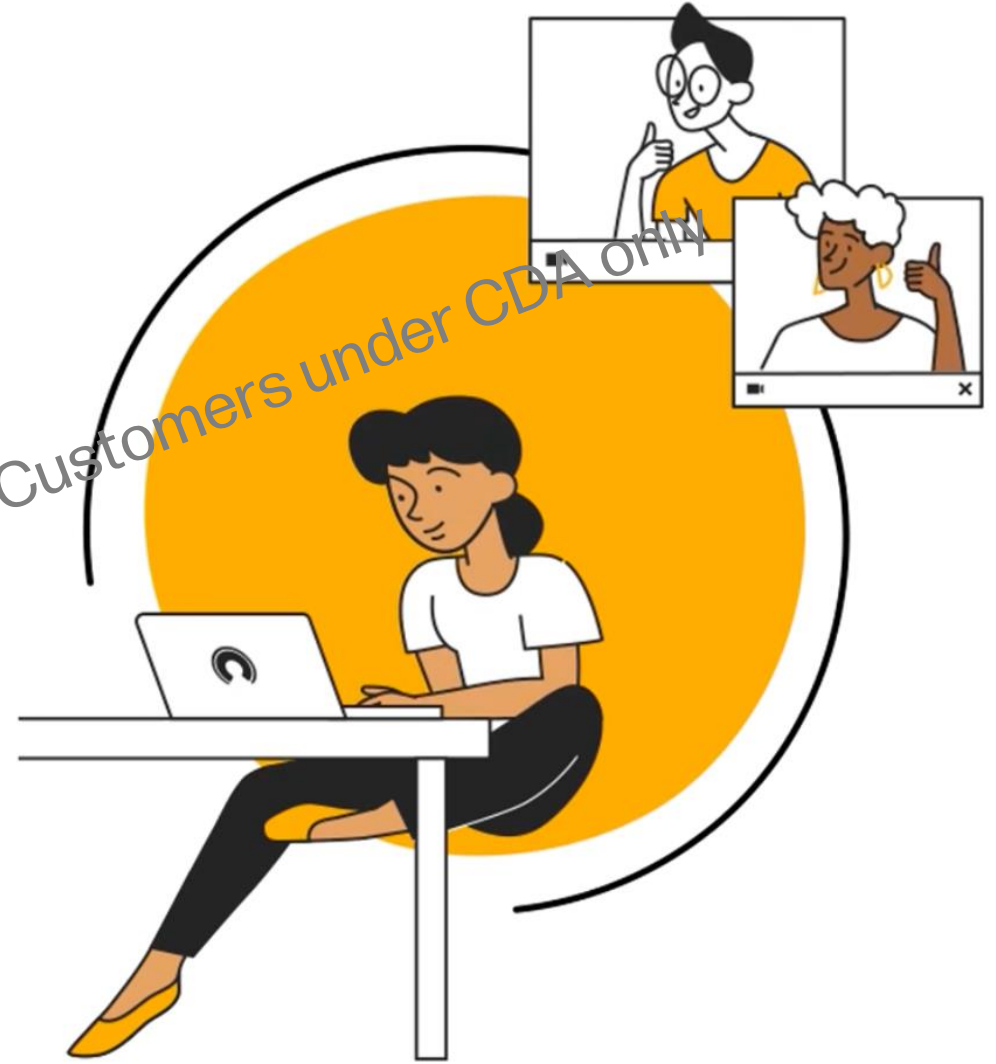
Flow

Get more done in less time. In The Cave.

Facilitated work sessions in a community
that keeps you focused and accountable.



CAVEDAY



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Individualization

**“everyone
needs different
circumstances
to thrive.”**

**“Allow employees
to create
their own recipe”**

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4 : Mental and physical health

A close-up photograph of a woman's face, looking slightly to the right. Her hair is pulled back. A diagonal watermark is overlaid across the image, reading "HP CONFIDENTIAL. For use with HP Partners/HP Customers under CDA only".

**How do you help your
employees thrive?**

5 : Hybrid Work



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The post-covid struggle



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4 spaces



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WFH?

**Reasons
have changed**

**What's in it
for me?**

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The clubhouse

**Flow, connection, cocreation,
serendipity, relax spaces, huddles,
natural virtual meetings,...**

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3 spaces

**Real community
and great place to
work at the office**

**Hoffice
and on-the-go
when needed**

Connecting the spaces

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Phygital meetings

From 2D to predictive immersion

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A fully phygital workspace

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5 : Hybrid Work

Are your people free
to choose where
they can thrive?

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6 : Natural design



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Global drivers



Personal drivers

Houses filled
with plants
make us **15%**
more productive

University of Exeter, 2014



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Personal drivers

Natural materials
help reduce stress
levels and anxiety
much quicker

University of Harvard, 2019



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Deliberate design

The way we design
offices, products
and services has
a big impact on
the world and
our employees



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Offices



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Products

75%

The HP Dragonfly consists out of 75% recycled material

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Services



6 : Natural design



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An aerial photograph of a winding wooden boardwalk or trail that curves through a dense, lush green forest. The boardwalk is made of light-colored wood and has a dark railing. The forest is composed of many tall, thin trees, likely pines or cypresses. The overall scene is bright and natural.

Creating this big impact does not start tomorrow

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Building the future of work today



We are futurists

We inspired many companies before



3 spaces

Office

On the go

H-office

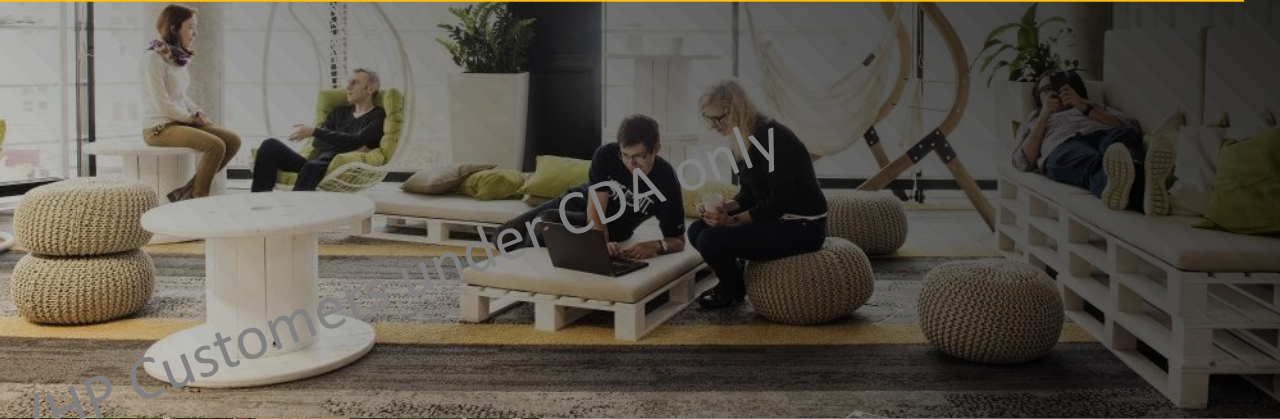




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The office

Make it worth it





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Make it a better place for everyone



Activity based office



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Focus & flow



Natural meetings



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The H-office

Work productively

Printer

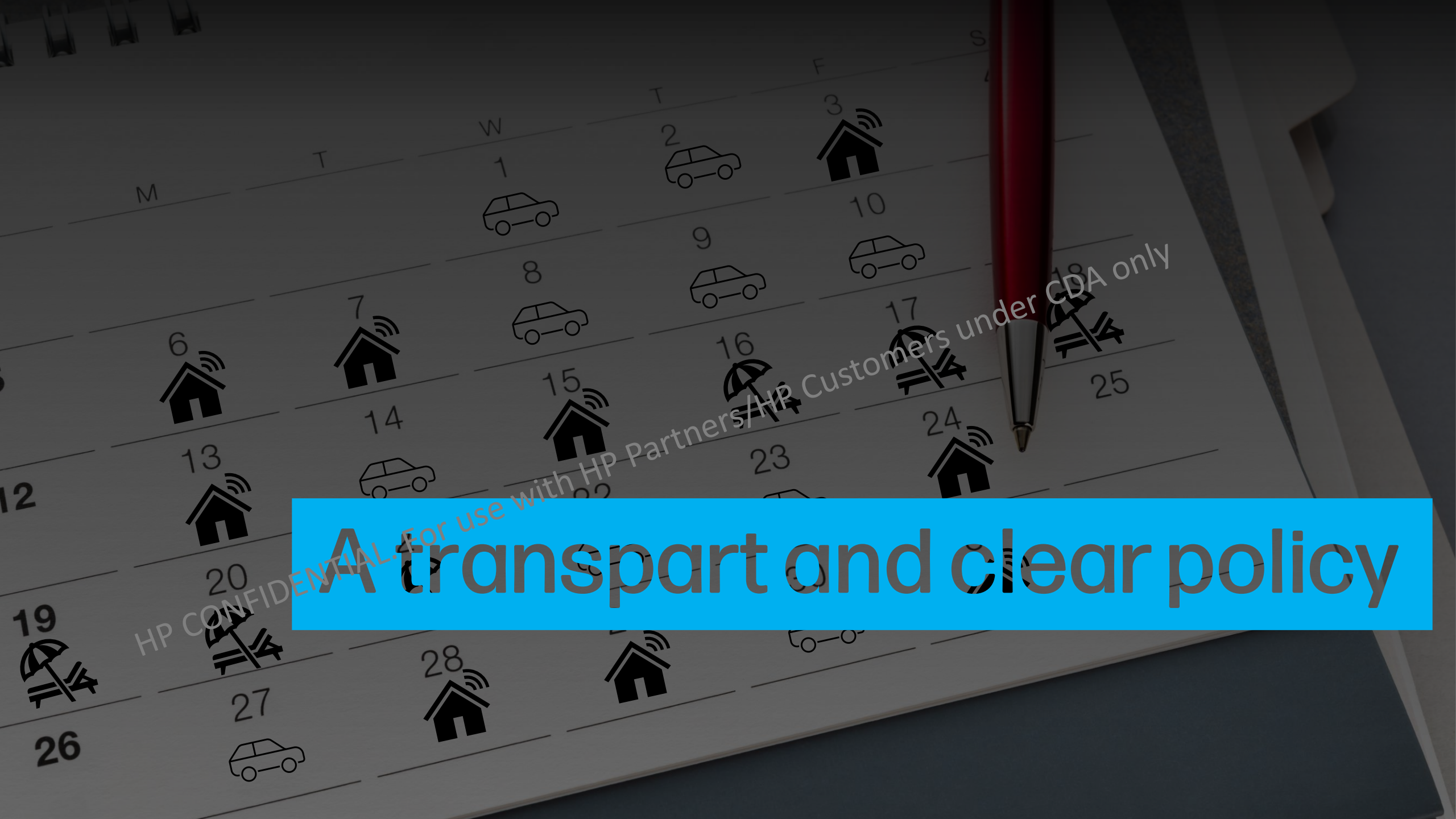
Second screen

Keyboard

Mouse

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A transparent and clear policy

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Guard Work life balance for them

Individual needs



On the go

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The right choice

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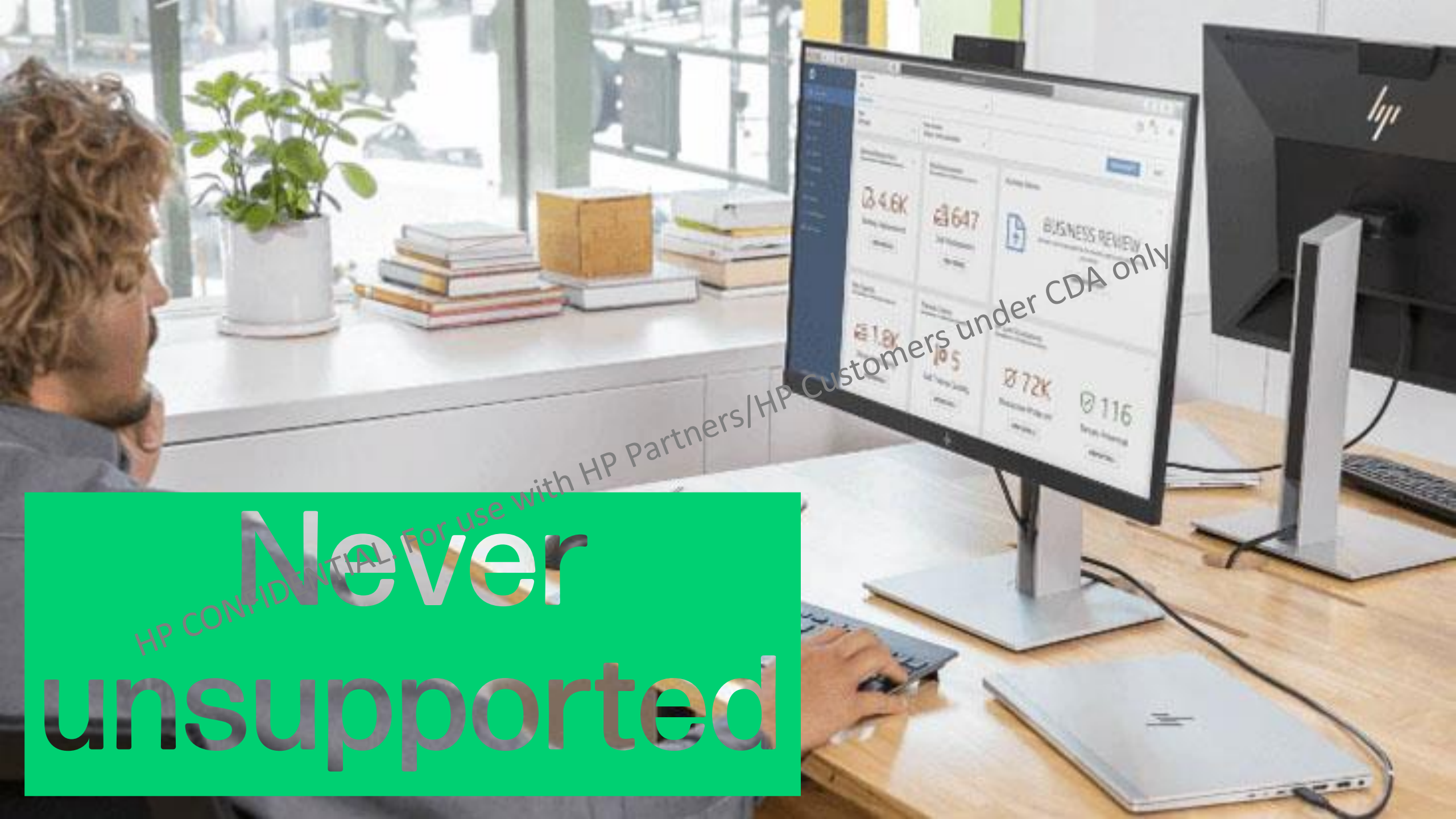


Connected & secure

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An Evo[®] Design



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**Never
unsupported**



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From Anywhere



Start building tomorrow, today

