

A smiling woman with curly hair is framed by several hands reaching towards her from the foreground. The background is a soft, out-of-focus mix of purple and pink tones.

**THE FUTURE  
OF WORK  
IS ALL ABOUT LIFE**

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## INTRODUCTION

Achieving a work-life balance used to be little more than a daydream for most workers. Between long commute times and extra hours at the office, it was a challenge just to have dinner with your significant other or get to your kid's soccer game, much less find time for yourself. But now, the lines between our personal and professional lives are blurring--and it's a good thing!

This convergence is a big deal because remote workers are living happier, more productive lives. Knowledge workers today are more empowered than ever before to define where, when and how they work. Companies large and small are using technology to facilitate a more fluid and location-agnostic way of working, hiring full-time remote employees and embracing flexible work-from-home policies. It's "always on, as needed," still encouraging people to unplug on their own terms.

In this eBook, we'll dive into the workforce trends, cultural shifts and advances in technology that enable today's workforce to achieve greatness in life and work like they never have before.



01  
**Technology  
that does it all,  
so you can, too.**



## 01 TECHNOLOGY THAT DOES IT ALL, SO YOU CAN, TOO.

### **Our personal and professional lives used to exist separately with different inventions and innovations for each.**

Think about life before the mobile phone. People had two separate phone numbers that were used for two separate purposes, and there was no confusion of what each was purpose-built for. When smartphones and tablets flooded the workforce, a switch between these two historically separate worlds became as simple as a tap from one app to another.

Similarly, technology advancements over the past decade ranging from wireless internet access to cloud-based file sharing have redefined constraints that used to tie people to centralized offices. Add to that the proliferation of mobile collaboration tools for project management and virtual meetings, and you get a workforce that is moving out of traditional offices at a rapid pace, working remote full-time or working from home.



# 37%

**of U.S. workers say they have telecommuted, a huge increase from the 9% who worked remotely in 1995.<sup>1</sup>**

## 01 TECHNOLOGY THAT DOES IT ALL, SO YOU CAN, TOO.

A recent study by [FlexJobs](#)<sup>2</sup> shows that 3.9 million Americans work from home at least half of the time. And hiring managers predict that more than one-third of employees will work remotely full-time in the next 10 years. For those of you reading this in your pajamas, you're already embracing the bliss of working from home. But your colleagues who are still sitting in a cubicle somewhere might be surprised to learn that remote work actually brings a boost to their productivity.<sup>3</sup>

Virtual collaboration and instant-messaging tools are must-haves for mobile workers, and these apps are probably already on one of your numerous connected devices. [Gartner](#)<sup>4</sup> says there will be more than 20 billion connected devices by 2020, and the new 5G data service standard promises to make those devices even faster. The next generation of cellular technology is built for the Internet of Things (IoT) with speeds anywhere from 10 to 100 times faster than what you already have. Think crystal-clear audio and video feeds and life-like meeting connectivity. The future devices will be built to bring collaboration to life, agnostic of device or location.

# 70%

of companies plan to increase their use of online-meeting platforms over the next three-to-five years.<sup>5</sup>





02  
**Don't worry,  
be happy.**

## 02 DON'T WORRY, BE HAPPY.

### Technology has removed what used to be clear physical and mental boundaries between work and life.

Sounds scary, right? Like we're all just a bunch of sad workaholics without any personal lives. Well, we're happy to say that this assumption is wrong. People are finding ways to make this convergence work for them, personally and professionally. They are pushing their careers forward while staying fully connected with their personal world – and living happier lives along the way.

More and more studies are showing that remote workers are happier. Researchers at Stanford University found that home-based workers reported substantially higher work satisfaction and psychological attitude scores.<sup>6</sup> Another survey of more than 500 full-time remote workers concluded that they feel more valued than their office-based colleagues.<sup>7</sup>

<sup>7</sup> The future of work is all about life



# 60%

would be more likely to take a job with the option to work remote – 28% would take it for less pay.<sup>8</sup>

## 02 DON'T WORRY, BE HAPPY.

**We recently dug into this trend ourselves, independently surveying 3,000 people around the world about their remote work habits and preferences.<sup>8</sup>**

More than 40% of Millennial and Gen X workers reported that remote work has improved the overall quality of their lives, calling it one of their most cherished job benefits. And more than 69% of respondents said that “flexibility” was the number-one benefit of working remotely.

A blurred line between work and life is not making people unhappy. It’s doing exactly the opposite! It’s empowered today’s workforce with the flexibility it needs to truly “do it all.”

<sup>8</sup> The future of work is all about life



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More than 69% of respondents said that “flexibility” was the number-one benefit of working remotely.<sup>8</sup>



Two in 5 workers said their lives would be worse without remote work.<sup>8</sup>

# 41%

of respondents believed the ability to work remote is “very important” to the future of business.<sup>8</sup>



03  
New generations  
with great  
expectations.



### 03 NEW GENERATIONS WITH GREAT EXPECTATIONS.

#### **Millennials are the largest generation in the workforce today.<sup>9</sup> Their influence over the last decade has certainly shaped work trends and organizational behaviors...**

They're a tech-savvy group that is more attracted to job opportunities that include flexibility and remote work.<sup>10</sup> And Gen Z is not far behind them. By next year they're expected to outnumber Millennials in the general population.<sup>11</sup> Soon Gen Z will be flooding the workforce with a whole new set of expectations for what work is and how to get it done.

A [study<sup>12</sup>](#) by The Center for Generational Kinetics predicts that Gen Z will become even more influential than Millennials, but with a more practical mindset "grounded in the present." Our own research has shown that Gen Zers desire their work to be a hybrid of working from home and in an office. They view commuting as a waste of time they could use being productive, but they still value in-person interactions with their colleagues.<sup>13</sup>

<sup>10</sup> The future of work is all about life



### 03 NEW GENERATIONS WITH GREAT EXPECTATIONS.

We've already touched on how you can get practically all of your work done on your mobile device (see Chapter 1). But the influx of Millennials and Gen Z are also influencing how we communicate on these devices, skewing the trend away from traditional phone calls and towards instant messaging and texting. Deloitte's Human Capital Trends report predicts that we'll all be sending more business-related text messages in the years ahead,<sup>14</sup> which is a form of communication that can be done instantly – anytime, anywhere and on your terms.

Millennial and Gen Z workers are quickly becoming the new majority in today's workforce, and their penchant for greater flexibility when it comes to getting the job done is driving a change in the way companies facilitate remote work policies. As younger workers join the fray, we're going to see even more demand for flexible work arrangements that allow for success at work and happiness at home.



# 19 billion

**Deloitte reports that 19 billion text messages are sent every day, with 25- to 34-year-olds sending and receiving 75 or more texts a day.<sup>14</sup>**



04  
**It's a small  
world after all.**

## 04 IT'S A SMALL WORLD AFTER ALL.

**Today's workforce has more opportunity than ever before to collaborate, learn and grow with colleagues from around the world.**

Boundary-free collaboration fosters teams of remote and globally dispersed workers who can tap into talent and new resources from just about anywhere. Colleagues working together now transcend time zones, locations and continents. As long as you can connect to the internet, you can communicate with anyone. You can participate in a virtual meeting from the Underground in London, send an email sitting on a beach in California or message your boss while waiting for a flight in Tokyo.

Online collaboration connecting people across the globe has brought a whole new meaning to the idea of 24/7 production cycles. The Harvard Business Review articulates it best: "By solving distance problems, [online collaboration] enables newly diverse teams; and by solving communication problems, it lets us work together in ways that tap into a broader set of skills and capacities."<sup>15</sup>

Today's global, diverse workforce is no longer restricted to their local peers for collaboration, teamwork and support. And collaborating with colleagues across the globe no longer means days of travel to another country. Working "round-the-clock" can be accomplished with ease, thus spreading the workload across teams that span multiple time zones.

*"Driven by globalization and enabled by advances in technology, virtual teams have become an important element of organizations' ability to achieve their business objectives."* Darleen DeRosa<sup>16</sup>



05  
“Alexa, what  
are the top  
collaboration  
apps?”



## 05 “ALEXA, WHAT ARE THE TOP COLLABORATION APPS?”

**Powerful hardware combined with increasingly smart productivity tools make it easy to manage personal and professional tasks no matter where you are.**

These days, most of us are carrying super-computing devices in a jacket pocket, a backpack or a purse. And as more of your mundane daily tasks are handled by automation or virtual digital assistants, you'll have more time to focus on priorities, at work and at home.

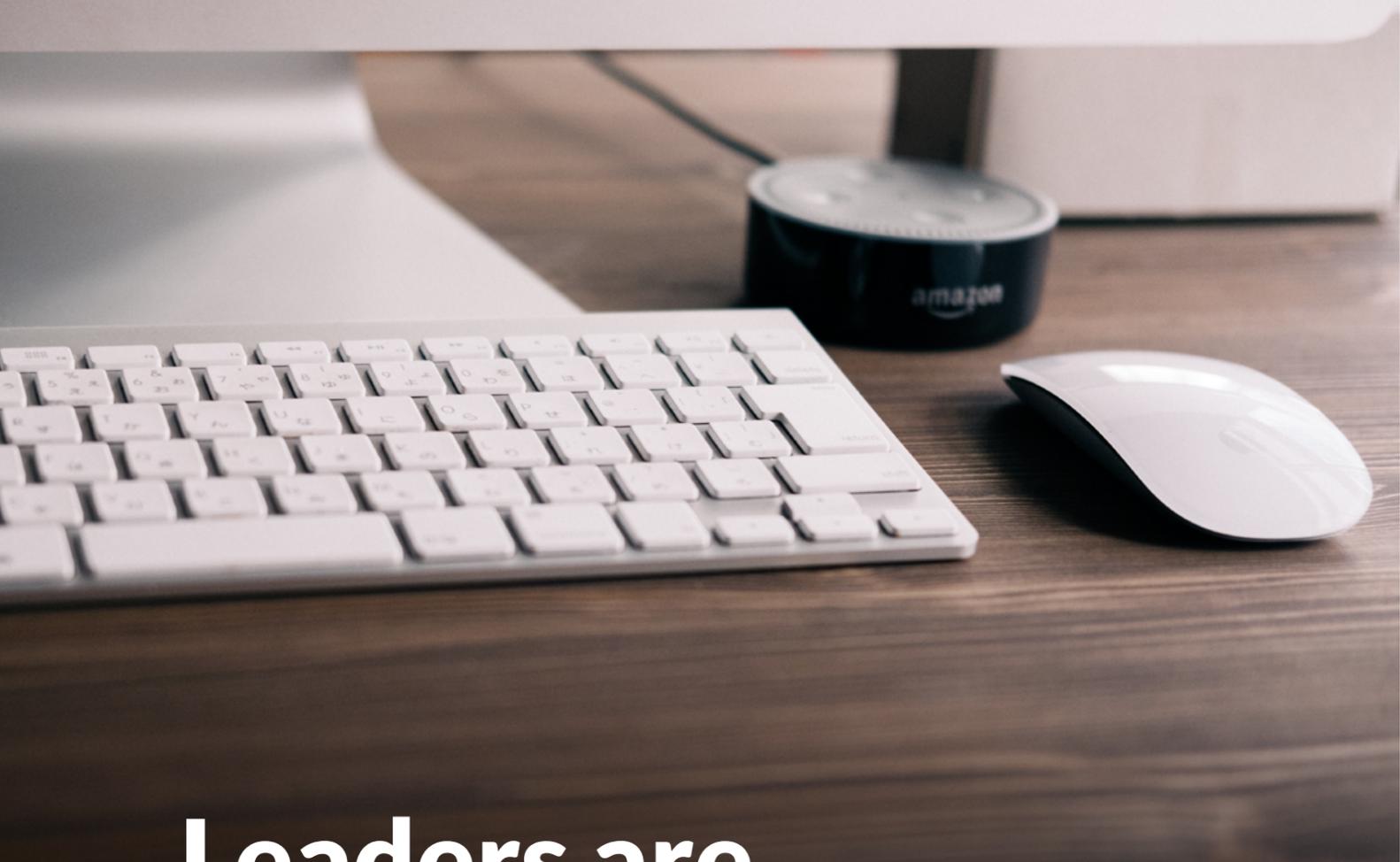
Cloud-based productivity and collaboration tools like Slack, Dropbox, Trello and GoToMeeting helped put the “smart” into smartphones. But now, a whole new generation of connected devices is integrating data-driven decision-making into both automated and human-powered processes.

AI and cognitive technologies are the engine powering the rapid growth of IoT connectivity. Amazon's Alexa, for example, is evolving rapidly from a smart speaker in your living room to a powerful digital assistant that can boost your productivity and take tasks off your to-do list.



# By 2022

**40% of meetings will be facilitated by virtual concierges and advanced analytics.<sup>17</sup>**

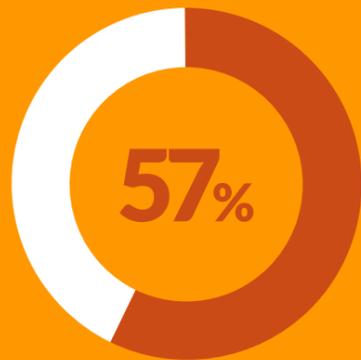


# Leaders are

rapidly integrating AI and cognitive technologies into their businesses. According to a Deloitte study:<sup>18</sup>



believe these technologies will “substantially transform” their companies within the next three years.



believe it will put them ahead of their competition.

## “ALEXA, WHAT ARE THE TOP COLLABORATION APPS?” 05

AI technologies are expected to transform both companies and entire industries.<sup>17</sup> When effectively integrated into workflows, workers are freed from the rote items on their to-do list. When task management, scheduling and other organizational tasks are taken care of for them, the workforce can bring their focus to their most important contributions.

Creativity, innovation, strategy, leadership and problem-solving can truly become the focus of the modern workday.

### Smarter Meetings with GoToMeeting



GoToMeeting integrates with Alexa to review your calendar, schedule new meetings and cancel existing meetings.

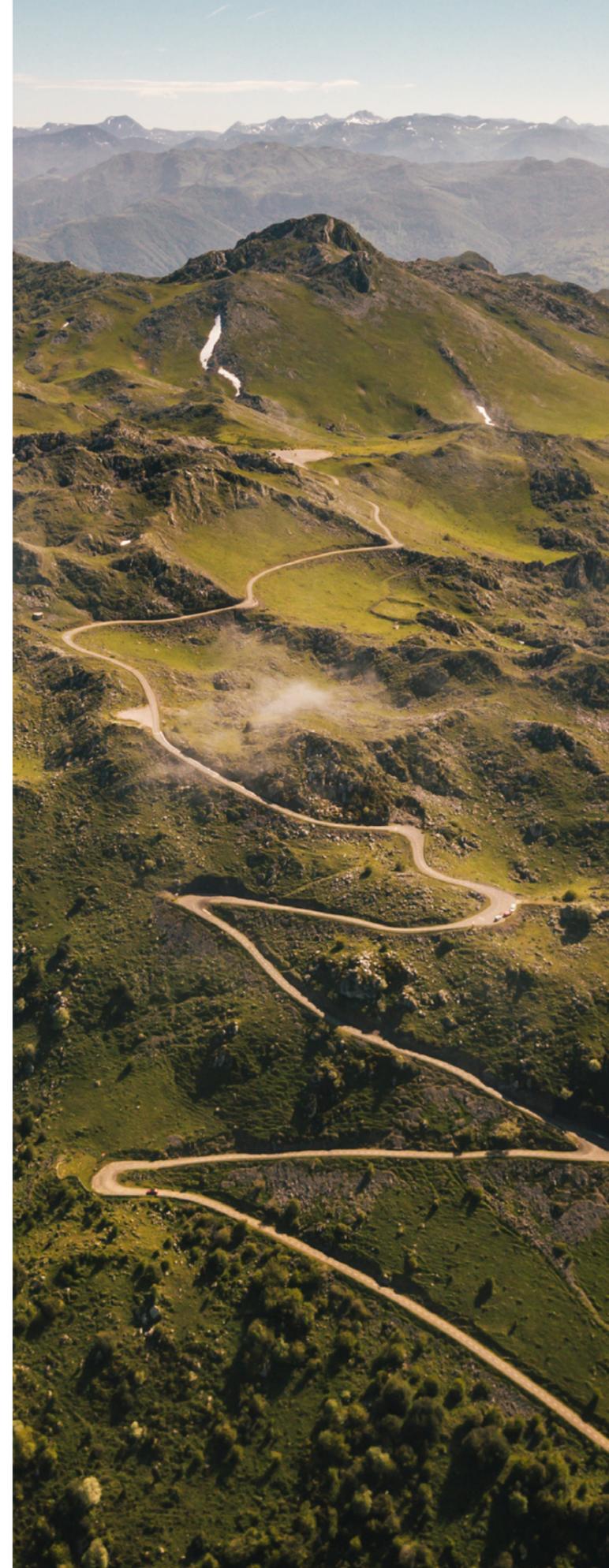


Our Smart Meeting Assistant automatically records and transcribes your online meetings. Note-taking is automatic, editable and simple to share.

## CONCLUSION

As technology helps untether workers from traditional office spaces and the confines of a 9-to-5 workday, remote workers are proving that they can balance their work and personal lives and still deliver positive results for their employers. Collaboration is increasing beyond previous boundaries, as colleagues from around the world foster an unprecedented global rapport and an uber-efficient 24/7 work cycle. And as Millennials and members of Gen Z take over the workforce, flexible working will become the norm, supported by rapid advances in AI and machine learning.

Today's workforce is impressively empowered to weave work into the fabric of employees' lives. They're getting the job done while still achieving personal goals and enjoying the moments that matter most. The future of work is flexible, globally collaborative, simplified by technology – and all about life.





Millions of users around the world trust GoToMeeting for reliable, professional online meetings and on-the-go collaboration. Nothing can match the momentum of your team or business when it's fueled by an award-winning collaboration solution that works instantly, anytime, on any device. GoToMeeting is among a broad portfolio of LogMeIn's Communications and Collaboration products that enable more than 25 million users worldwide to strengthen their relationships and drive better outcomes.

[Try It Now](#)

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