



## How to See the Future of Work and Act on It

### Perspectives from AVI-SPL Customer Advisory Board Members

At the AVI-SPL Customer Advisory Board (CAB) in-person retreat in the fall of 2018, the CAB shared valuable insights on how they see and plan for the future of work. AVI-SPL, a technology services provider for digital workplace transformation, worked with Ignite Advisory Group, our Customer Advisory Board management and consulting partner, to create and facilitate a forward-thinking advisory board session to map the future of work.

#### A little bit about the customer advisory board:

The CAB is comprised of an exclusive group of senior AV, IT, enterprise video, and collaboration executives who gather to brainstorm with AVI-SPL in annual retreats, quarterly virtual calls, and monthly working groups to help shape the next generation of collaboration and enterprise video technologies. CAB members represent these companies: Amgen, Citi, Deloitte, Discover Financial Services, Fidelity, Ford, MasterCard, McKesson, McKinsey & Company, Merck, Novartis, PwC, Salesforce, Dow, The Walt Disney Company, Toyota Motor North America, and University of Michigan.

### Our Setup for the Future of Work Session

We used a common planning paradigm of considering digital workplace change that will happen now, in the near future, and in the far future. To this “now, near, far” model, we agreed on a few key assumptions to ground our exercise:

- Technology will continue to evolve
- Workplace will be multidimensional
- Collaboration and connectivity will continue to be a business priority
- Consumer technology will increasingly shape user experience expectations

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**Then, our CAB established session objectives:**

- Gain consensus (or not) on how people and teams will collaborate in the workplace in the near and far future.
- What will it take to accelerate this vision of the future of work?
- How can AVI-SPL enable their clients to leapfrog into this future state?

We shared market research on workplace trends, technology advances, and disruptors and the CAB agreed on what were the most impactful and influential developments the digital workplace faces.

**Important social, economic, and cultural shifts happening now, include:**

- Advent of the “gig” economy where new workers are more likely to be freelance workers in coworking spaces, or change jobs more frequently
- According to Accenture, in the 1980s – 80% employees had 15+ years of tenure; today, 60% of workforce changes jobs after four years.

**The new workforce is:**

- Moving back to cities to form communities – shop local, work global
- Comfortable working with colleagues online – so physical and geographic barriers dissolve
- Going green – millennials seek out companies with “green” environments and policies
- Digitally dexterous, so this drives requirements for more digital tools to accomplish their work
- 9 out of 10 millennials identify workplace flexibility that supports use of their desired technology as a top priority
- To millennials, a smartphone alone is an entire workplace

Within the next two years, the future of work is expected to expand desktop collaboration experiences to meeting spaces.



## The Exercise: Creating a Shared Vision of the Future of Work

Once we reviewed the session objectives and key industry trends, we conducted a Post-it® note exercise where the group created a shared vision of the future of work and the technology that will enable it. Each CAB member was invited to place one problem to solve (one per Post-it note) in each of the three time horizons we provided: Now (today to 1 year), Near (2 years), and Far (5 years). Here is the CAB member feedback from the Now/ Near/Far Post-it note exercise:

Now (Today to 1 year)	Near (2 years)	Far (5 years)
<ul style="list-style-type: none"> <li>• Team collaboration</li> <li>• Video everywhere</li> <li>• One unified workplace budget with system life-cycle buy-in</li> <li>• Fortify infrastructure for increased demand</li> <li>• Digital workflow in open office spaces</li> <li>• Wireless content sharing</li> <li>• Wireless “everything”</li> <li>• More cloud, less on-premise</li> <li>• Limited products as functions converge</li> </ul>	<ul style="list-style-type: none"> <li>• All AV over IP</li> <li>• Task oriented AI</li> <li>• AI in enterprise applications</li> <li>• Expand desktop collaboration experience to meeting spaces</li> <li>• Voice controlled rooms</li> <li>• Autonomous user identification and user experience support</li> <li>• Make informed decisions based on data analysis</li> </ul>	<ul style="list-style-type: none"> <li>• AI with workflows</li> <li>• AI in collaboration tools</li> <li>• AI and augmented reality</li> <li>• AI for problem solving and skill enhancement</li> <li>• On-demand AI</li> <li>• Agile approaches to solve business problems</li> <li>• Startup technologies influence large business</li> <li>• (Too far out to evaluate)</li> </ul>

After CAB members shared the challenges they plan to solve in each time frame – where AI in the workplace is a clear theme – we had fruitful discussions around these three questions:

- What are the barriers to adoption of the “Now” trends?
- How do we accelerate technology implementation for the “Near” trends?
- How do we start to plan for the “Far” trends?

**Within this framework, we landed on these key approaches for optimizing the future of work:**

- Consider how AI will support business strategy and create detailed use cases for AI in the workplace (this is our next CAB working group’s focus)
- Form partnerships across IT, Real Estate, Facilities, and HR to holistically design, manage, and measure collaboration technology programs
- Develop and automate intelligent resource management and wayfinding for hoteling and hot-desking applications in open office plans

- Employ design thinking coupled with rapid experimentation as the model for implementing new technology
- Identify measures to mitigate risks and barriers to adopting new technology, such as security, privacy, budgeting, and maturity of technology



## Valuable Feedback and Next Steps

The benefits received from this “Future of Work” session and the CAB overall have been several. We gained valuable feedback from CAB members (some of our most strategic customers) on their thinking and plans for the future of work. We discovered considerations of how AI will shape the workplace are top-of-mind for all members. With that, we quickly defined a charter for a new CAB working group to focus on AI implications for the workplace and business strategy. Our AI working group starts tackling this in January and by mid-year we’ll publish a detailed tech brief on the ways we see AI (including machine learning, natural language processing and voice control, robotics and automation) impacting how we work.

Our Customer Advisory Board continues to play a key role in informing and shaping our strategy and solutions road map. And, this session approach was a valuable structure that can be applied to any customer advisory board session, executive summit, or even an internal strategic planning session.

## About AVI-SPL

AVI-SPL is a global business partner providing AV and UC technology solutions and award-winning managed services to create vibrant, collaborative experiences and transformative innovations. With the industry’s most certified experts, AVI-SPL’s highly-trained team works hand-in-hand with organizations worldwide to strategize, design, deploy, manage and support AV and UC solutions that improve business outcomes through enhanced employee and customer experiences. [www.avispl.com](http://www.avispl.com)

Learn how AVI-SPL can help you prepare for the Future of Work. Email us at [contact@avispl.com](mailto:contact@avispl.com).