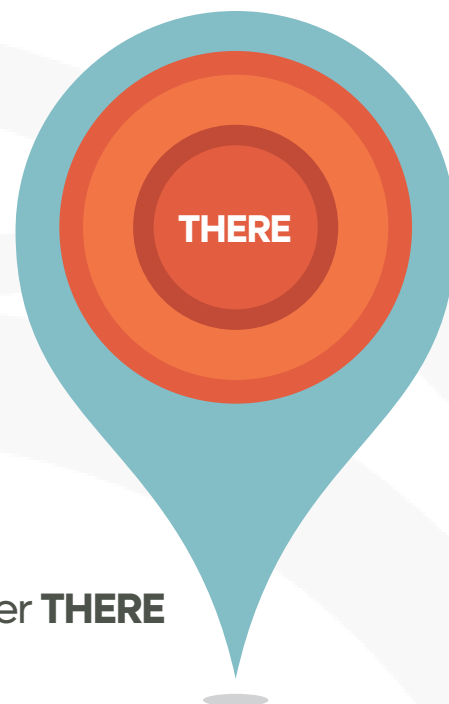


Your Path to Embracing Change

Insights from “The Seven Change Waves Impacting the Events Industry: Why We Need to Care About Them”



Meet your customer **THERE**

Don't resist change—embrace it.

The dynamics of almost every industry have been permanently altered. In the face of behavior, business, economic, sentiment and social norm disruption, a change wave surges: Resistance is futile when customers, employees, audiences, and humans really want change.

The digital transformation market is expected to grow from nearly \$470 billion in 2020 to more than \$1,000 billion by 2025. Yet, some industry leaders are resistant to change. As companies scrambled to adjust their workplace layouts during the pandemic, many continued to push back calls to “return to the office,” insisting on maintaining pre-pandemic workplace structures instead of embracing the groundswell of remote productivity and communication tools, a culture of remote work, and dissolved lines between work and home.

Some insist that remote & hybrid workplaces carry negative impact instead of benefits like talent retention & increased productivity. Yet, hybrid work has increased YOY to 38%, with 53% of workers considering transitioning to a hybrid workplace this year.

Microsoft: Fostering a culture of innovation

Harnessing disruption as an opportunity, Microsoft instituted a permanent flexible, hybrid approach to its workplace.

Though some roles remain on-site only, many employees have the option to work from home up to 50% of the time—and additional all-remote job listings are popping up. The company also supports its employees “to work the hours that are best for them and that allow for delivering on expectations.”

Microsoft's agile approach to the future of the workplace has the support of its CEO, Satya Nadella, who urged skeptical leaders to get past the “productivity paranoia” swirling around the future of the workplace.

Ultimately, the approach is a natural extension of Microsoft's long-term investment in its culture of innovation and is rooted in Microsoft's change-embracing mindset.

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The COVID-19 pandemic has challenged all of us to think, live, and work in new ways. We will offer as much flexibility as possible to support individual workstyles, while balancing business needs, and ensuring we live our culture.

- Kathleen Hogan
Chief People Officer
Microsoft



CITATION: Microsoft's Great Expectations Report