Unlocking the potential of Hybrid
Knowing the different needs of your workforce personas unleashes the benefits of hybridity for all

What is Hybrid? A Q5 definition

**Hybridity** promises organisations the benefits of remote working (increased flexibility, reduced carbon footprint, labour-cost optimization, and increased employee satisfaction) alongside the critical strengths of traditional, co-located work (smoother coordination, informal networking, stronger cultural socialization, greater creativity, and face-to-face collaboration).

Why Hybrid? Defining what matters

The most commonly-cited motivation for adopting hybrid working practices is **employee preference**. But there are others too...

1. The Employee Experience
2. Productivity
3. Mental Health and Wellbeing

Does everyone need hybrid? Knowing your workers

Only **5%** of businesses expect the majority of their staff to work entirely from a physical office/workspace post-COVID-19.

93% of businesses expect the majority of workers to undertake work from both a physical office/workspace and from their home.

In complex organisations there are **combinations of workplace demands** e.g. a laboratory scientists vs. a call-centre worker.

Understanding the different worker **personas** at play is essential for any design and prototyping of future workplace arrangements.

Businesses must take the time to develop their own personas. We at Q5 have various **Q5 tools** to help here: surveys, focus-groups, interviews and workforce analytics are good routes.

Want to hear more? Contact...

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Source: Lynda Gratton, How to Do Hybrid Right, Harvard Business Review, May-June 2021

Source: Q5’s Workplace Persona foundations research