

Want To Create The Ultimate Workforce And Boost Your Profits?

Companies today are increasingly more aware of how valuable their employees are as digital disruption rips through all industries. Understanding how empowering your workforce can boost your business growth will be key to your survival in this new world.

You would not be alone. According to [Forbes](#) Insights, 78% of companies already say they are seeing more sales and revenue as a result of their digital empowerment efforts for employees. So how can you create the ultimate workforce?

The rule of the power of three suggests that things that come in threes are funnier, more satisfying and more powerful. Take for example fairy tales such as The Three Billy Goats Gruff, nursery rhymes like Three Blind Mice, or scoring a hat trick in football. What if we applied this concept to how we approach empowering our employees?

A new report from IDC—*Becoming "Future of Work" Ready: Follow the Leaders*—suggest that there are three pillars underpinning the foundation of digital success: culture, workspace and workforce.

Each pillar on its own can drive incremental change, but together they can help organizations transform to truly compete in the digital era.

Culture

An organization's culture can often be its biggest asset, but when unattended to, an organization's culture takes on a life of its own, often deviating further from its intended goal. Unhealthy cultures demoralize employees, alienate customers, ruin reputations and destroy value.

Businesses that fail to create a culture of trust and openness, whereby employees have access to the right tools to be agile and productive, result in a workforce with little to no motivation to change the way things are done, directed by a "command and control" approach to working life.

By instilling a culture of fairness all the way from the board to frontline staff, you'll see a positive impact in turnover, output and employee satisfaction. This rebalancing gives frontline employees the tools and the mindset freedom they need to innovate and execute. It's a cultural change that ultimately becomes a decisive competitive differentiator.

Workspace

Work is essentially an activity, not a location, and employees benefit from the flexibility of being able to work when and where they feel most productive.

Organizations need to recognize the power technology can have to transform their digital

workspace. Collaborative hubs are emerging alongside flexible working policies, and voice-enabled apps and AI-driven tools can help workers collaborate wherever they may be.

With these innovations come increased security risks. As more traditional working hours and policies become obsolete, borderless organizations start to emerge, which can cause concern for IT security teams. Securing the digital workspace requires security capabilities to be built in at every level—users, apps, endpoints and the network, which is all achievable through software.

Workforce

The makeup and nature of the workforce is radically evolving. On the one hand, demographic shifts are impacting size, age and diversity, and on the other hand technology and automation are creating new opportunities for value creation within organizations.

Intelligent technologies provide new levels of productivity, accuracy and business intelligence. This allows employees to learn and improve from mistakes—they have the ability to fail, recover and try again, which is a key component of successful organizations.

Changing working practices, and the strategy required to do that is not a simple process. It requires time and investment and there will be hurdles and setbacks along the way. But businesses that persevere will reap the rewards of a more user-centric experience across customers, employees and business.

Charles Barratt is a Principal Business Solutions Architect, EMEA EUC Strategic Accounts at VMware.

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