



**Own your
Future**

Kaspersky Report

2020

Securing the future of work

kaspersky

BRING ON
THE FUTURE

Introduction

From business as usual to business on your terms

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The global pandemic reset major work trends overnight. As our working environment shifted from comfortable and secure offices to breakfast bars and kitchen tables, the blurring of our work and life has brought with it both opportunities and challenges.

Yet after finding themselves living and working in new and previously unimaginable ways, employees seem to have embraced an overwhelmingly positive and proactive approach, leveraging present circumstances to reshape pre-COVID-19 work paradigms for good.

Kaspersky-commissioned research reveals that three quarters (74%) of employees never want to return at least to some of yesterday's workplace dynamics. Almost two in five (39%) of employees are ready to escape the tradition 9–5 working structure, just over a third (34%) no longer want to work at a fixed office desk, and nearly a third (32%) want to rethink the five-day working week.

As employees feel emboldened to reconfigure their workdays to fit better around their personal lives, businesses now need to adapt fast to remain as secure, resilient and productive as possible as the world enters the next 'normal'. And technology is playing a crucial role in the race to augment connectivity, support upskilling, and accelerate the digital transformation of businesses.

To help both workers and businesses achieve their ambitions for tomorrow, Kaspersky's latest research seeks to understand the key drivers of the future of work, and this report uses these insights to offer forward-thinking, actionable advice to inspire better and sustainable ways of working in a changed world.



Executive summary

Employees want to be in control of tomorrow

Despite being thrust into a period of uncertainty, people don't want to wait to be told what the future holds. In fact, the opposite is true. Employees today feel empowered to take the lead in constructing their personal and work lives.

To understand this trend, Kaspersky commissioned Censuswide to conduct a global research study focused on how employees' working habits have shifted, what they expect from their workplace, and the role technology will play in securing the future they want.

More than 8,000 employees of small-to-medium businesses (10 – 250 employees) were surveyed in Brazil, Belgium, China, France, Germany, Italy, Japan, Luxembourg, Malaysia, Mexico, Netherlands, Russia, Spain, South Africa, Turkey, UAE, UK, and USA in October 2020.

Key stats



The highest proportion of people want a flexible working structure moving forward (37%), where they continue to work mostly from home, but also visit the office regularly



Employees remain proactive about shaping their futures, with over a third (35%) of respondents considering a career change within the next 12 months, most seeking a higher pay



Spending more time with loved ones is the top benefit of working from home for nearly half of the respondents (47%), followed by saving money (41%) and working remotely (32%)



The workplace may never look the same again, as 11% of people now enjoy working in the nude



Seeing colleagues face-to-face is the top detail people have missed about work (34%)



Almost half (54%) of employees see technology as the biggest driving force for the future

It seems the future's flexible...

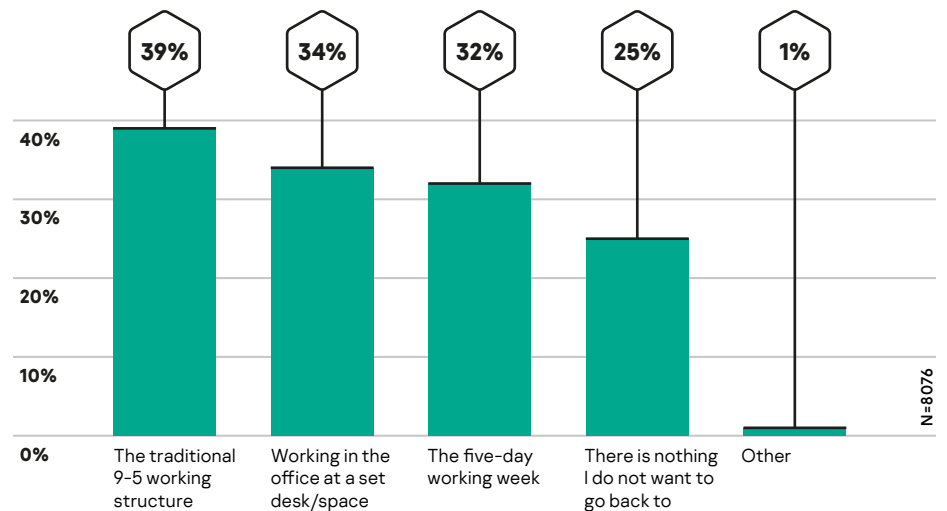
Kaspersky's research offers a window into the future of work, and reveals that employees want it to look very different from the past as they seek more freedom and flexibility. The survey shows that employees are ready to cast aside traditional workplace paradigms, with 39% wanting an end to clocking in at nine, out at five, 34% seeking a future free from fixed office desks, and 32% feeling ready to wave goodbye to the five-day working week.

Interestingly, restructuring the 9–5 working day is even more popular for employees aged 25–34, with just under half (44%) admitting they did not want to return to set hours. This mindset shift is especially favoured in countries such as Malaysia (54%), South Africa (52%) and Spain (51%), where over 50% of employees want to remove the 9–5 working structure, whereas only 1 in 6 (16%) in Japan feel the same.

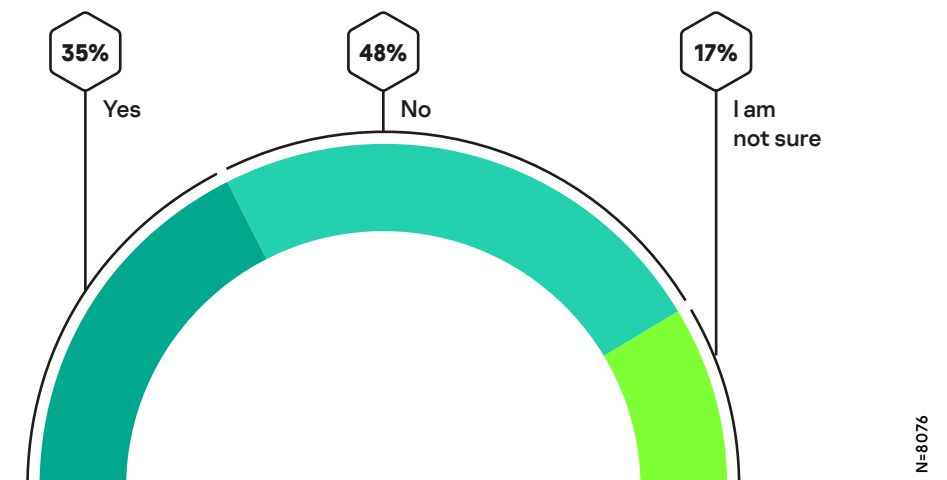
Employees want the future of work to look very different from the past

Despite uncertainties in the job market, ambitions remain high, with over a third (35%) of respondents considering a career change within the next 12 months, and the biggest motivator being the search for a better-paid role. Whether switching jobs, re-training or upskilling, many employees are now galvanised to use this time to unlock new opportunities.

When thinking about the traditional, 'old ways of working' what do you not want to go back to?



In light of the global pandemic, are you considering a career change in the next 12 months?



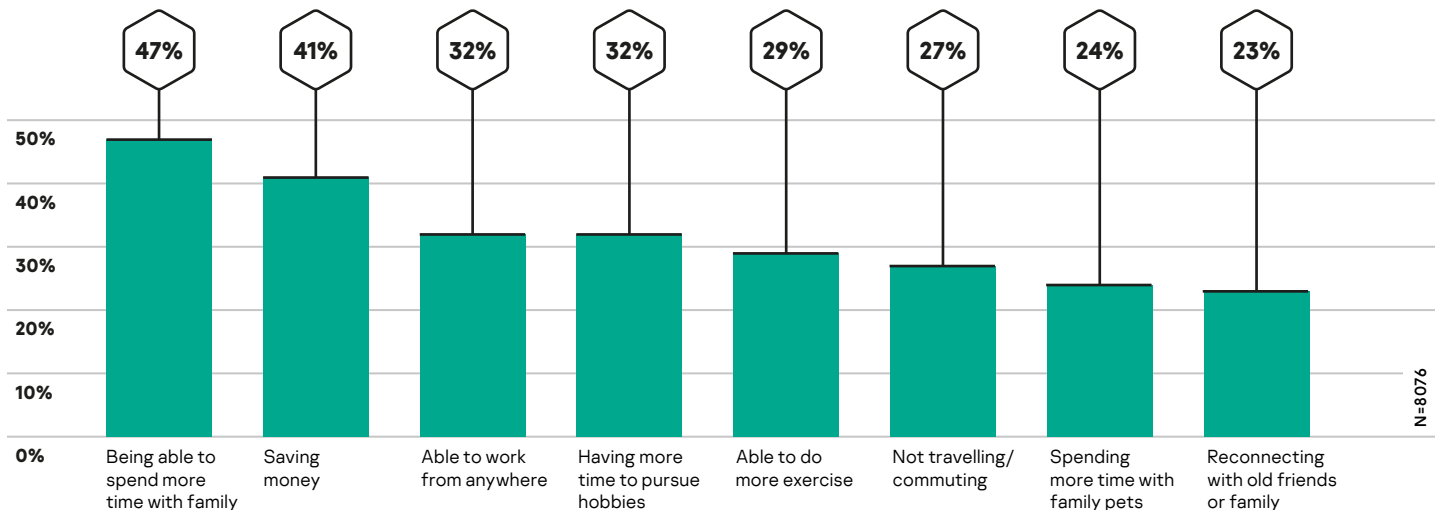


... and employees want it to stay that way

Personal and business lives have become more blurred over time, and the pandemic has only heightened this. Typically, this meant work was eating into our personal time, but current circumstances have given us all a moment to pause and reflect on what is important and what we really want – whether connecting with loved ones, getting in shape, or simply the chance to try something new.

At the top of the benefits employees are looking to keep is spending more time with their family (47%), followed by saving money (41%), and being able to work from anywhere (32%). These responses show great optimism about the future, as only 7% of people see no positive effects from the new 'normal'.

What positive things have come out of the pandemic that you would like to keep?



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Motivation in the future of work

It pays to keep employees productive, stimulated, and ultimately loyal

Employees that are highly motivated, productive and loyal are critical to the success of every business. Financial incentives remain one of the key motivators for most people. However, in reality it shouldn't be all about a base salary, but a question of financial well-being in general. This may include varying types of benefits, rewards, learning and development sponsorship, office perks, etc.

Offering a long-term incentive (LTI) plan as a part of a total reward plan is a great way to motivate staff. It grants additional rewards to

employees for achieving corporate financial results in a 3-4 years timeframe. Many public companies offer their employees restricted stock units (RSUs) which are a form of stock-based employee compensation.

Within its own LTI program, Kaspersky as a private company pays LTI rewards "in cash", which is many people's preferred form of reward. By providing diverse rewards and incentives businesses retain top talent in a highly competitive work environment.

Remote work is unlocking guilty pleasures

The pandemic also saw people taking risks and pushing the boundaries of what they never thought possible before. For some, this newfound open-mindedness lead to a rediscovery of guilty pleasures they would now like

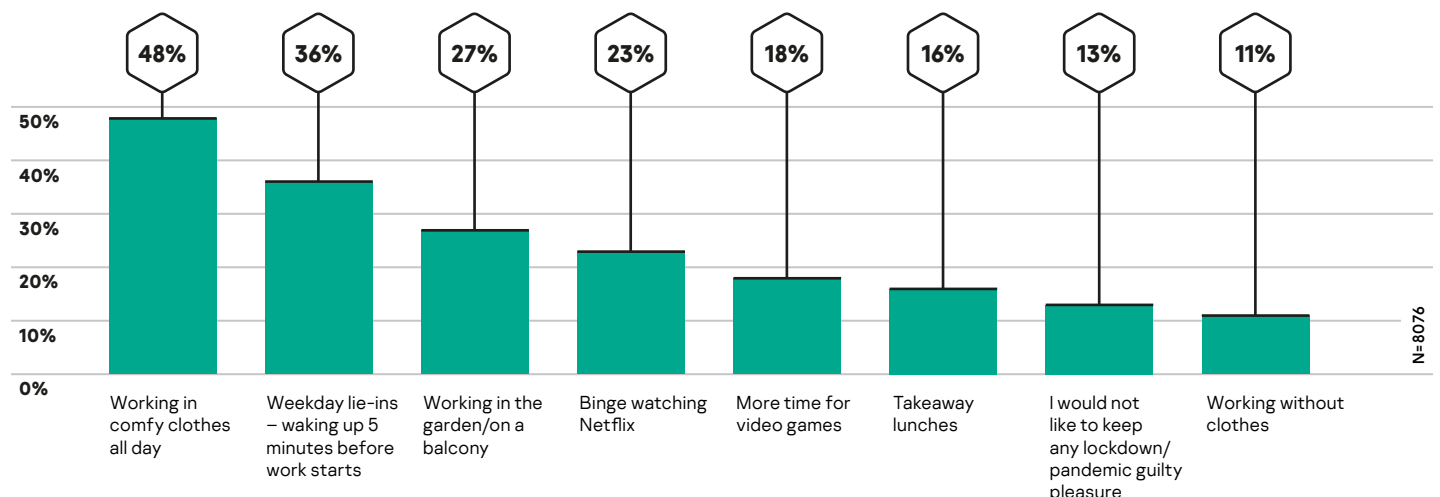
to keep. Almost half (48%) of respondents said they'd like to continue to work in comfortable clothes – and 11% took this one step further, opting to work in the nude.

While this trend might not catch on in the office, it seems a more relaxed and accommodating future is in store. Other treats favored by employees include weekday lie-ins (36%), binge-

watching Netflix (23%), and working outside in the garden or on a balcony (27%).

However and wherever employees choose to work in future, having dependable security solutions across their devices will be crucial, not just to protect business infrastructure but also our individual privacy to enjoy new ways of unwinding.

What lockdown/pandemic guilty pleasures would you like to keep?





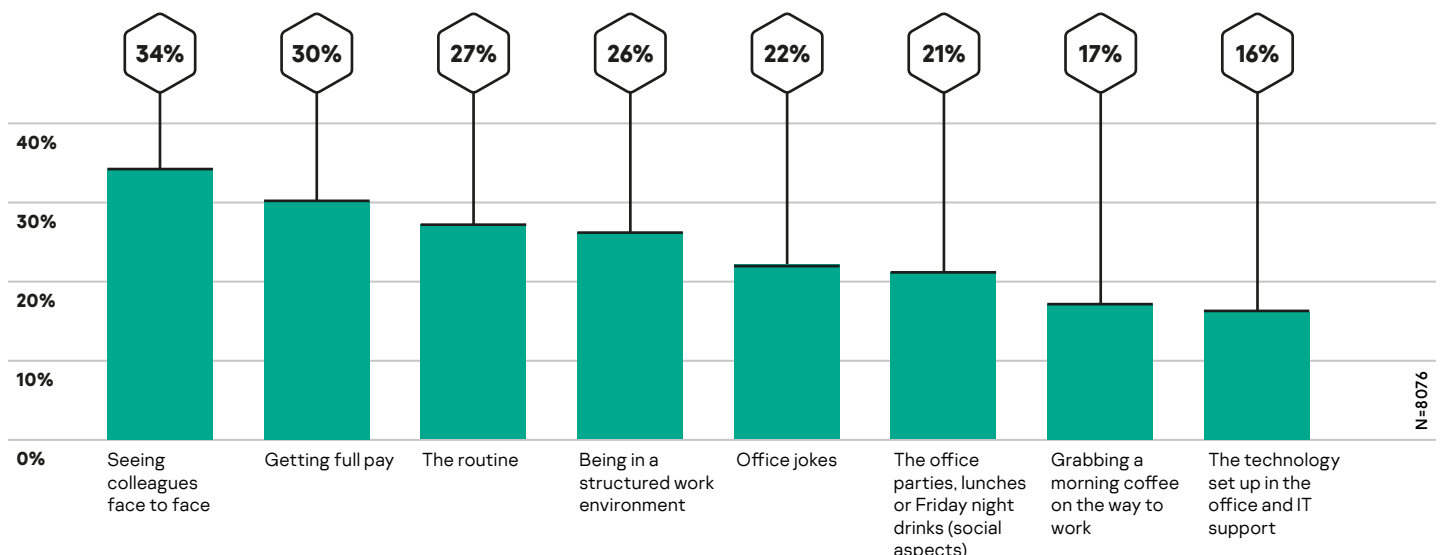
But workers still miss their colleagues

Even for the remote workforce peer-to-peer collaboration is key. Seeing colleagues face-to-face is cited as the top element people have missed about work (34%), which also includes office jokes (22%) and work socials (21%).

It's easy for employees to feel that one step removed when working outside the four traditional office walls. People want to remain connected and take full advantage of the company's resources, whilst avoiding the heightened exposure to unfriendly fraudsters and hackers that can accompany a remote workforce. In fact, 16% of respondents miss the technology set and IT support out of the office.

Small-to medium-sized business owners are at a particular disadvantage here, since they cannot always rely on large and full-time IT departments. That's why it's even more fundamental for them to ensure employees retain reliable access to relevant training, support and remote technology. This is not just a question of risk management – it's also essential for continuing to attract and retain talent through augmented connectivity and IT reliability.

Over the past few months, what, if anything have you missed about work?



So, a hybrid work model could be here to stay...

A major change driving the future of work is the evolution of traditional working patterns into adaptable options, based on individual needs. Employees feel differently about their futures, with some wanting to head back to the office full-time (32%) and others aspiring to continue working from home long-term (16%) or feeling under pressure from their employer to return (11%).

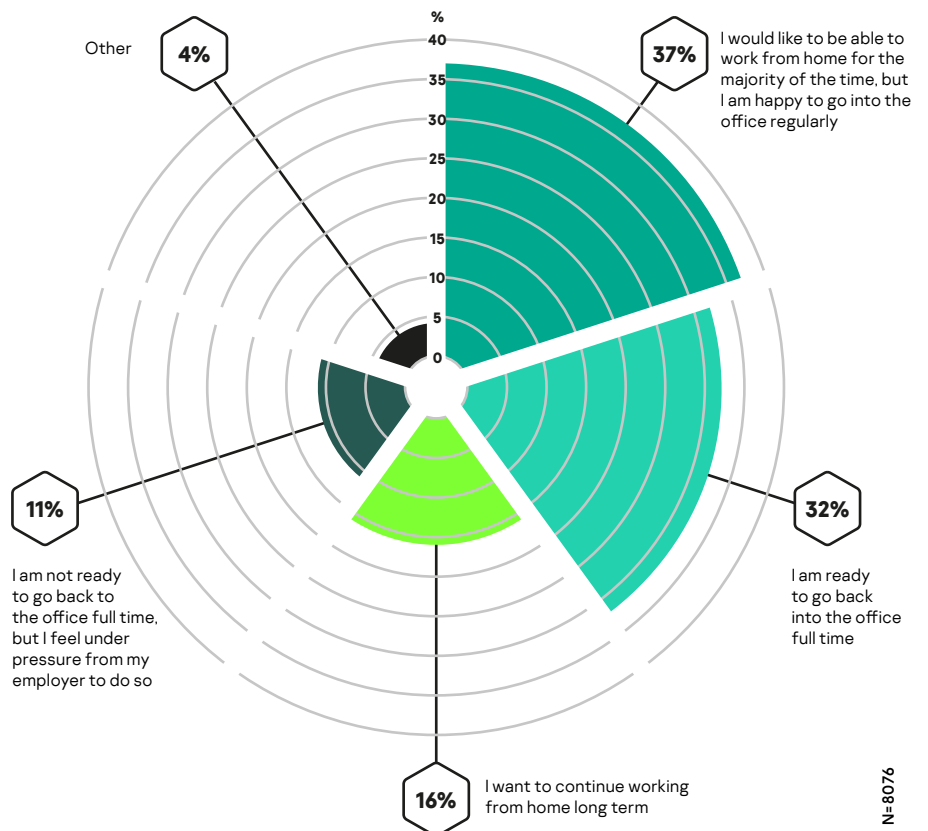
Yet ultimately, the highest number of people (37%) show a preference for a flexible approach moving forwards: working sometimes from home and sometimes in the office, according to what suits them.

Understanding the new expectations of the workforce presents an opportunity for businesses to offer employees the flexibility and support they need. However employees choose to work, businesses now have a mandate to adapt their cybersecurity offering, as increasing numbers of remote devices and Wi-Fis exposed to the company network can pose increased security risks.

And once people do return to offices, the transition needs to prioritise employee wellbeing if it is to run smoothly. Many months of working remotely have made people more human and kinder to one another. Talking openly to colleagues about home lives and personal issues has brought teams closer. Now, maintaining this tighter connection will aid businesses in returning, step by step, to a new reality that works for everyone.

Once people do return to offices, the transition needs to prioritise employee wellbeing

Based on your experience over the past few months, what best describes how and where you want to work? Select best match



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...and technology is augmenting new ways of working

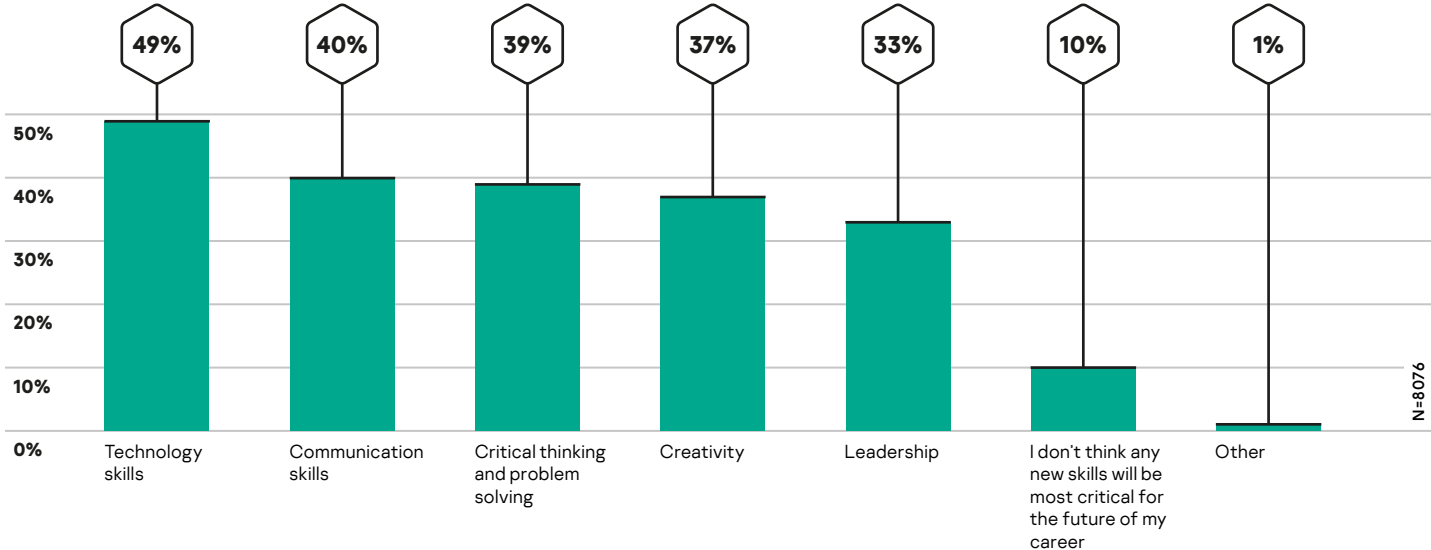
The power of technology is not only enabling employees to forge the change they want, but when thinking about the future of work almost half (49%) of employees cited technology skills as the biggest driving force for their future careers.

But optimising technology skills is not just important for employees' career progression; this is a crucial step for businesses seeking to keep a remote workforce secure. That's why Kaspersky has developed

online tools to build employees' own cybersecurity skills level by level.

Already, technology is accelerating better ways of servicing customers, as traditional brick and mortar limitations are minimised in pursuit of improvements to our lives and livelihoods, and people can now enjoy being protected whilst working from anywhere.

Which new skills do you think will be most critical for the future of your career?



Our advice for businesses planning tomorrow

As the pandemic has a lasting impact on the future of work, organisations cannot afford to sit back and watch. It is imperative for business leaders to remain proactive, flexible, and secure, as they support employees reshaping the way they work for good.

Here are our top five tips for businesses when it comes to supporting the new workforce:

Training is an essential tool in protecting your business

01

Empower employees to become more cyber-aware. Whether you're working from home or in a café, remote working inspires a completely new shift in the behaviour and mindset of employees.

02

Ensure your employees know who to contact for a security issue. Pay special attention to employees that have to work from personal devices by providing them with dedicated policy and security recommendations.

03

Take key data protection measures. Always safeguard corporate data and devices, including switching on password protection, encrypting work devices, and ensuring data is backed up.

04

Boost your workforce's cyber-knowledge. Training is an essential tool in protecting your business, and employers can now teach their staff cybersecurity awareness with Kaspersky [Automated Security Awareness Platform](#).

05

Build security inside and outside of the office. Businesses need to ensure data protection for geographically separated offices, home or field-based workers by leveraging the benefits of cloud technology. Securing employees at their desks or on the go regardless of the device they're using is now easier than ever through solutions such as [Kaspersky Endpoint Security Cloud](#).

Tips on preparing for new challenges in the world of work

- **Stay sustainable and flexible.** Businesses need to balance growth with sustainability. More and more companies will be implementing practices of business continuity. This may include maintaining clear and streamlined business processes, continuous resources reallocation, and implementing diversified workforce practices.
- **Support diverse teams.** As team diversity evolves, so too should the associated working practices and leadership strategies. It's essential for companies to continue learning and enhancing support processes for employees,

to provide the flexibility needed by today's workforce whilst ensuring a focus on delivering results.

- **Improve digital literacy.** Technology will continue to shape the future of work, and businesses must keep up by increasing the level of digital literacy among employees. As the number of communication platforms and amount of data shared multiply, this is especially essential in cybersecurity awareness, where there will be a rising demand for job seekers with relevant skills.

As the needs of employees evolve, so should the strategies for leading them

And some pointers for employees securing their future

- **Be security conscious.** People are businesses' first point of defence against cybersecurity threats. It's important to remain vigilant, and avoid opening any links that look suspicious – if someone is offering you a trip to moon, it probably is too good to be true (sadly).
- **Always keep your devices and software up to date.** Whether it's for personal or business use, this step will help you to avoid vulnerabilities in outdated tech, and keep your data in safe hands.
- **Upgrade passwords.** It might sound simple, and that's because it can be. Upgrading passwords – not only on your personal devices but also on home routers – is an easy step that can go a long way.
- **Use a VPN.** Public Wi-Fi networks are often not encrypted, and lack the security standards required for professional use. That's why we always recommend using a private VPN when working remotely.
- **Keep your devices physically safe.** Don't leave them unattended in public, always lock them, and use strong passwords and encryption software.



Conclusion

No time like today to own your future

Business leaders now have a unique opportunity to learn and adapt to the changing needs and perceptions of their employees, building a workforce that's more productive, collaborative, and secure than ever before. In fact, there's never been a better time to reimagine your world of work and own your future.



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