



# The Future of Work: Information Access Expectations, Demands, and Behavior of the World's Next-Generation Workforce

November 2, 2011

# Methodology

## Timing and Sample Qualifications

### THE SECOND ANNUAL CISCO CONNECTED WORLD TECHNOLOGY REPORT

1400



COLLEGE  
STUDENTS

(18–23 YEARS OLD)



1400

YOUNG  
PROFESSIONALS

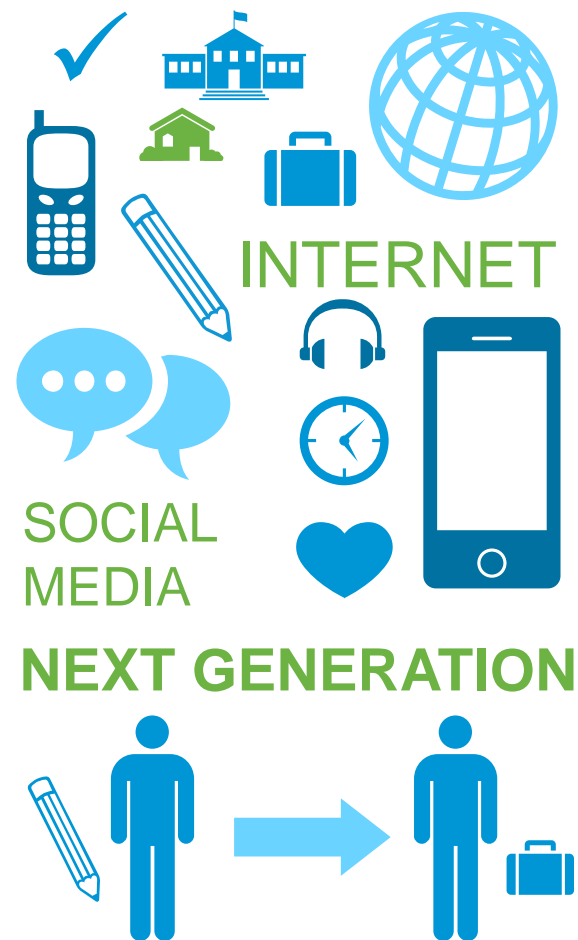
(UNDER 30 YEARS OLD)

- The survey was translated into local languages and fielded in 14 countries to gain approximately 100 completes for each subgroup in each country
- Countries: United States, Canada, Mexico, Brazil, United Kingdom, France, Spain, Germany, Italy, Russia, India, China, Japan, Australia

# Chapter 1 Summary of Key Findings

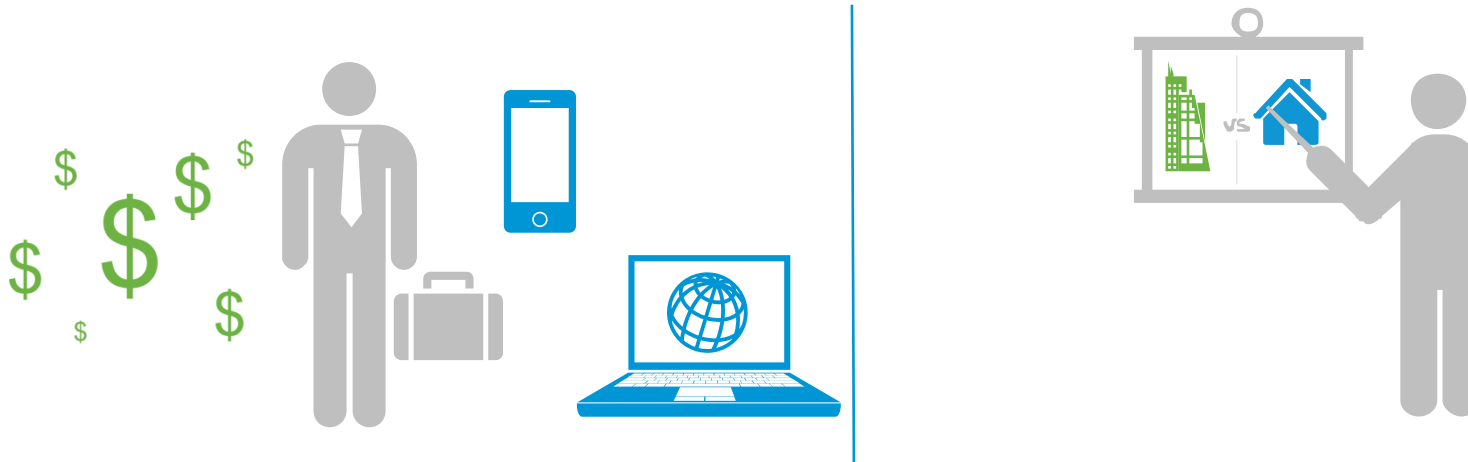
September 21, 2011

- The Internet is integral in the lives of the world's next generation of workers
- Online communications are challenging face-to-face contact as the primary method of interpersonal communications
- Attitudes toward information access, mobile devices, and social media will influence the future of work—from business communications and work lifestyles to corporate cultures and talent acquisition
- As a result, increasing demands for information access will put new demands on businesses and their networks



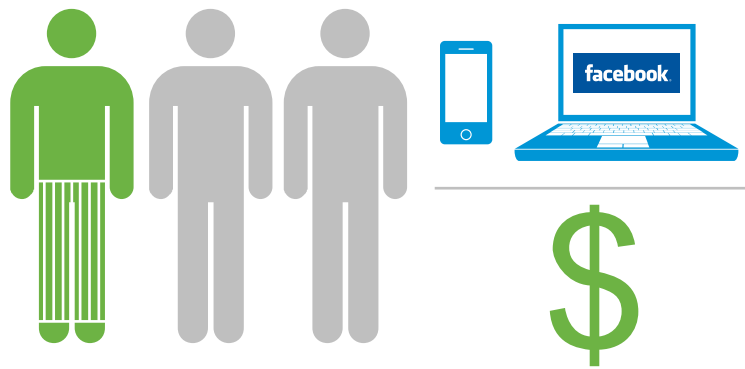
# Chapter 2 Summary of Key Findings

November 2, 2011



- The expectations and priorities of the next generation of the world's workforce are not exclusively tied to money
- The importance of devices and the information they carry rivals the importance of money
- Companies acknowledge the value Millennials provide in utilizing technology to help companies' efficiency and competitive advantage
- The growing use of mobile devices for work use is creating strains on corporate networks
- The expectation of the next-generation workforce is increasingly emphasizing work flexibility, mobility, and non-traditional workstyles – and may align with how innovative companies can be

# The Job Search: What the Next Workers Want



1 in 3

WOULD PRIORITIZE SOCIAL MEDIA FREEDOM, DEVICE FLEXIBILITY, AND WORK MOBILITY OVER SALARY IN ACCEPTING JOB OFFERS

2 of 5 (40%) COLLEGE STUDENTS

AND

2 of 5 (45%) YOUNG EMPLOYEES

WOULD ACCEPT A LOWER-PAYING JOB WITH MORE FLEXIBILITY WITH DEVICE CHOICE, SOCIAL MEDIA, AND MOBILITY THAN A HIGHER-PAYING JOB WITH LESS FLEXIBILITY

# The Job Search: What the Next Workers Want

## Influence of Social Media and Mobile Device Policies on Job Choice

**More than half** (56%)  
OF COLLEGE STUDENTS

IF ENCOUNTERED A COMPANY THAT BANNED ACCESS TO SOCIAL MEDIA, THEY WOULD EITHER NOT ACCEPT A JOB FROM THEM OR WOULD JOIN AND FIND A WAY TO CIRCUMVENT CORPORATE POLICY

ABOUT  
**2 of 3**  
(64%)  
COLLEGE STUDENTS

PLAN TO ASK ABOUT SOCIAL MEDIA USAGE POLICIES DURING JOB INTERVIEWS

**1 in 4**  
(24%)  
COLLEGE STUDENTS

IT WOULD BE A KEY FACTOR IN THEIR DECISION TO ACCEPT AN OFFER



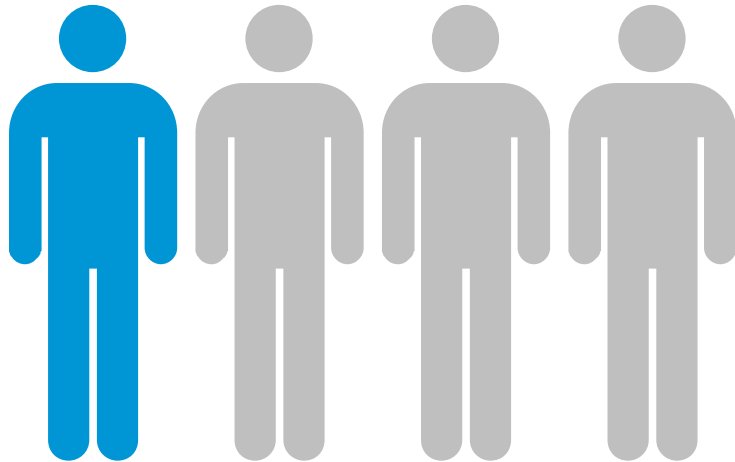
# The Job Search: What the Next Workers Want

## Remote Access, Flexible Work Hours, And Job Choice

EMPLOYEES ARE EXPECTING GREATER WORK FLEXIBILITY

AT  
LEAST **1 in 4**  
EMPLOYEES

SAID THE ABSENCE OF REMOTE  
ACCESS WOULD INFLUENCE  
THEIR JOB DECISIONS



- ✓ Leaving the company sooner than later
- ✓ Slacking off
- ✓ Lowering morale
- ✓ Declining job offers outright

# When the Next Workers Arrive

## Influence of Social Media and Mobile Device Policies on Job Choice

2 of 5 (41%)

### EMPLOYEES

SAID THEIR COMPANIES MARKETING A FLEXIBLE DEVICE AND SOCIAL MEDIA POLICY TO RECRUIT AND ATTRACT THEM

31%

### OF EMPLOYEES

BELIEVE THEIR COMFORT LEVEL WITH SOCIAL MEDIA AND DEVICES WAS A FACTOR IN THEIR HIRING





# When the Next Workers Arrive: Connectivity Everywhere

## Importance of Mobile Devices

THE DAYS OF ONE DEVICE ARE OVER


MORE THAN **3 of 4** (77%)  
EMPLOYEES

HAVE MULTIPLE DEVICES, SUCH AS A LAPTOP AND A SMARTPHONE OR MULTIPLE PHONES AND COMPUTERS

**1 in 3** (33%)  
EMPLOYEES

USE AT LEAST THREE DEVICES FOR WORK

**7 out of 10**  
COLLEGE STUDENTS



BELIEVE THAT COMPANY-ISSUED DEVICES SHOULD BE ALLOWED FOR PERSONAL AND BUSINESS USE BECAUSE OF THE BLENDING OF WORK AND PERSONAL COMMUNICATIONS IN THEIR DAILY LIFESTYLES

# When the Next Workers Arrive: Connectivity Everywhere

## Importance of Mobile Devices: The Mobile Device Wish List



**81%**

(4 of 5)

OF COLLEGE STUDENTS

WANT TO CHOOSE THE DEVICE FOR THEIR JOBS—EITHER BUDGET TO BUY THEIR OWN OR USE THEIR OWN PERSONAL DEVICE

**68%**

(more than 2 of 3)

OF EMPLOYEES

BELIEVE THEIR COMPANIES SHOULD ALLOW THEM TO ACCESS SOCIAL MEDIA AND PERSONAL SITES WITH THEIR WORK-ISSUED DEVICES

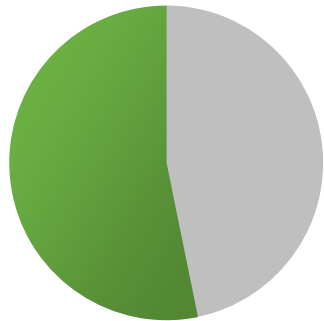
**42%**

(2 of 5)

OF COLLEGE STUDENTS

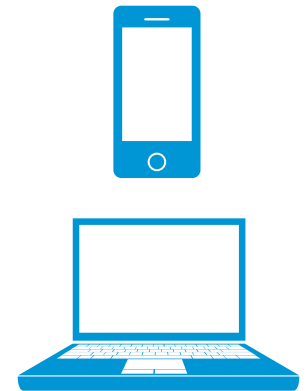
BELIEVE COMPANIES SHOULD BE FLEXIBLE AND EMPATHETIC TO THEIR NEED TO STAY CONNECTED VIA SOCIAL MEDIA AND PERSONAL WEB SITES

# Importance of Mobile Devices: Your Money or Your Smartphone?



MORE THAN  
**HALF**

WOULD RATHER LOSE THEIR  
WALLET OR PURSE BEFORE  
LOSING THEIR SMARTPHONE  
OR MOBILE DEVICE



# Connectivity Anywhere on Anything: Attitudes Toward Workplace Flexibility and Remote Network Access

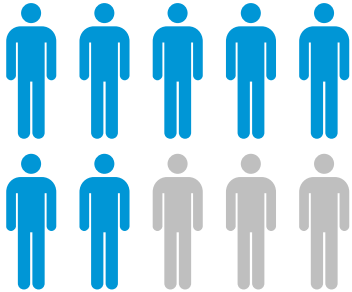


3 of 10 (29%)

COLLEGE STUDENTS

FEEL THAT ONCE THEY BEGIN WORKING, IT WILL BE THEIR RIGHT—MORE THAN A PRIVILEGE—TO BE ABLE TO WORK REMOTELY WITH A FLEXIBLE SCHEDULE

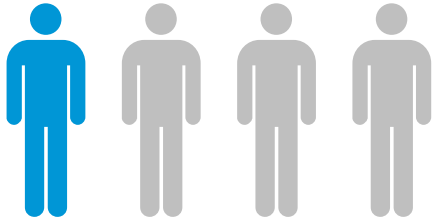
7 out of 10



COLLEGE STUDENTS

BELIEVE IT IS UNNECESSARY TO BE IN THE OFFICE REGULARLY

1 in 4



COLLEGE STUDENTS

FEEL THEIR PRODUCTIVITY WOULD INCREASE IF THEY WERE ALLOWED TO WORK FROM HOME OR REMOTELY

# Connectivity Anywhere on Anything: Attitudes Toward Workplace Flexibility and Remote Network Access



57%

OF EMPLOYEES

CAN SEAMLESSLY CONNECT TO THEIR CORPORATE NETWORK FROM REMOTE LOCATIONS

BUT ONLY

28%

OF EMPLOYEES

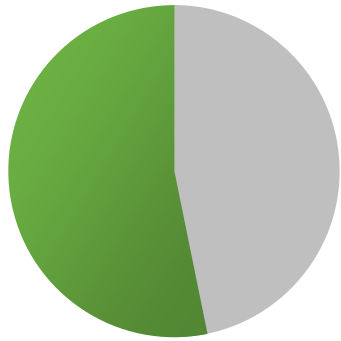
CAN DO SO AT ANYTIME, FROM ANY LOCATION

43%

OF EMPLOYEES

CONSIDER THIS ABILITY TO BE A CRITICAL FUNCTION OF THEIR JOBS

# Connectivity Anywhere on Anything: Attitudes Toward Workplace Flexibility and Remote Network Access



MORE THAN  
**HALF**

OF COLLEGE STUDENTS  
AND EMPLOYEES

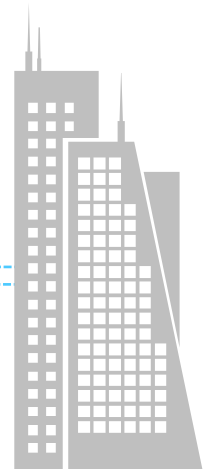
WANT TO ACCESS CORPORATE NETWORKS  
USING THEIR HOME COMPUTERS AND  
PERSONAL MOBILE DEVICES



**63%**  
HOME  
COMPUTERS



**51%**  
PERSONAL MOBILE DEVICES



- In the future, the next generation of the world's workforce expects to access corporate networks and applications on numerous non-company devices, such as car navigation screens, seatback screens on airplanes, or televisions

# Summary

- The growing use of the Internet and mobile devices in the workplace is creating a significant impact on job decisions, hiring and work-life balance
- The ability to use social media, mobile devices, and the Internet more freely in the workplace is strong enough to influence job choice, sometimes more than salary
- Mobile networking, device flexibility, and the blending of personal and work lifestyles are components of a work environment that will determine which companies land the top talent



