Thinking different.

Rethinking workplace

A Data Clan Research Brief

A cross-industry research study shaping the
evolution of traditional and hybrid workplace metrics

Data Clan

The Everything Experts.

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1. The context

For over two decades, we have seen a steady evolution of the workplace from traditional to hybrid to fully remote models. More recently, the sharp rise in virtual technologies, compounded by the impact of the global pandemic, has accelerated this process, creating an urgent imperative to rethink how we work.

This raises an important question about the metrics used to quantify the success and efficacy of these operating models, both in a traditional workplace setting and in the context of emerging hybrid and flexible working models.

2. The aim

Designed to track and quantify meaningful measures for business to create actionable insight and shape strategy, this study seeks to test and refine these metrics to understand what is typical, what is novel and how more sophisticated indices will look tomorrow.

Many organisations have started this process and begun to make changes but have not yet developed new systems for measuring impact and success.

3. The research

In order to better understand the operational and strategic considerations to optimise new models for working, Data Clan is teaming up with its partners from across a range of sectors to conduct a pioneering piece of international research. We want you to help us drive the solutions.

Starting in June 2022, this research campaign will review and pinpoint evidence and opportunities that will shape how you work tomorrow and, critically, how you know it's working for your business and customers.

Focussed on a real-world empirical data review, we are collaborating with cross-sector partners to test and refine the latest strategic and operational workplace models, literally as they evolve.

Immediate research outputs from this first phase research will include:

- Re-imagined, dynamic index of proxy metrics to test and refine your workplace models.
- Evaluation and challenge of new and old-world assumptions about traditional and emerging performance drivers.
- Cross-correlated baseline performance and output metrics (retro and new-world).
- Robust meta-analysis and testing of multi-industry capabilities and diverse business outputs.
- Accelerated progress from rhetoric to actionable decision making and effective strategy design.
- Establishing a platform for enhanced forecasting, future scenario modelling and real data-led decision making.
- Benchmarking and benefits framework to track competitors and collaborators.
- Pioneering and bold "Green Paper" narrative about where we have been, emerging practice and future ambition and direction.
- High-profile thought-leading research campaign to optimise outputs and create the right conditions for durable change.

4. The opportunity

We are looking for a range of vanguard investment partners to help drive this timely research. Whether you are moving to reclaim the old normal, reimagining total remote working models or somewhere in between, this is for you!

Enhance your profile in an international context as a thought leader, and quickly achieve tangible operating and commercial advantages today.

To register interest or apply as an author, email q@dataclan.expert.