



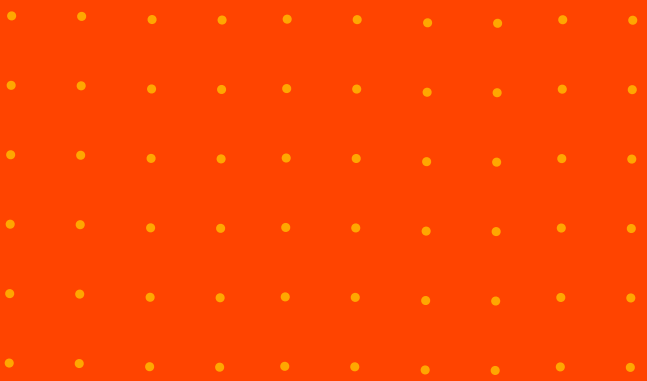
The Office of the Future



Rob Gaige
Head of Partner Insights



Will Cady
Global Director, Karma Lab

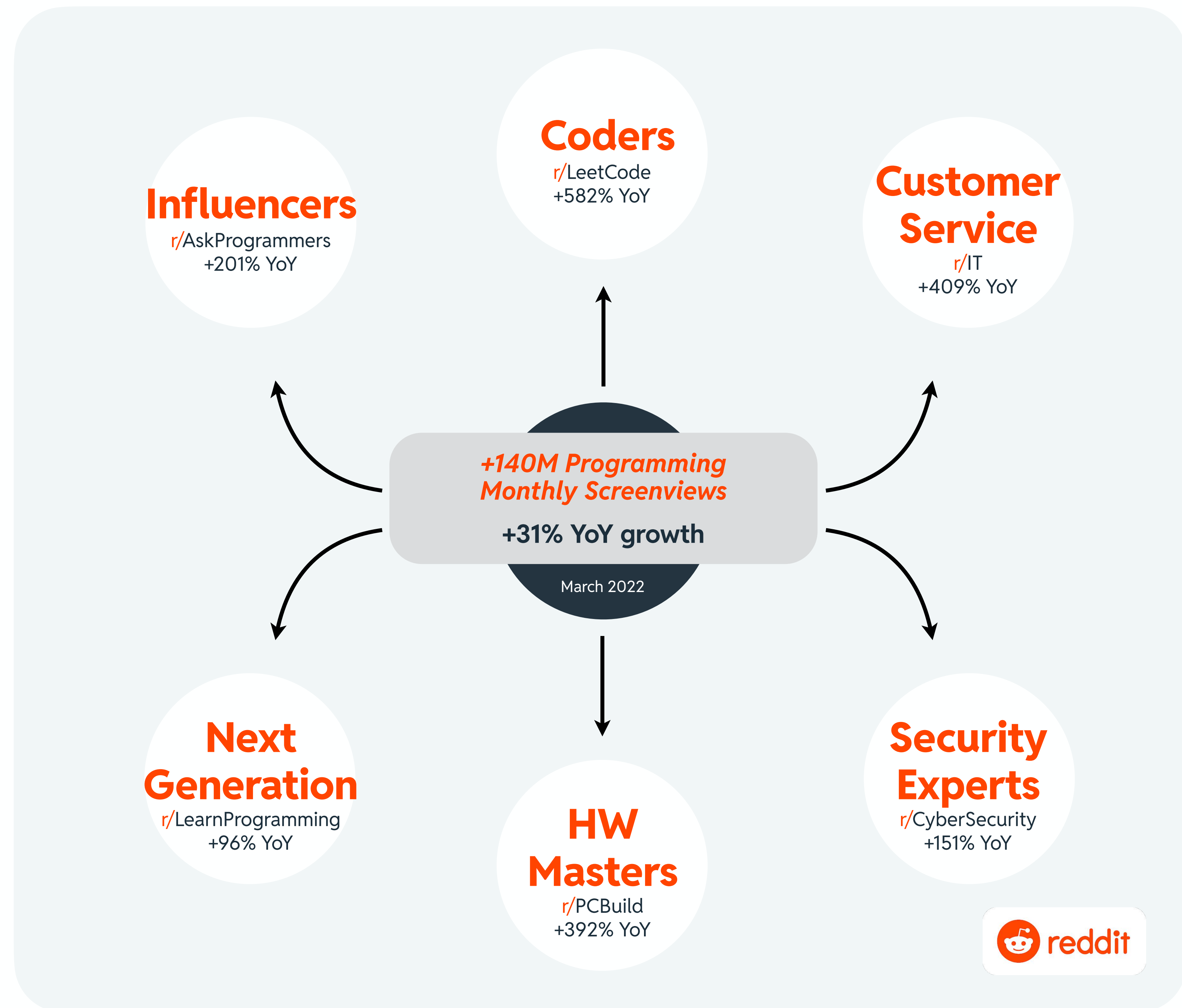


A Community of Support

Reddit is a supportive community for both niche and mainstream tech concerns, giving ITDMs an anonymous forum for advice and career growth, or a place to vent.

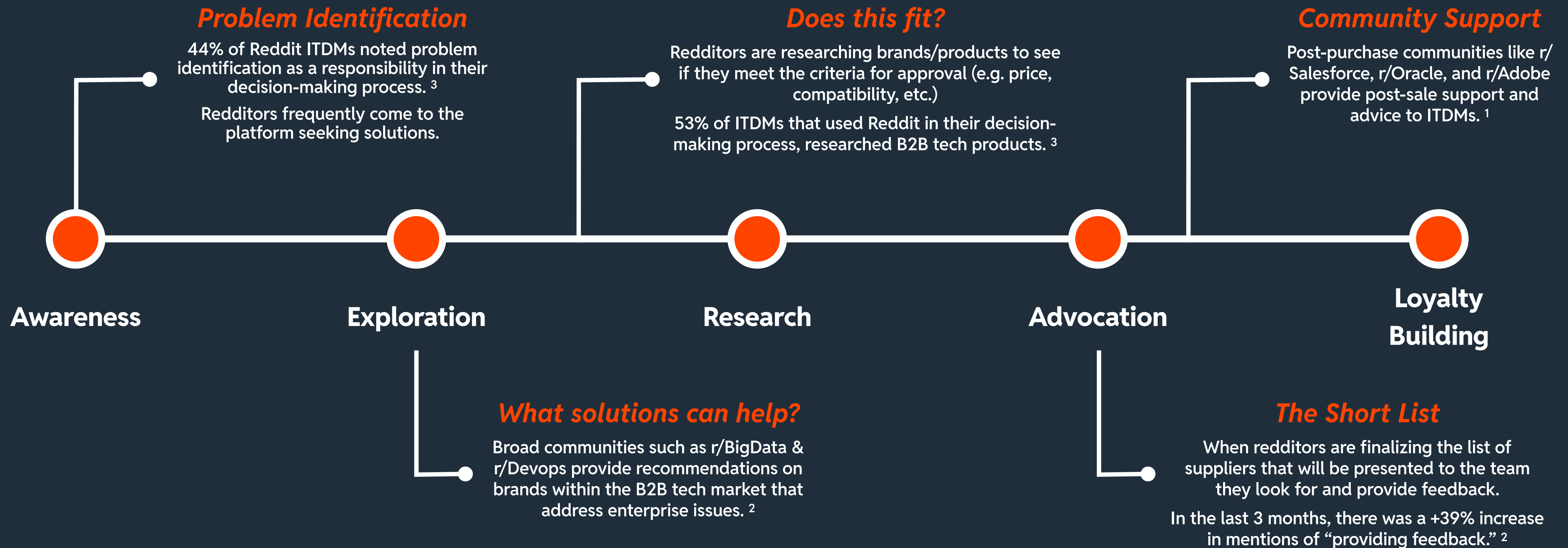
All are welcome. From newcomers (r/LearnProgramming) and experts (r/LeetCode), to professionals (r/IT) and hobbyists (r/PCBuild).

As tech evolves, so too does Reddit, as new communities rise to meet the latest technology challenges and questions.



Why Reddit?

Reddit **excels as research resource** at each stage of the B2B tech purchasing process



SOURCE: 1. GlobalWebIndex, global, Q4 2021; 2. Reddit internal data, global; 3. Suzy Survey, Let's Talk Tech!, N= 411

Produced by Marketing Sciences



The Office of the Future is a Hot Topic

The anonymity of Reddit allows ITDMs to poll the community for insight, then use that insight to be the expert in their company.



Of ITDMs have visited
Reddit in the last month



ITDM posts were about the
Office of the Future



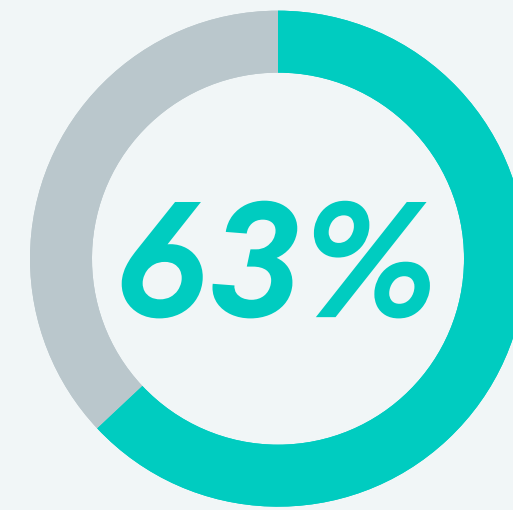
Increase in “Office of the
Future” posts since 2020

Hybrid is the new normal

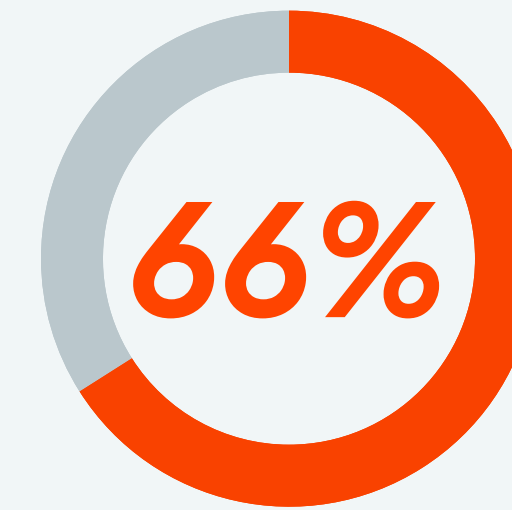
The stats are undeniable. The new normal in work means at least some kind of work from home (for those of us fortunate enough to have a job that allows it).

With all the issues caused by the pandemic, the changing nature of work from home wasn't one of them. Less than a third of respondents felt it was a difficult transition.

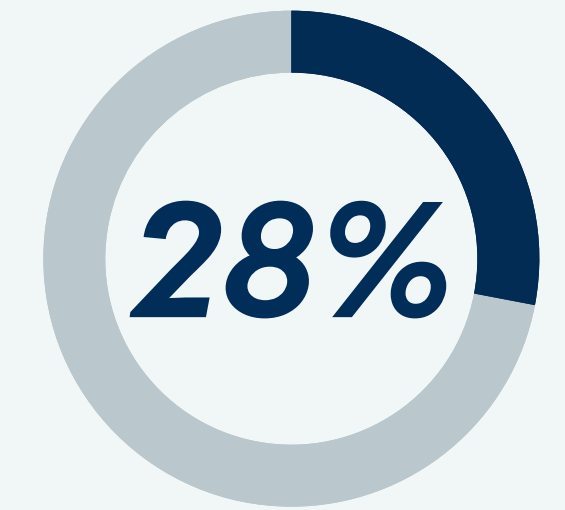
Hybrid is clearly the future, but the question for executives is what that really entails.



Believe this is our new normal



Want some kind of wfh post-COVID



Report wfh being a difficult transition



Without the ability to oversee employees and get a feel for the on-the-job psyche, managers feel like they've lost one of their senses.

Liz Fosslien, Humu

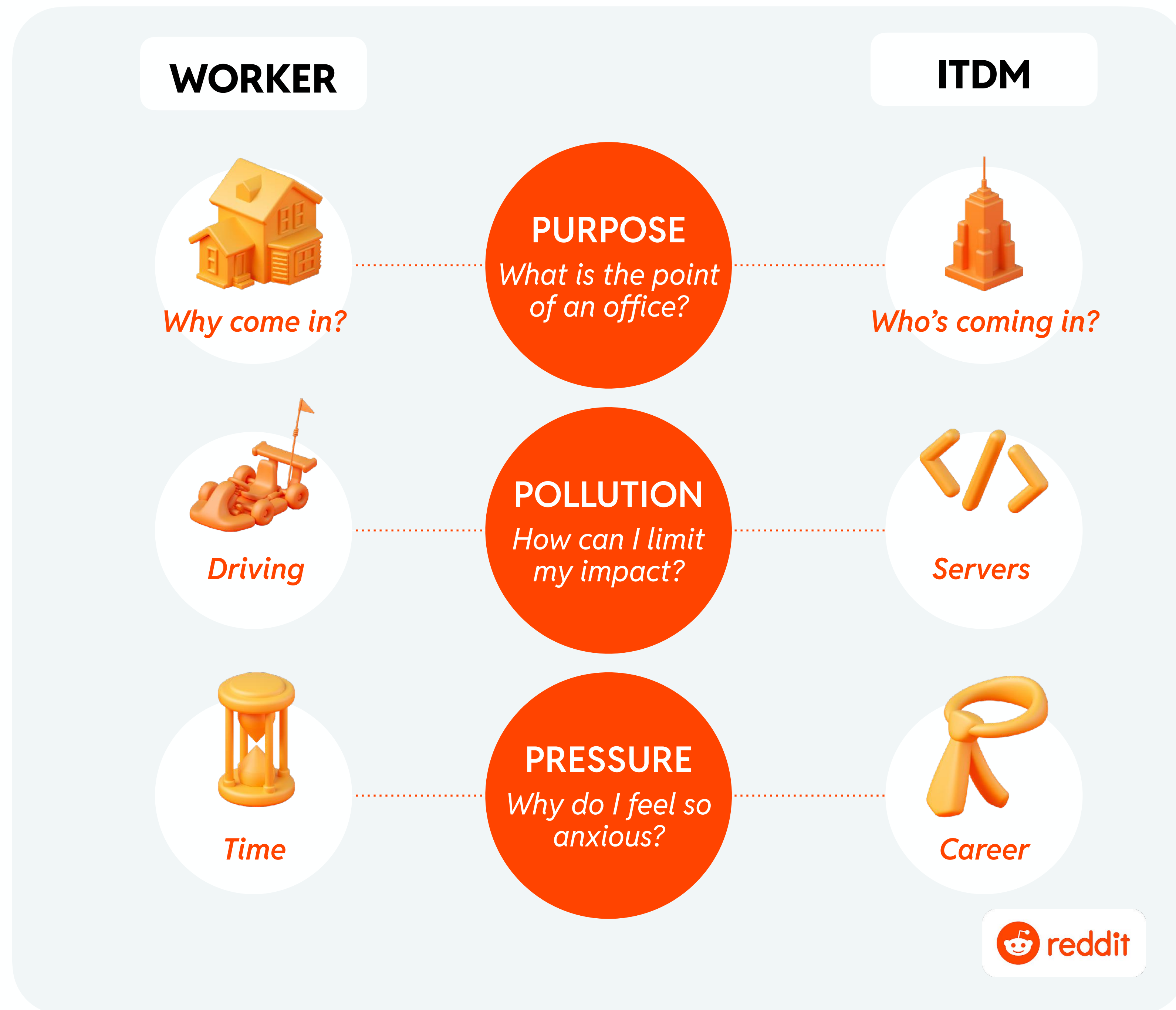


Common issues; varied POVs

Redditors agree on the three biggest questions regarding the Office of the Future.

However, a deeper dive into their conversations shows a tension between what workers want and what ITDMs are solving for.

How these issues resolve themselves will ultimately dictate how the Office of the Future looks, feels, and operates.



Purpose | Workers

Workers believe offices need to lure them back, but don't trust "hybrid work" claims.



85% of Redditors

Don't mind the lack of social interactions with colleagues



77% of Redditors

Worked from home outside of a home office

Office culture isn't enough. They're asking: how does being in office help me *do my job better*?

21K
Upvotes

r/technology
u/CrankyBear · 140d

3 7 6 1 1

How to lure employees back to the office? You can't. Not now. Not ever.

Business



zdneta.com

20.9k 2421 Share

reddit sunset_token · 140d

Or sharing a bathroom again

639

reddit what_mustache · 140d

No bidet at work. I can't go back to toilet paper

243

reddit Hilfasaurus · 140d

Once you go bidet you can't go back

100

reddit rachelst7fish · 140d

42K
Upvotes

r/antiwork
u/InfamousCommission38 · 27d

7 6 2 1 1

"You can work remotely after 5pm"

I'll keep it short. I just quit on my third day at this new job.

When I applied they told me they had a "hybrid" work environment where I'd be able to work remotely as well as from the office.

I guess I was still in orientation but an hour ago I was transferred from an HR person to the guy who would have been my manager. I asked about setting up the hybrid schedule (I was thinking MWF remote) and he told me "it's hybrid as in you can work from home after five" I was floored. The working hours are 8-5. I just laughed and said "I'm out".

How can they treat people like this. Even if they are complete sociopaths, it's gotta be bad business to waste so much time.

42.2k 1781 Share

BEST COMMENTS

reddit 7dayweekendgirl · 27d

Job postings have become lists of lies to get you in the door.

1.7k

reddit Freddie_merc2015 · 27d

Add a comment

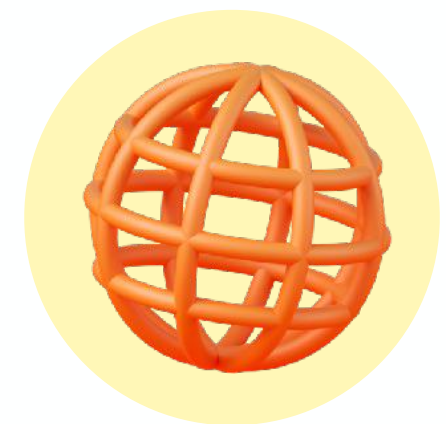
Purpose | ITDMs

ITDMs are stuck between investing in infrastructure that exceeds wfh setups and predicting actual usage.



1 in 6 ITDM convos

On Reddit mention on-premise hardware or infrastructure



92% of ITDMs

Plan to invest in tech to support a hybrid workforce

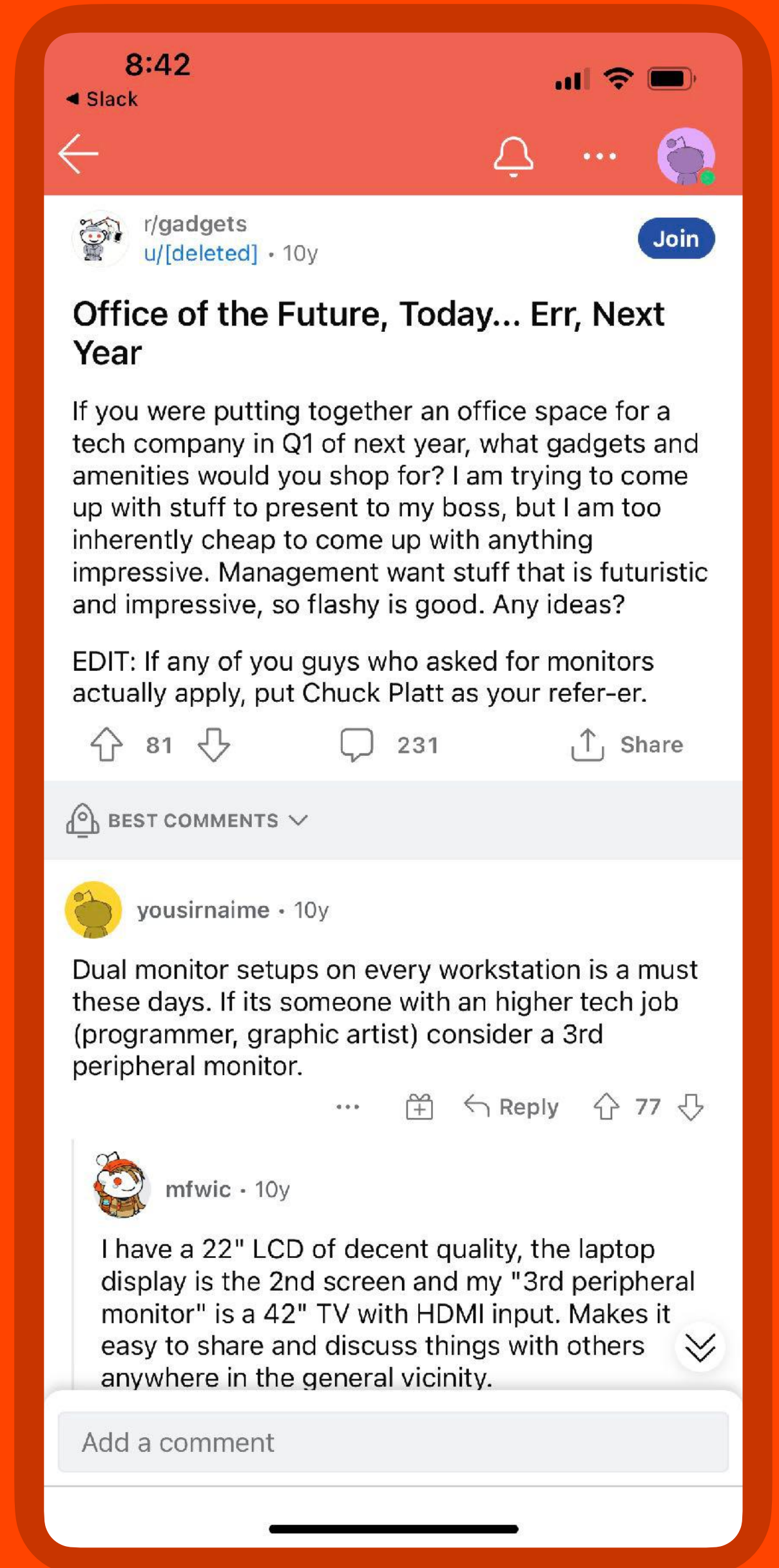
The reality is that hybrid is expensive, and *only the boldest companies will have the budget to do it right.*

+49%

Of US ITDMs use Reddit to discover emerging products and/or solutions

Top Requests

1. Multiple, high quality monitors
2. Adjustable desks
3. Good lighting



Brand Impact & Actions

What this means for your business

Advantage



High switching costs and uncertain adoption favor established brands

Salesforce is a long-established operations brand for business. Slack, though younger, firmed up its place in WFH culture before and in the early stages of 2020s cultural shifts.

ITDMs seek safety in proven partners.

Distributed workforces need centralized connections

One team, one dream. Salesforce dashboards represent the scoreboard of key metrics driving company success. Slack holds its place as the digital watercolor in WFH hybrid office culture.

Workers seek visibility for the impact of the work and celebration of their wins.

Thought Starter



Legacy = Trust

*Leverage your Reddit Ads creative to remind or educate the market on the enduring foundation
Salesforce brands have provided during periods of change both gradual, long-term and suddenly striking.
Your contribution is resilience.*

Pollution | Workers

Commuting is now officially linked with climate change, with WFH being the beneficiary.



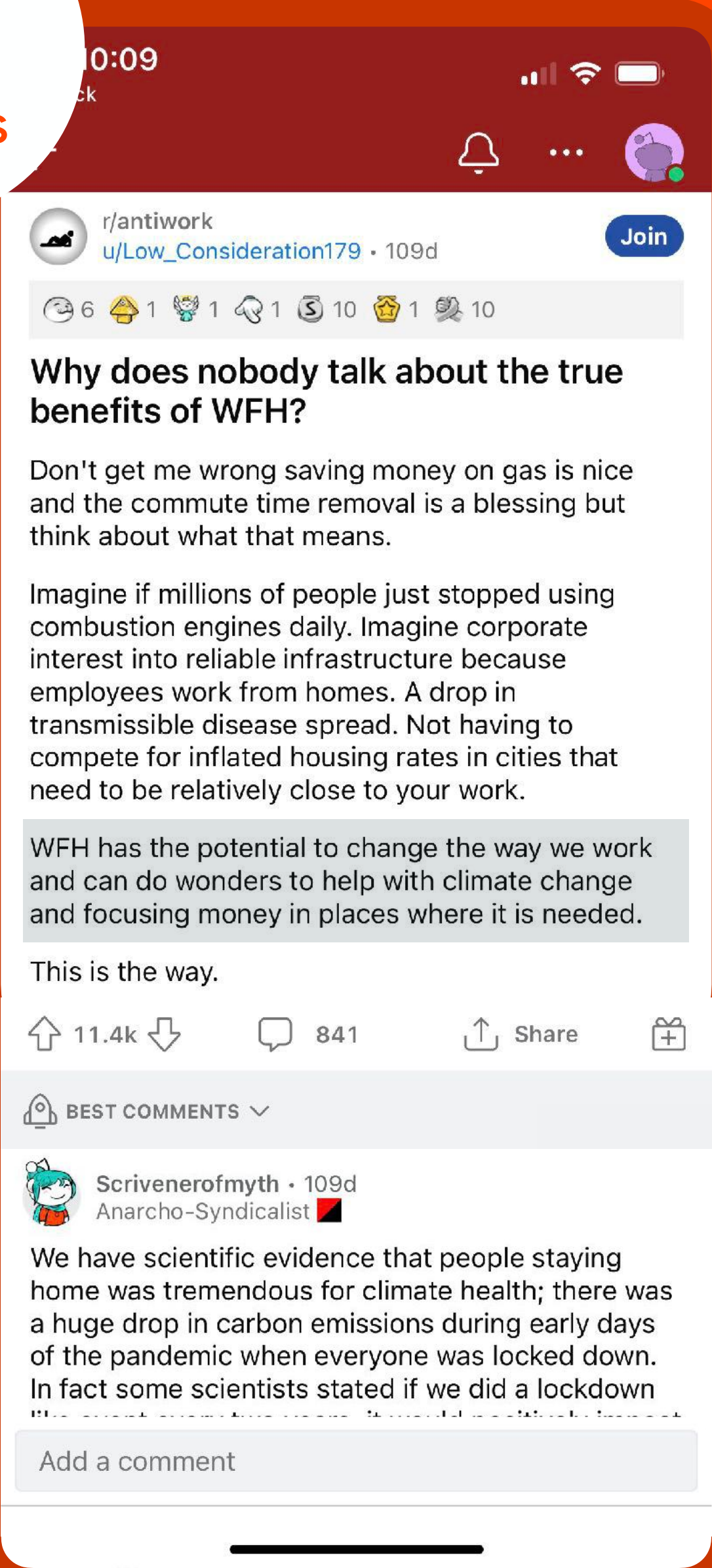
43% of Redditors want brands to be more transparent about sustainability practices



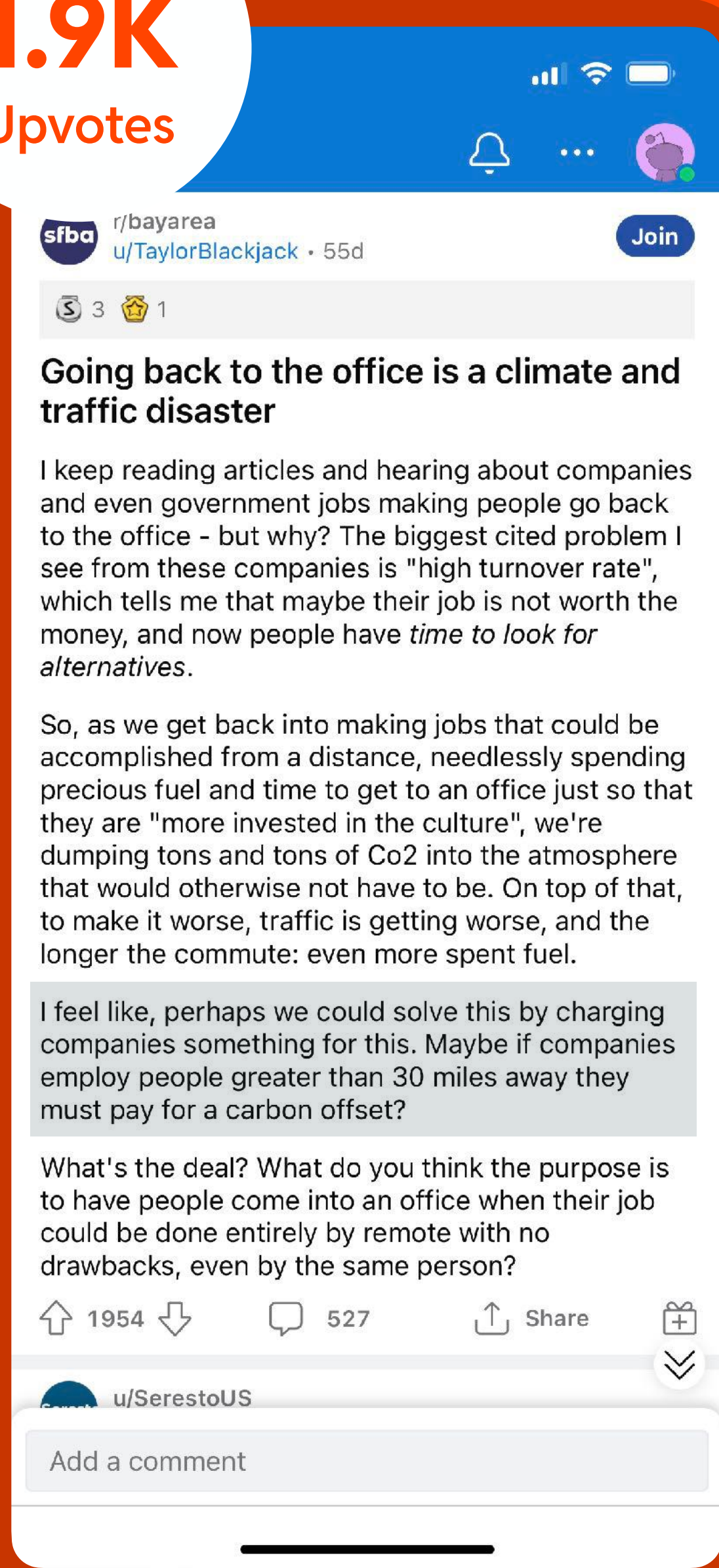
46% of Redditors are trying to make lifestyle choices that help the environment

It’s beginning to feel like wfh isn’t just more convenient or effective, but *morally superior to office work.*

11K
Upvotes



1.9K
Upvotes



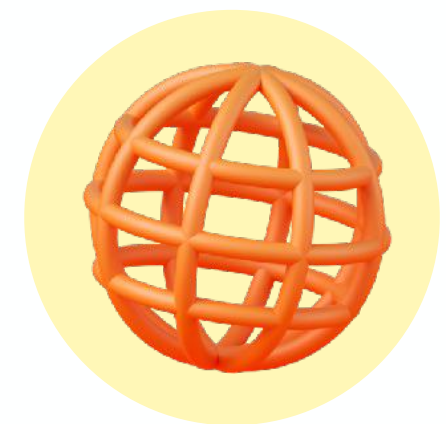
Pollution | ITDMs

As Millennial and GenZ ITDMs ascend, the environmental impact of tech is entering the conversation.



+31% more likely

For Reddit ITDMs to say helping the environment is important to them



1 in 3 WFH posts

On Reddit mention environmental impact

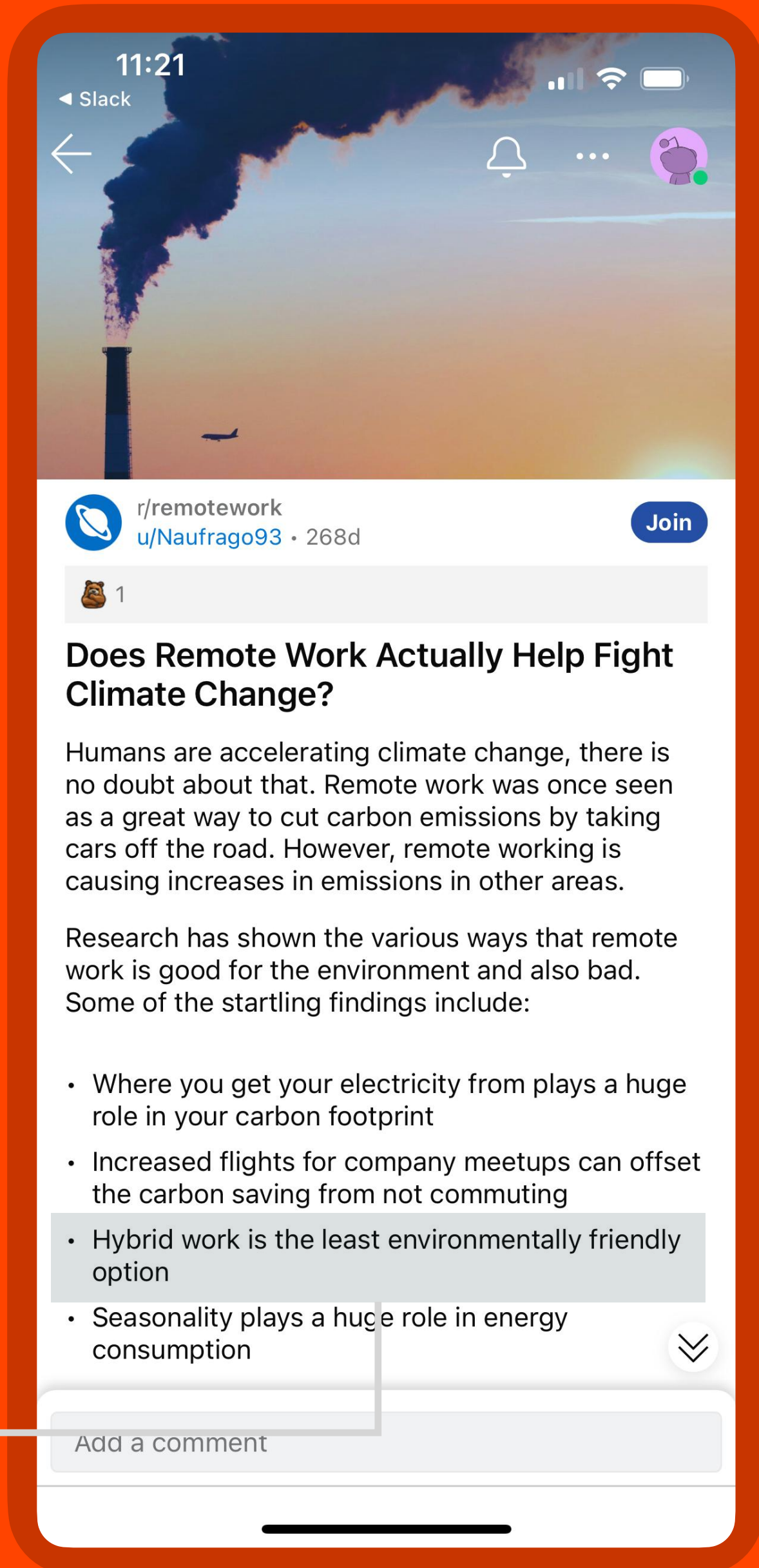
The move to DaaS is shifting climate impact to the cloud. *Environmental criticism is beginning to follow.*

+47%

ITDMs that visit Reddit are far more likely to be **responsible for company strategy** than the internet average

“*Hybrid work is the least environmentally friendly option*”

—Redditor



Brand Impact & Actions

What this means for your business

Advantage



Salesforce put a clear stake in the ground with #TeamEarth

The Super Bowl ad and subsequent #TeamEarth campaign and microsite raised awareness around Salesforce's brand & corporate commitment to building a sustainable future.

ITDMs have likely heard the call-to-arms, what is the call-to-action?

Most businesses don't know how to measure carbon impact

Most businesses know how to track revenue and customer growth, many with the help of Salesforce tools. Measurement of emissions and carbon footprint are less understood.

How can Salesforce help businesses dashboard sustainability metrics?

Thought Starter



The Carbon KPI

Net Zero is a pledge that requires a love for both the environment and for data. Subreddits like r/ZeroWaste and r/DataIsBeautiful provide excellent examples of ways to measure our carbon footprints. How might Salesforce inspire the businesses of the future to track these metrics as core success KPIs?

Pressure | Workers

Asynchronous work and manager scrutiny creates performance anxiety, especially for new & minority workers.



1 out of 3

Redditors struggled to “switch off” or “separate work and home life” during wfh.

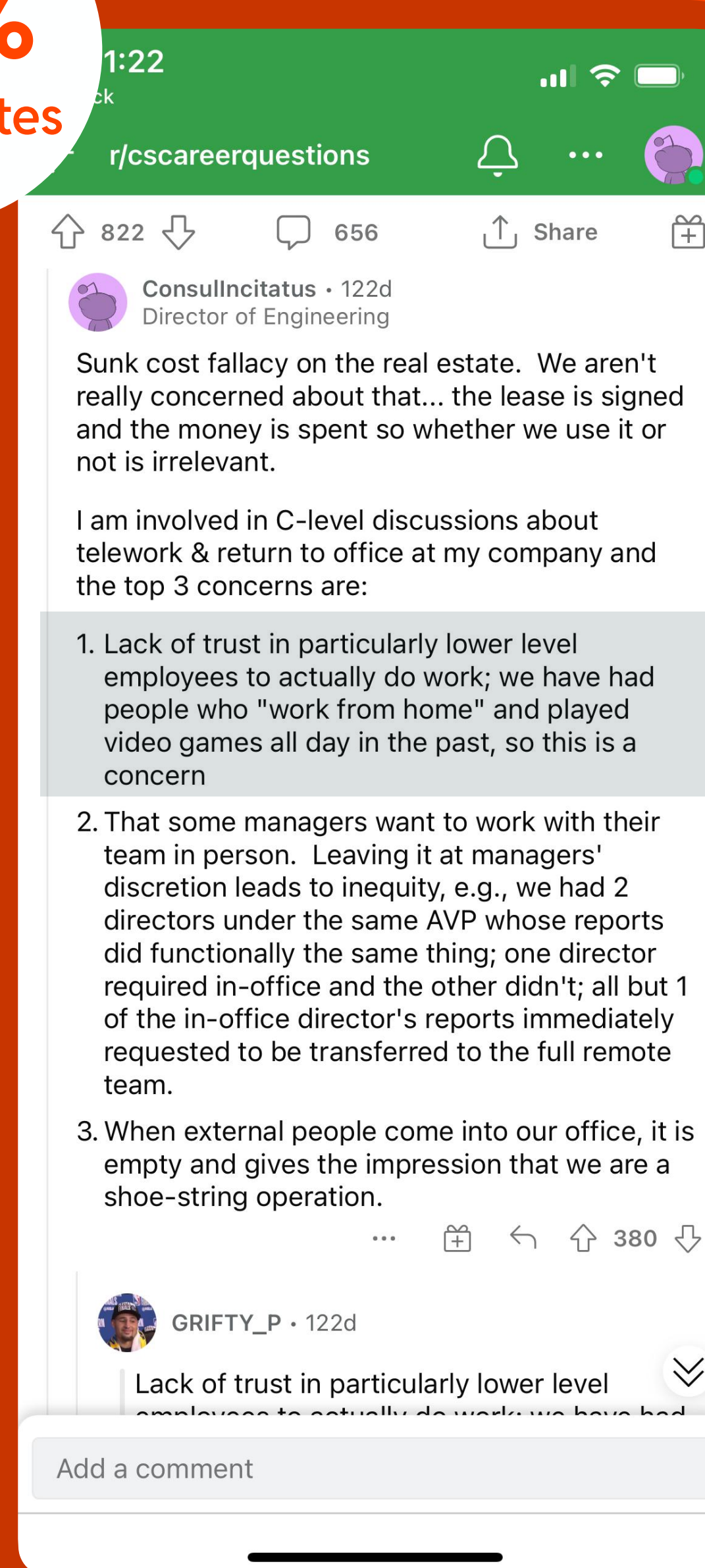


77% of Managers

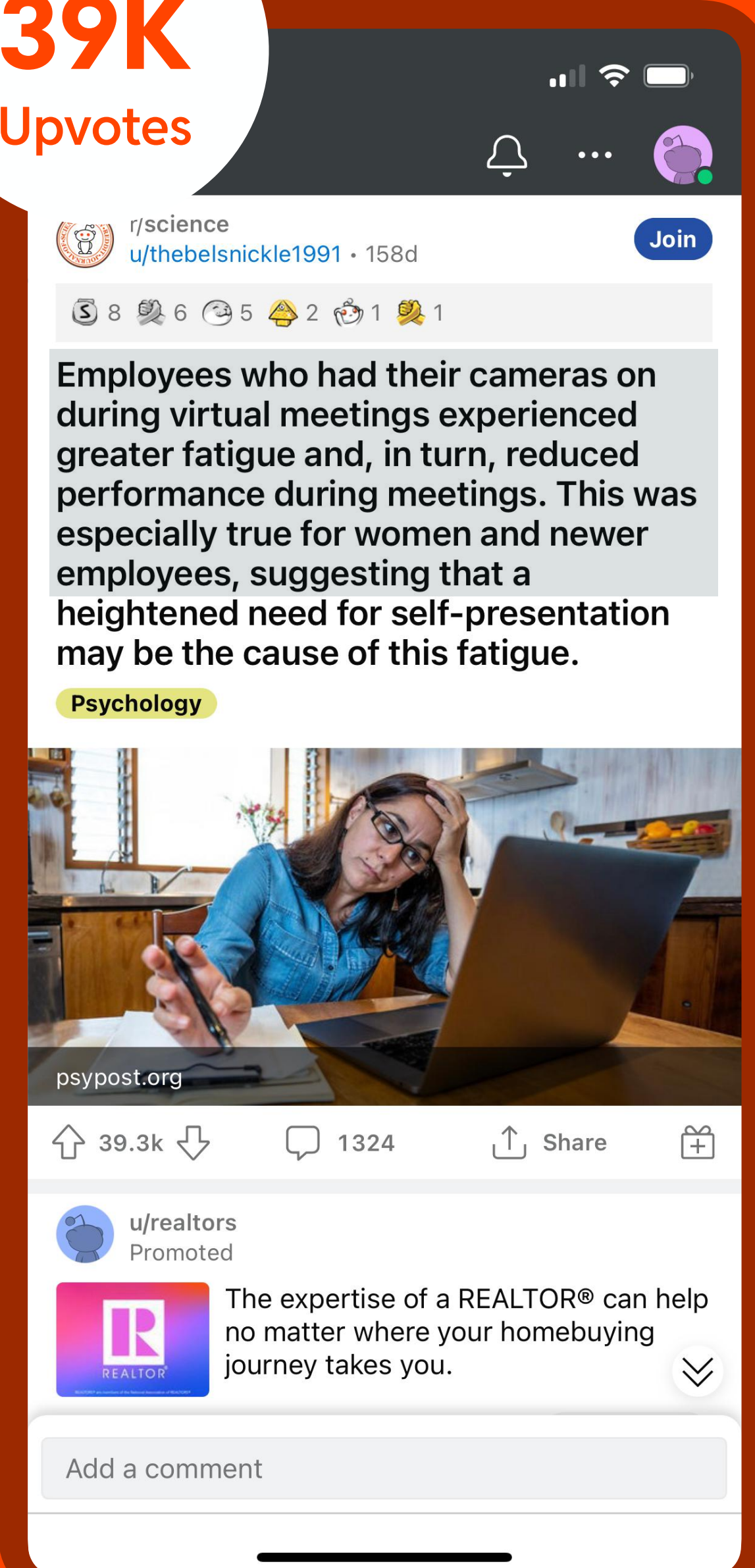
Would implement “severe consequences” on those who refuse to return to the office

There’s the perception that managers won’t fully accept wfh employees, so *wfh’ers work even more to compensate.*

47%
Of Upvotes



39K
Upvotes

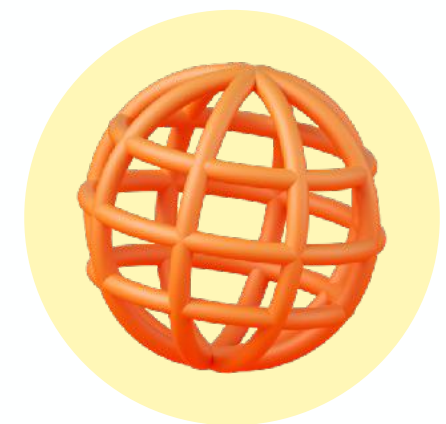


Pressure | ITDMs

ITDM Millennials are facing pressure to keep up with the pace of tech with threats from above and below.

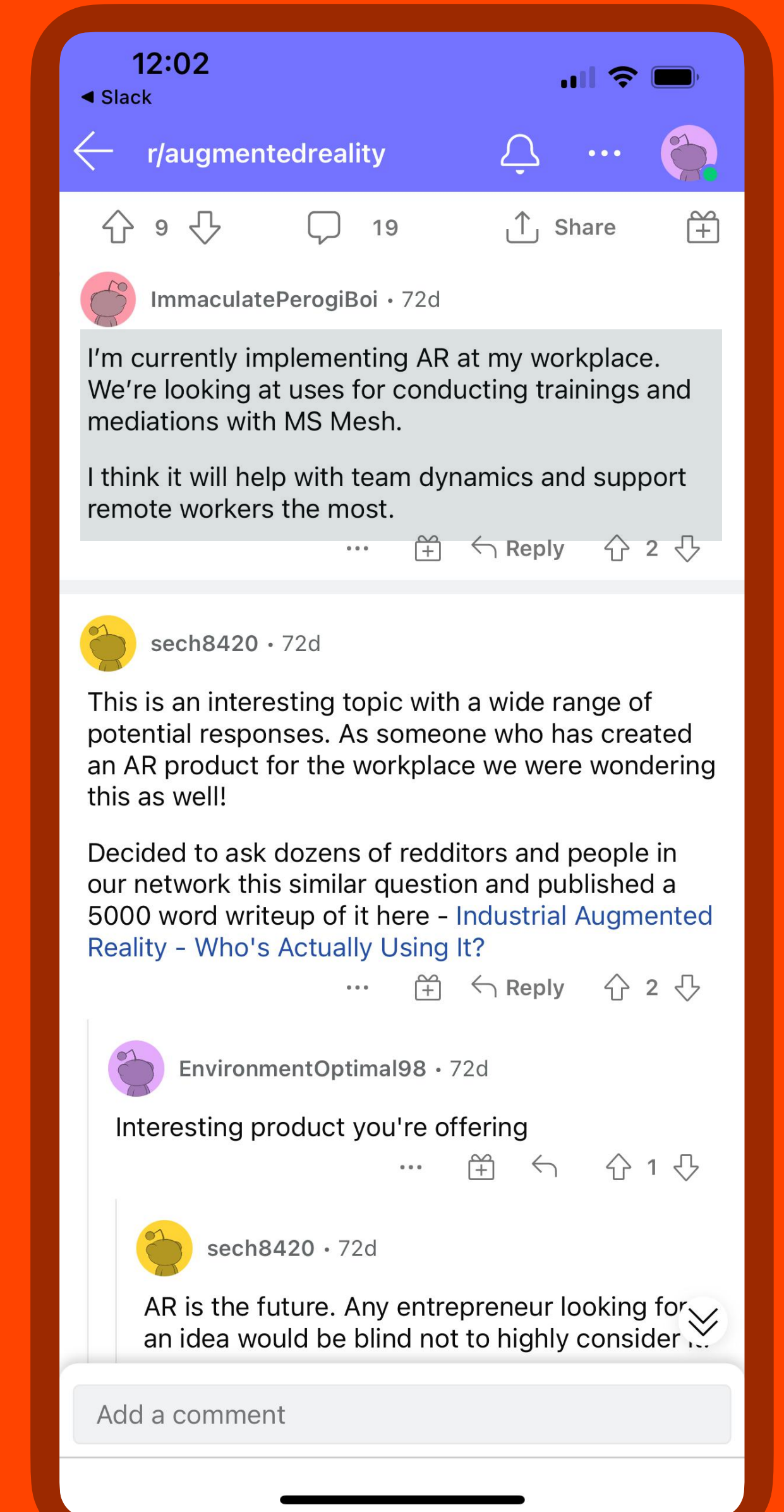
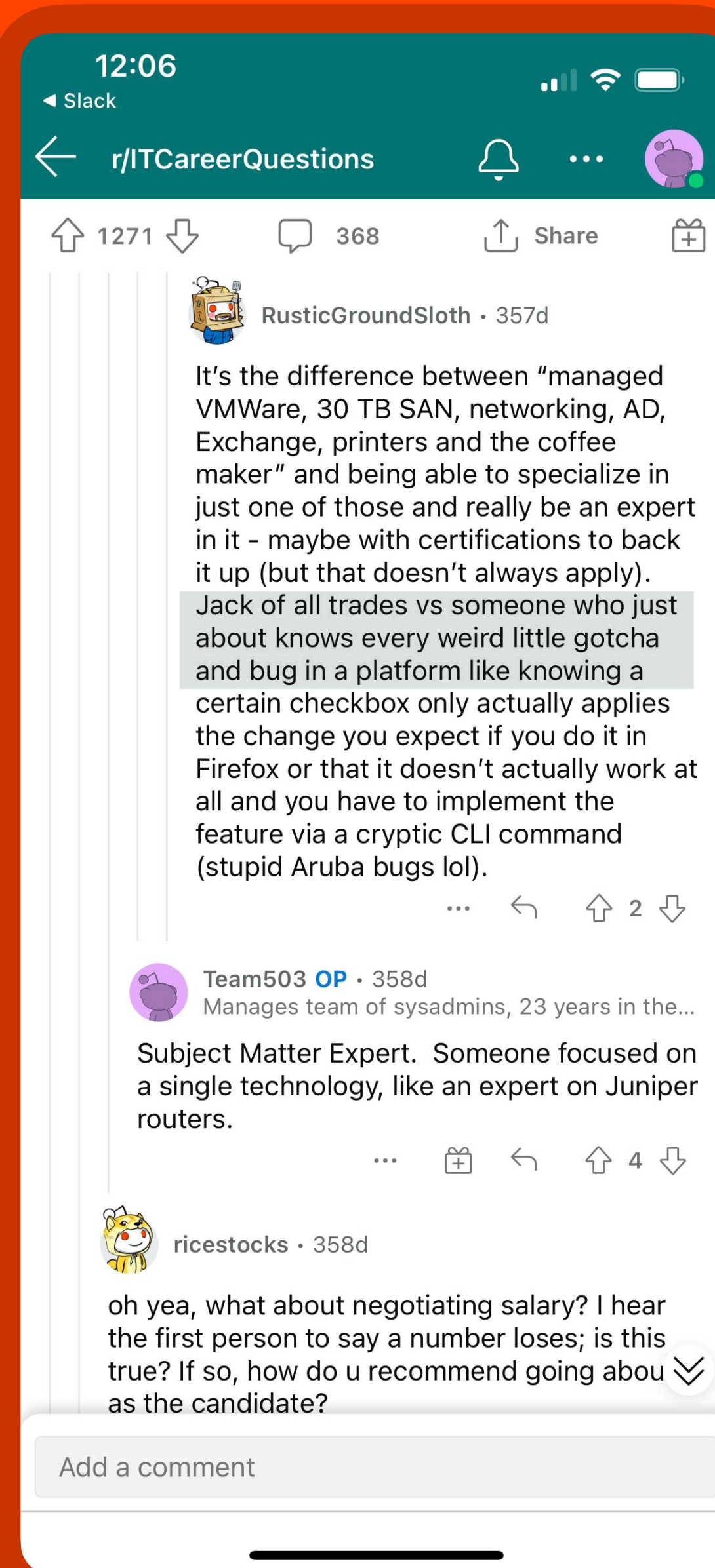


42% YoY Growth
Of r/ITCareerQuestions



43% of views
For r/ITCareerQuestions is
from Millennials

There's the *tension between becoming an SME or a jack-of-all trades*—with a hungry younger generation waiting in the wings...



Brand Impact & Actions

What this means for your business

Advantage



In asynchronous work, Salesforce tracks the results that matter

However and whenever the job gets done, the impact of that work is measured in Salesforce. Objectives and Key Results are a steady gauge in an otherwise shifting business.

How does Salesforce empower results-oriented work culture through change?

Slack is the ground where new asynchronous habits are borne

Slack kept offices connected through the drop into WFH culture in 2020. The sudden change has businesses still adapting to the right rituals to support healthy asynchronous work culture.

How can existing & new Slack tools enable effective asynch?

Thought Starter



The Moments That Matter

What can the Salesforce and Slack brands contribute to the big wins and milestones that bring offices together regardless of how separated teams may be by place and time? How might brand storytelling highlight these moments for business and the role Salesforce brands play in powering them?



Thank You!!

