

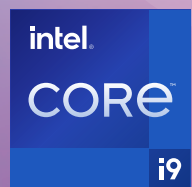
Lenovo
ThinkBook

The new rules of **flexibility**

A guide for IT leaders

 **Windows 11**

Lenovo recommends Windows 11 Pro for Business.



Powered by up to the latest
Intel® Core™ 19 processor



Lenovo

The tide has **shifted**

Allowing hybrid working
isn't enough—organizations
must truly enable it



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i9 processor

You need to bring your staff with you to make hybrid work

Over the past few years, debate on the merits of hybrid working has primarily focused on whether a return to office-based operations is either inevitable or desirable.

But for employees, that debate is over—at least for now. Flexibility is inextricably linked to job satisfaction, with two thirds of employees claiming they would leave a job that didn't give them the option to work remotely. [1]

Solving hybrid challenges

We think it's time to stop debating the 'why' of flexible working and focus on the 'how.' How can you solve the structural and strategic challenges that come with hybrid working? And how can you help your people and your business be more productive, when teams aren't working from one central location?

Whether your teams are remote, hybrid or office based, they need to be connected to collaborate and share ideas. They want to feel heard and included within the organization. And ultimately, you need to empower them to be productive wherever and however they work.

“Flexibility is inextricably linked to job satisfaction.”



Start with the human

It's no secret: putting your people first is the best way to enhance the employee experience.

When you're tasked with transforming your organizations' IT and operating models to improve productivity and competitive advantage, don't compromise on the needs of your workforce. Starting with employees is the key to a happier and more effective workplace.

This is a guide for IT leaders who want to create a more empathetic and people-focused organization through an empowered, enabled workforce. Here, we'll explore and explain the difference technology can make. And show you what to look for when selecting new technology, so you can confidently take your people and your business further.

Modern flexible working trends

+ **84% of employees** say the flexibility of working from home has made them more satisfied with their jobs.[\[2\]](#)

+ **81% of employees** in medium-sized businesses said that their company had put greater emphasis on employee wellbeing and work-life balance.[\[3\]](#)

+ **82% of IT leaders** want to work with technology that delivers on the values of the transformed workplace.[\[4\]](#)





The changing role of IT

More and more, businesses are turning to IT teams and leaders not just to maintain day-to-day operations, but also to offer strategic input on key questions like hybrid working or employee engagement.

Every strategic consideration now has a technological dimension to it, so your role as IT leader is only set to grow. Now, you must consider how platforms, devices, and services can shape areas like culture, employee experiences and growth to create new possibilities.

By understanding and embracing the innovations that put employees in the driving seat and help them be productive, as well as those which help to protect operations against future disruption, you can take on this changing role with greater confidence.

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the heart of work**

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1

Putting people at the heart

How IT can help create
an empowered, happy
workforce

You can't afford to ignore changes in employee expectations

59% of employees would consider a job that offers better well-being benefits than their current one.[6]

Following the disruption of the past few years, it's tempting to focus on a return to the status quo...

...to find ways to recreate the same culture and expectations your organization has been used to. Yet this ignores the fact that employee expectations have irreversibly shifted.

People are focusing more on their own wellbeing and satisfaction, prioritizing flexibility and purpose-driven work over other concerns.[5] Trends such as 'quiet quitting' and 'the Great Resignation' reflect a changing dynamic between employees and employers, where teams are more willing to risk changing or leaving a role if it doesn't satisfy their needs.

Keeping pace with your people's priorities

If you can't meet the evolving expectations of your workforce, you run the risk of losing your best talent. Increasingly, leaders need to consider how they can connect their staff to a clear purpose and reflect employees' values in areas like sustainability and equality. All while developing and maintaining the flexible frameworks which empower their people to be productive from anywhere. Policies and intentions alone aren't enough.

Your whole organization, including the IT department, must focus on putting people at the center and reflecting their needs in every device, platform, and process. By identifying the opportunities to create technological and cultural differentiation, you can deliver greater productivity, retain more talent, and create an environment where people can work at their best.

What does it mean to put your people first?

Engaging with purpose

Research shows that, since the pandemic, around two thirds of employees^[7] have begun to rethink the place that work has in their lives. People are placing more emphasis on working positively and contributing to society than on getting the next promotion. They're thinking more about their work environment—considering where they feel happiest working or how they can more easily stay in touch with family or friends. There's more diversity than ever in employees' options and preferences.

Technology has a huge role to play in helping them synthesize this newfound sense of purpose with the organization's need to drive productivity. With more flexible, portable, and adaptable devices and solutions, you can empower your teams to create a workspace wherever they are. This also prevents them from feeling that work restricts their wider wellbeing. Supported by these technologies, colleagues and teams maintain a shared cultural experience—shown to boost productivity, even amongst remote teams.^[8]



Ensuring true flexibility for every IT user

In the modern workplace, flexibility and employee happiness are inseparable. And employees are reluctant to relinquish the freedom to choose when and how they work. Now it's up to you to create an environment that enables this flexibility and empowers employees to work effectively within it.

Focusing on users' experiences means investing in devices that are built with flexibility as a primary function; they must be simple for people to use, and enhance—rather than hinder—their capacity for innovation. Modern, premium devices such as the ThinkBook 16 Gen 6, powered by the latest Intel® Core™ i7 processors, can help shape their experience to fit their environment and seamlessly access the tools they need to





Delivering on sustainability

One consequence of having a more flexible, self-aware, and purpose-driven workforce is the need for a keener focus on sustainability as a part of your employee offering. Organizations are under enormous pressure from customers and supply chains to commit to sustainable practices or be held accountable for not meeting those goals. [9] After all, a truly flexible working environment must also reflect the values of its team, which means making more sustainable tech choices to keep people happy and engaged while maintaining a culture of hybrid working.

You already have an ethical responsibility to maintain a substantiable portfolio and IT supply chain. You know falling short of employee expectations won't wash in this climate. Now you can place strategic emphasis on improving talent retention and engagement too.

69%

of employees say they are more likely to accept a job with an organization they consider to be environmentally sustainable. [10]

As with flexibility, it's imperative to build sustainability into IT from the ground up. Your teams want sustainable devices, built with recycled and reusable materials, and with a supply chain they can trust. At the same time, you need systems that assess and maximize device lifetime value. And partners that support safe device disposal and reclamation and help you establish best practices for IT sustainability.



2

Replacing the “one- size fits all” approach

With technology tailored
to individuals

An enabled workforce is an empowered workforce

Not every workplace can focus only on projects that contribute to wider social or ethical goals. Of course, businesses should work to develop and improve their practices to minimize harmful impact, but that doesn't mean being purpose driven is the preserve of charities and social enterprises.

Businesses of all kinds can act with purpose by working to create a working environment that reflects a shared set of values and goals. Technology is central to this, since it forms the foundation of how teams interact, work, and collaborate. When your teams are well equipped,

immersed in work and feel part of a wider team, they feel an improved sense of wellbeing and productivity. Providing smart, intuitive technology is a matter of social responsibility, not just operational prudence.

“

Providing smart, intuitive technology is a matter of social responsibility, not just operational prudence.”





Building an immersive environment anywhere

Every employee will introduce new needs and preferences, but this variety is a strength. Different ways of working and thinking make your workplace more diverse and better able to cope with different challenges. The focus for IT is creating a working environment that embraces difference while ensuring consistency of experience and productive outputs.

With smart technology that promotes productivity, better experiences, and flexibility, you can create a shared working environment for all your staff.

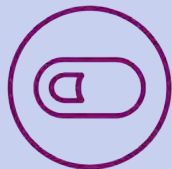
One where they can connect and collaborate easily from anywhere, engage fully in creative tasks and,

access everything they need to work effectively whether they're in a coffee shop, in the office or on the beach. By giving your people the power to work in their way, while still being immersed in collective projects and endeavors, you can engender a sense of collective purpose within a hybrid organization.

There are other benefits too. When your teams can work well wherever they are, you open up your business to a far deeper talent pool. When people don't need to be in the office, you can scour the globe looking for the right people in every role—then give them modern devices and tools to help them bring their best to your business.

Smart features employees think would be most helpful to their work

Small business



63%

Webcam
privacy shutter



60%

AI-based noise
cancellation



56%

Eye care mode

Medium business



71%

Webcam
privacy shutter



71%

AI-based noise
cancellation



71%

Eye care mode



Choosing a sustainable partner for IT

The right technology partner doesn't just provide you with the best devices and the support you need to enable a modern, hybrid workforce. They should also share your values and goals when it comes to sustainability and ethical responsibility. Often, your technology partner is in a good position to both inform and contribute to your sustainability strategy, by incorporating sustainable practices throughout your supply chain. A global partner who can control device manufacturing, or support with product lifecycle management, can help you seize the initiative to create a greener business.



Lenovo devices, like the ThinkBook 16p Gen 4, powered by the latest Intel® Core™ i9 processors, are designed with these goals in mind, using sustainable manufacturing processes and materials.

Choosing a partner with a proven history of delivering on sustainability goals is also a good barometer of how they might align to your other organizational values. As with sustainability, a partner who can give you people-first, flexible technology solutions is most likely to be an organization which reflects those values in its own operations.

“Choose a partner with a proven history of delivering on sustainability goals.”



Did you know?

- Lenovo's streamlined packaging processes kept 3,240 metric tonnes of packaging out of landfill as of 2021.
- Lenovo devices use post-consumer recycled plastic and are manufactured using innovative, low-temperature techniques that reduce emissions and help you deliver on your sustainability promises.
- Lenovo has committed to cutting emissions in our supply chain by one million tonnes by 2025.
- Lenovo devices are designed to be reliable and repairable, so they last for longer and help materials and budgets go further.

[Discover smarter solutions](#)

3

Find your competitive edge

Take the next steps towards a people-first, purpose-driven future





Ready to transform your workplace?

With tech that empowers your people

To put your organization in the best position to take advantage of the skills and talent at your disposal, you need to focus on your people. At Lenovo, we're committed to helping small and medium-sized organizations move towards workforce transformation. This means introducing new, innovative products to market, which give you the portability and adaptability you need to help every user work effectively. By enabling your workforce to be truly mobile and flexible in every working moment, we can help your business become more purpose-driven, sustainable and, ultimately, more competitive.

Our most innovative ThinkBook products yet



ThinkBook 16 Gen 6—experience work in 16:10

This larger aspect ratio screen opens up a world of improved performance. 11% more screen space. Better (2.8K) screen resolution. Bigger keyboard. Longer battery life. More efficient cooling. Add an elegant dual-tone finish and your people can work more efficiently, type more comfortably and feel (and look) cooler too.

Lenovo ThinkBook 16p Gen 4—take their best performance even further

Get the best from your people with a high-performance laptop that thinks fast. Powered by the latest up to 13th Gen Intel® Core™ i9 processor, supported by the next generation NVIDIA® GeForce RTX™ 4060 graphics card plus up to 32GB of DDR5 memory, the ThinkBook 16p Gen 4 won't slow them down.



Powered by up to the latest Intel® Core™ i9 processor

Lenovo ThinkBook 13x Gen 2—business performance built to move

Give your people the freedom to create from anywhere with an ultra-thin, lightweight, and portable device, powered by the latest Intel® Core™ processors. It's packed with smart features like AI Meeting Manager, Smart Ambient Light Sensor and hands-free voice typing to make life—and work—easier.



Stay ready for business with Windows 11 Pro devices

Empower employees with the right device for each workstyle across your organization. World class fundamentals ensure that every employee is ready for business with Windows 11 Pro devices designed for longer battery life, instant startup, and ultra-reliable uptime.* Fluid tablet experiences, premium device options, and the flexibility to equip the right employee with the right device can improve workforce productivity and satisfaction.

*Battery life varies based on settings, usage, device and other factors.

Get the most secure Windows yet with Windows 11 Pro

Enable hybrid work with powerful out-of-the-box protection including enhanced phishing safeguards, passwordless security, and more control over apps and access anywhere. The most secure Windows yet delivers layers of chip-to-cloud protection across hardware, operating system, identity and privacy, and the cloud.

 **Windows 11**



Powered by up to the latest Intel® Core™ i9 processor

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