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ThinkBook

The new rules of **innovation**

A guide for IT leaders

 Windows 11

Lenovo recommends Windows 11 Pro for Business.



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



The rules of the game have **changed**

Here's how to play it to your advantage



The trouble with a rapidly changing workplace

You're no stranger to change; it's what your industry thrives on. But when the rules of the workplace game change, and continue to change, and disruption is unrelenting it's, well, disruptive.

It means you have to:

- Recalibrate after a whirlwind of constant digitalization.
- Rethink your approach to attracting and retaining talent.
- Keep your people happy so they don't jump ship.
- Focus on increasing revenues while margins tighten.
- Support remote work and maintain security standards for distributed workforces.
- Make sure you get value from digital investments.
- And stay competitive in the face of a global recession.

And while you know that innovation is critical, knowing how to create and sustain a culture that allows it to flourish is trickier. To get ahead, you've got to play the attack.

But even the most experienced IT executive could be forgiven for feeling overwhelmed by the hurdles ahead.

Such seismic shifts demand that we prioritize innovation and make radical leaps in strategy, as well as incorporating the right digital tools and devices like the ThinkBook 16 Gen 6 powered by the Intel® Core™ i7 processor to reimagine the way we work.



The new imperatives for IT

This guide is for IT leaders and decision makers who need to stay resilient and unlock the benefits of new technology before the competition. To help you do it, we've gathered together some key trends for 2023, and what they could mean for your business:

Food for thought

+ According to the State of the CIO 2022 report, 86% percent of CIOs say their role is more focused on digital and innovation.[1]

+ CCS Insights predicts that, 'By 2024, enterprise collaboration tools [will] add immersive spaces to help replicate the in-office experience.'^[2]

+ Fewer and fewer employees say that their technology helps them to be productive, falling from 68% to 63%.^[3]

+ The combined effect of inefficient process and inadequate technology is leaving 38% of employees feeling burned out, while 34% say that they are emotionally drained from their work.^[4]

The new imperatives are clear:

1. **Focus** on maximizing innovation and creativity by supporting collaboration among hybrid teams.
2. **Increase** productivity and efficiency.
3. **Improve** employee engagement and retention with premium employee experiences and optimize digital investments.

Get great at these things and you've got a solid foundation on which innovation can flourish.



What we'll cover



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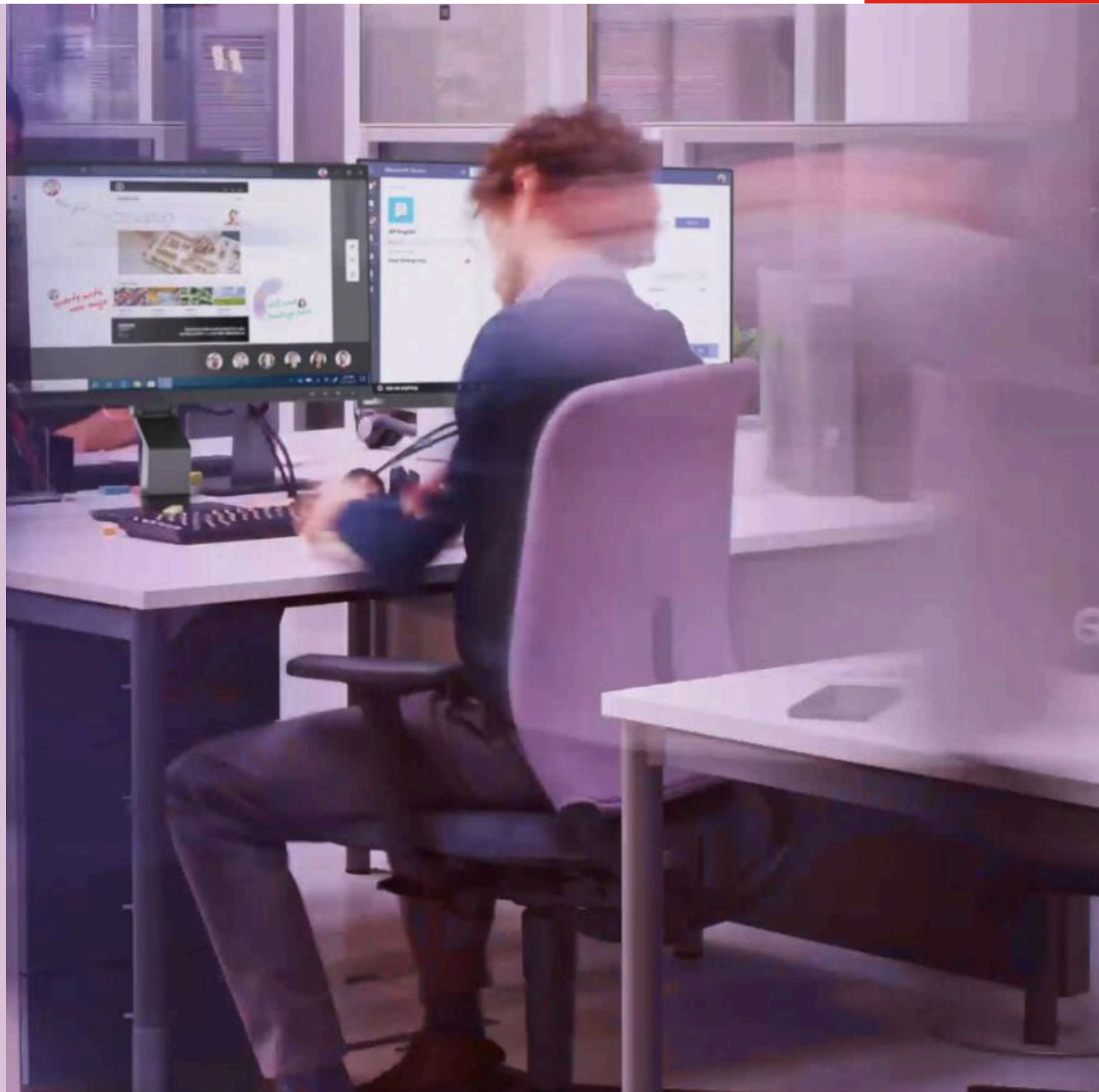
Achieving real results day in, day out

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1

The biggest trends fuelling change in the workplace

And how to navigate them



What's shaping the future of work?

A couple of years on from the pandemic, many aspects of the workplace have irrevocably changed.

In 2023 and beyond, it's clear that competitive advantage will stem from redefining the workplace and connecting people to wider virtual networks to increase the speed and creativity of innovation efforts. To be prepared for the future, you must first understand it:

Employee engagement

Employee expectations are at an all-time high. Equity, sustainability, and social justice are all top priorities for an increasingly conscientious workforce. Start by rethinking your approach to engagement and give your teams greater flexibility.

Ditch the office-centric mentality and focus on offering sustainably produced, portable devices that keep your people engaged and connected and give them the flexibility to create their ultimate workspace wherever they choose.

Process optimization

The need to weather potential lower-profit quarters will make efficient systems and processes more vital than ever. One of the best ways to optimize is to focus on what produces results and streamline processes to save time and resources.

Your people's tech should help them move towards that goal. Think flexible, multi-mode laptops and portable accessories to help them perform at their best.



Immersive working

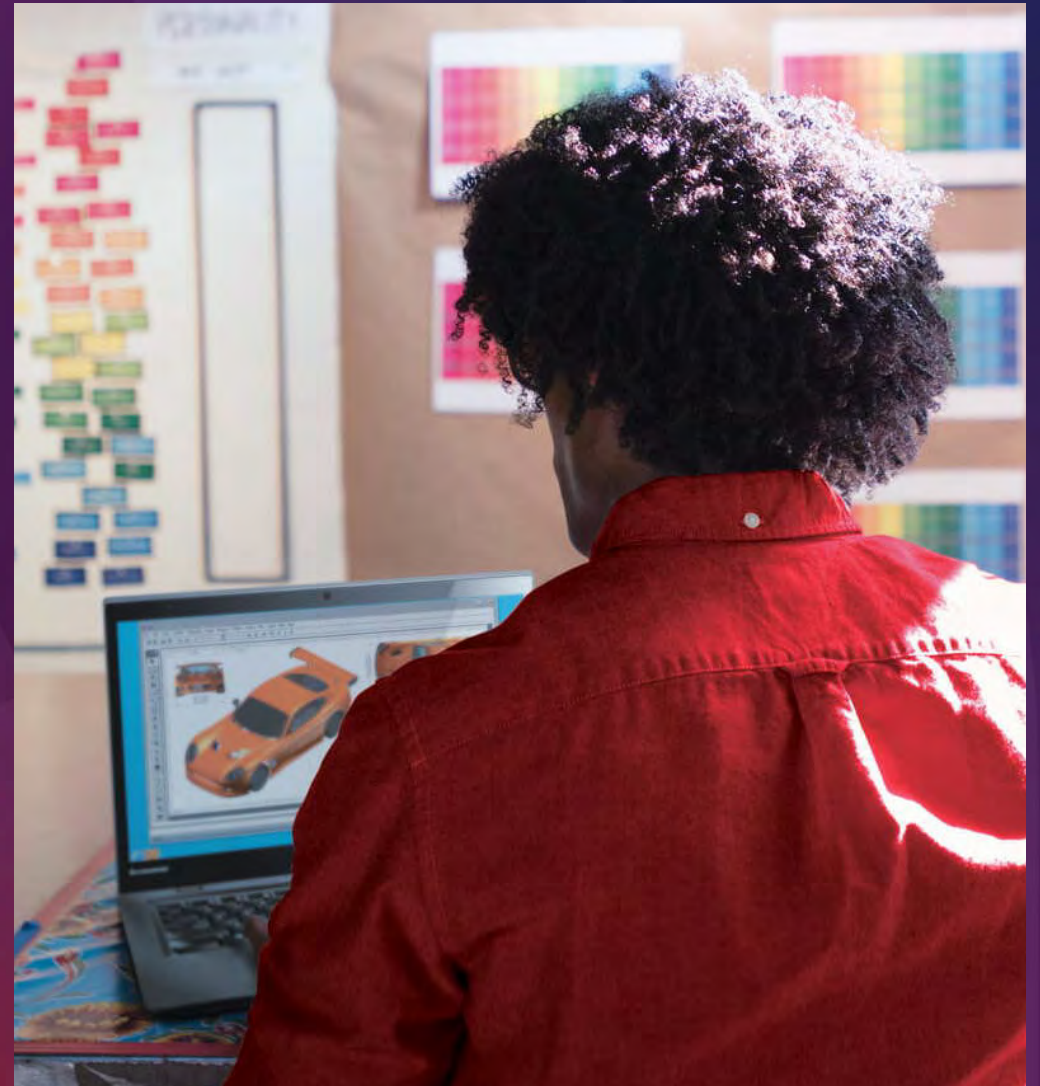
While the metaverse is still in its infancy, experts predict that it will add \$5 trillion to the global economy by 2030, and 2023 will be the year that defines its direction for the next decade. And organizations like Microsoft are already developing metaverse platforms.[5]

We predict that businesses who equip teams with the tech and tools needed for immersive working environments will have the advantage.

“**Organizations like Microsoft are already developing metaverse platforms.**”

Sustainability first

The Gartner CEO and Senior Business Executive Survey found environmental sustainability was the third largest driver among the 80% of CEOs planning to invest in new products in 2022/23.[6] Make sustainability a priority by investing in tech that considers the needs of future generations. Think stylish and sustainably produced devices that your people will be proud to be seen with.





2

How to spark innovation in a hybrid world

And give your business
an edge

How maximizing innovation and creativity unlocks competitive advantage

Everyone's seeking innovation

Research suggests most organizations believe that building a culture of innovation will bring huge rewards, and Gartner says that 'Pioneering business model change, reinventing engagement with employees and customers, and

accelerating strategies to tap new virtual markets' is one of the three key themes behind its [strategic tech trends for 2023](#).^[7]

In this climate, building and sustaining a culture of innovation and collaboration is tremendously powerful. Because how you operated in the past may no longer be

possible in future. And old assumptions about physical proximity being essential to innovation are no longer valid. If anything, the pandemic has shown that virtual and hybrid collaboration can fuel innovation.

“
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in the past may no
longer be possible
in the future.”





“

Innovation can't happen in a vacuum, so it relies heavily on collaboration.”

Tom Butler, Executive Director of Commercial Portfolio and Product Management, Lenovo

Why connecting hybrid teams is the answer

To create a working environment where everyone is empowered to have and explore new ideas—no matter where they are—you need to ensure they can connect and communicate with each other easily. With the right technology you can create more robust collaboration practices and give people the confidence to take greater innovation risks. Creating a stronger and more interconnected virtual culture in this way is integral to your success, competitiveness, and resilience.



Read on for a few key practices that are essential for successful hybrid collaboration.

Are you doing hybrid collaboration right?

Break down silos

Dysfunction in hybrid teams costs big time. The result is poor employee engagement, frustration and low retention and satisfaction. Hybrid collaboration calls for new processes, strategies, and solutions to break down siloed mentalities. Keep remote workers informed and engaged and make sure hybrid teams can work together effectively with the right collaboration tools and accessories.

Make virtual collaboration seamless

Ensure your teams have the best possible set up to accelerate innovation from anywhere. This includes business devices like the Lenovo ThinkBook 16p Gen 4 and Magic Bay accessories, powered by the latest Intel® Core™ i9 processors, which enable seamless virtual collaboration,

even in environments that may be restricted in terms of lighting, connectivity, or background noise.

Invest in the right tech

It's no secret that investing in technologies that enable employees to work from wherever suits them best leads to happier, more productive workers. And it can help your organization transition and navigate times of economic turmoil and disruption. Adopt collaboration tools that make the process more interactive and personal. To make the right investments, ask yourself whether it will help your employees perform better, be more productive, increase revenue or reduce costs.

Ultimately, poor collaboration impacts your bottom line. But when your teams

collaborate effectively, the benefits are multiplied: more innovation, boosted employee engagement, and increased employee retention. What's not to love?

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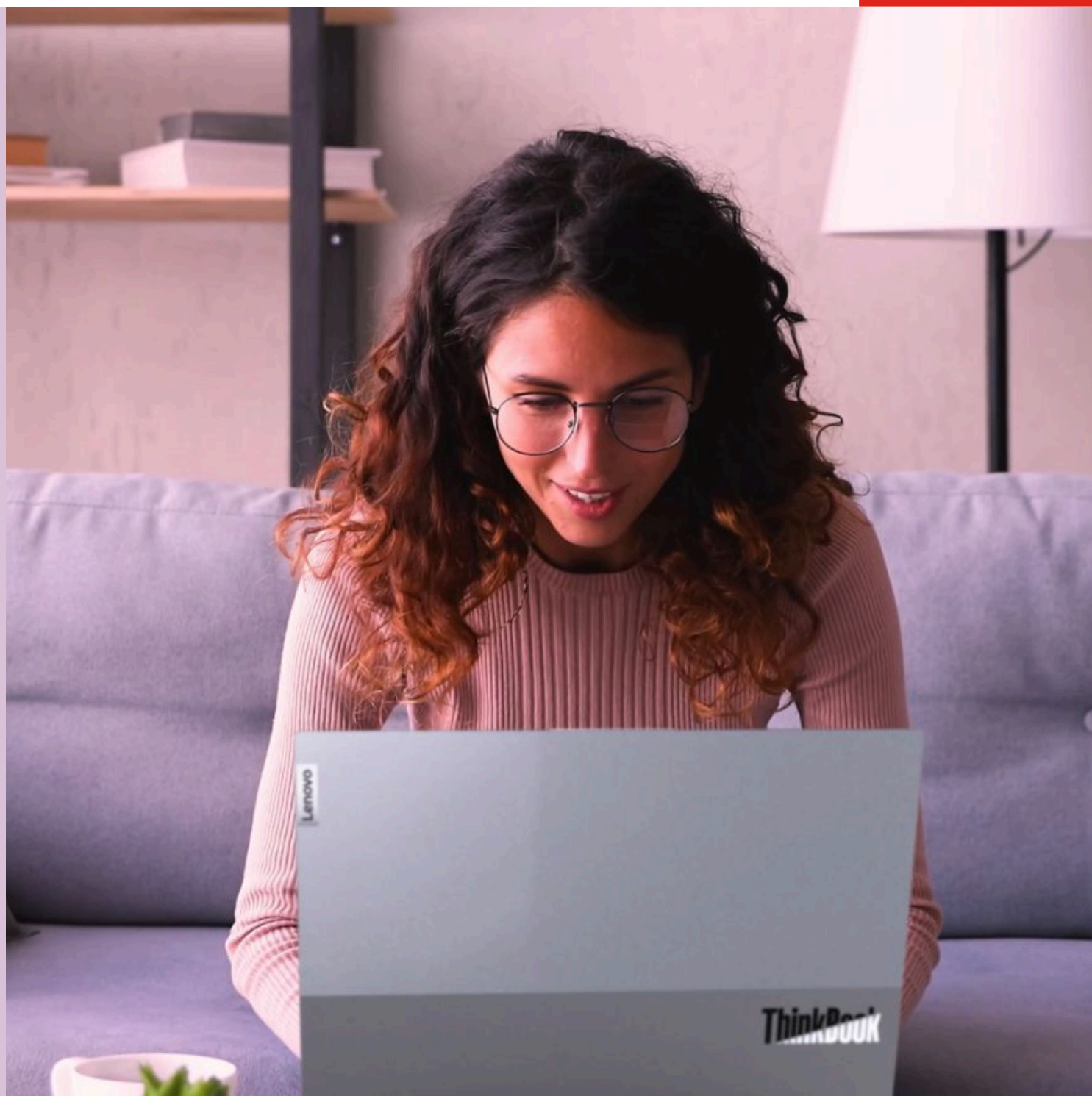
IT leaders need to do both: focusing on the fundamentals while not losing sight of the opportunity to drive innovation and modernization. Investing in technologies that enable employees to work however suits them best is proven to make them happier and more productive, and this in turn will drive your business's future success.[8]”

Bess Healy tells CIO.com senior vice president and CIO at Synchrony

3

When experience is **everything**

Enhance enjoyment and
everything else will follow



What premium employee experiences look like

How to optimize employee engagement and retention for long-term success.

When employment is transactional (i.e. employees turn up to work simply to collect a paycheck) the relationship isn't founded on shared values or outcomes. The result is disengaged teams, poor productivity, and ineffective innovation. It's a race to the bottom.

You get out what you put in

Think about it: you expect your teams to be productive, innovative, creative, empathetic, and self-motivated. In return, they expect far more from you than just remuneration and a gym membership they may or may not use.

What has worked historically won't necessarily keep working in times of unprecedented disruption. Great employee experience goes far beyond mindfulness apps and Friday drinks. It extends across a company's physical environment, its culture and the technology employees use to perform their roles.

Urgent engagement

The Great Resignation, quiet quitting and burnout have all made headlines recently, highlighting the urgent need for businesses to focus on employee engagement and greater support. In response, many companies are introducing new initiatives such as flexible hours, work-from-anywhere policies, and even 4-day work weeks. While these initiatives can certainly improve employee happiness, they aren't the only factors at play.

What does premium employee experience look like?

It's flexible

The best leaders acknowledge the demand for hybrid working and give staff the option to work in a way that suits their needs. Research shows that people are more productive when given flexible working options and are more likely to go above and beyond compared to their on-site colleagues.[9]

It's performance and productivity enhancing

Most of all, your people want systems, tools and software that make their lives easier. Consider innovative, industry-leading devices that are designed for maximum immersion, collaboration, and optimized user experience. Giving your teams access to robust tech that empowers them to perform their best can greatly improve the employee experience and drive innovation.

It's tech focused

According to recent research from CIO.com, 9 out of 10 C-suite executives believe that they provide the tech that employees need to succeed, but 50% of employees disagree. In fact, 40% of employees feel that their workplace technology is completely out of touch with their needs.[10]

This is especially important for younger employees, with 45% of those under 35 citing workplace technology as a key deciding factor for choosing where to work.

But it's not just about attracting new talent: research from Qualtrics shows that employees are 230% more engaged and 85% more likely to stay with an organization for 3+ years if they feel that they have technology that supports them at work.[11]





4

Unboxing business success

With tech that
underpins productivity

Real results day in, day out

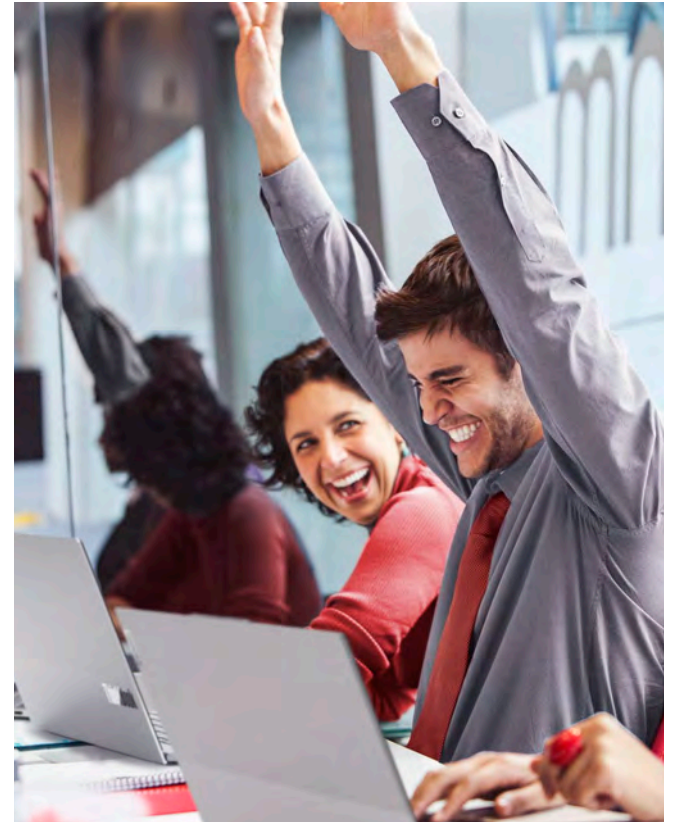
With the right tech to drive productivity and success

Your organization is only as good as its employee experience. If the pandemic has taught us anything, it's that broken processes and productivity-slowing tech has no place in the workplace of the future. The most successful IT leaders will think constantly about how they can remove friction, create a culture of innovation, and help teams do their best work.

The right tech in every segment of your business is integral to a successful workplace strategy that puts remarkable employee experiences first. And while it may not be the only answer, it plays a critical role in creating a culture of innovation and attracting and retaining the right talent. Ultimately, the best devices, such as the Lenovo ThinkBook 16 Gen 6, powered by the latest Intel® Core™

i7 processors, can help you to engage and support a more agile and distributed workforce with exceptional user experiences. Best of all, they can create engaged, happy and collaborative employees who are productive and motivated to do their best work, day in, day out.

Lenovo's ThinkBook series is designed for IT leaders, like you, who want to empower workforces for years to come.



“The right tech in every segment of your business is integral to a successful workplace strategy.”

Smarter is the future of work

Smarter puts people at the heart of work. Take your people's best work further, with less pressure on IT. Innovative ThinkBook devices, help give them flexibility, drives productivity, and puts your workforce in control of when, where, and how they work.



ThinkBook 16 Gen 6—get more space to play with

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.



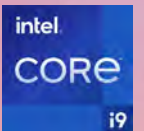
Lenovo ThinkBook 16p Gen 4—take their best performance even further

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 won't slow them down.



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. 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.

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.



More performance, less pressure on IT

Meet the ThinkBook series

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





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