

# 5 WAYS REMOTE WORK HAS INFLUENCED BUSINESS TRENDS

Before 2020, many of us spent our workdays commuting to and from an office building or place of business, catching up over coffee or strategizing with coworkers in meeting rooms. But for many, the way we work has changed since then.

While the thought of employees working from home initially may have seemed impossible for some companies, many businesses have adapted, and even see themselves continuing to incorporate remote work. But it's not just where we work that's changed. How we work has also evolved along the way.

Take a look at these five ways remote work has influenced business trends.

## DIGITAL ADOPTION

It's probably no surprise that digital adoption tops our list of the ways that the future of business has been impacted by remote work.

Online forms of communicating and collaborating, such as the cloud, have been in use for some time, but have now become essential for how teams work together. Cloud-based work has allowed companies to expand both their speed and scale while increasing their team's collaboration. According to IBM, adaptability in the digital landscape is now a mandatory business competency.<sup>1</sup>

Other online tools, such as communication platforms that had been in moderate use prior to going remote were used to greater extent, and quickly became widespread. This shift changed the way many companies reorganized themselves and introduced new ways of doing business.



## SOFT SKILLS DEVELOPMENT

Throughout our careers, there's often an emphasis on developing a set of marketable skills that we can list on our resume. However, it turns out that employers may be just as interested— if not more —in a candidate's soft skills, according to SHRM.<sup>2</sup>

Soft skills are interpersonal abilities that allow a person to work well with others and grow within a company, such as collaboration, adaptability, critical thinking, perseverance, dependability and communication.

Since moving to remote work, possessing these skills can be even more important. The extra effort it takes to communicate well through text and video can present challenges to some, and remote work may affect preparation and focus. Learning soft skills to bridge the gap continues to be important for working remotely, especially when it comes to adaptability and flexibility.

## WORKFORCE SECURITY AND OVERALL SAFETY

Workforce security may not be considered an emerging business trend, but one that has been brought to the forefront since the recent shift to remote work. Because of the transition toward cloud-based work and a reliance on employees' at-home networks, many companies may be looking to increase their cybersecurity efforts.

The large migration of business data toward cloud networks means the potential for an increased volume of sensitive information to be stored in the cloud and managed through employees' at-home networks, which may not be as secure as what might be found in an office.

Increased cybersecurity measures in the remote landscape may vary depending on a company's needs, but could involve training employees on how to recognize phishing or other hacking schemes or requiring two-factor authentication to log onto a company portal or VPN.

## CUSTOMER SERVICE

Customer service has always been a priority across businesses, but as many organizations continue with a remote workforce, approaches to customer interaction is also being reinvented.

Many businesses that were not primarily online prior to 2020 had to redevelop or augment their online experiences to stay competitive. Tactics such as online chat, at-home delivery, payment installment apps or increased customer feedback efforts have become increasingly important to adapting in today's remote business world.

To find out more about how DeVry's business-focused programs can help you develop and pursue your vision [click here](#) to request more information.

## BUSINESS, SOCIETY AND THE PLANET

For many of us, the global pandemic was an opportunity to stop and think about societal, economic and environmental impact on a global level. Sustainability was a discussion prior to COVID-19, but global events helped many companies stop and evaluate how their day-to-day operations contributed to the health of the planet and its future.

With remote work in place, many organizations took steps to alter their carbon footprint, place emphasis on switching to alternative energy or make commitments to be more mindful of the environment.

The future of business continues to evolve—are you evolving along with it?

## TAKE THE NEXT STEP IN BUSINESS

If you're thinking about going back to school to align your skills with future business trends, we're ready to help. Start by considering one of DeVry University's undergraduate or graduate [degrees or certificate programs](#), with classes starting every 8 weeks.

Through an education partnership in conjunction with DeVry University, you have access to education benefits in support of your professional and life goals. To learn about transferring qualifying credits, tuition rate savings and more, contact your benefits manager or HR department for



<sup>1</sup>IBM: <https://www.ibm.com/thought-leadership/institute-business-value/report/covid-19-future-business>

<sup>2</sup>SHRM: <https://www.shrm.org/hr-today/news/all-things-work/pages/hiring-for-soft-skills.aspx>

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