



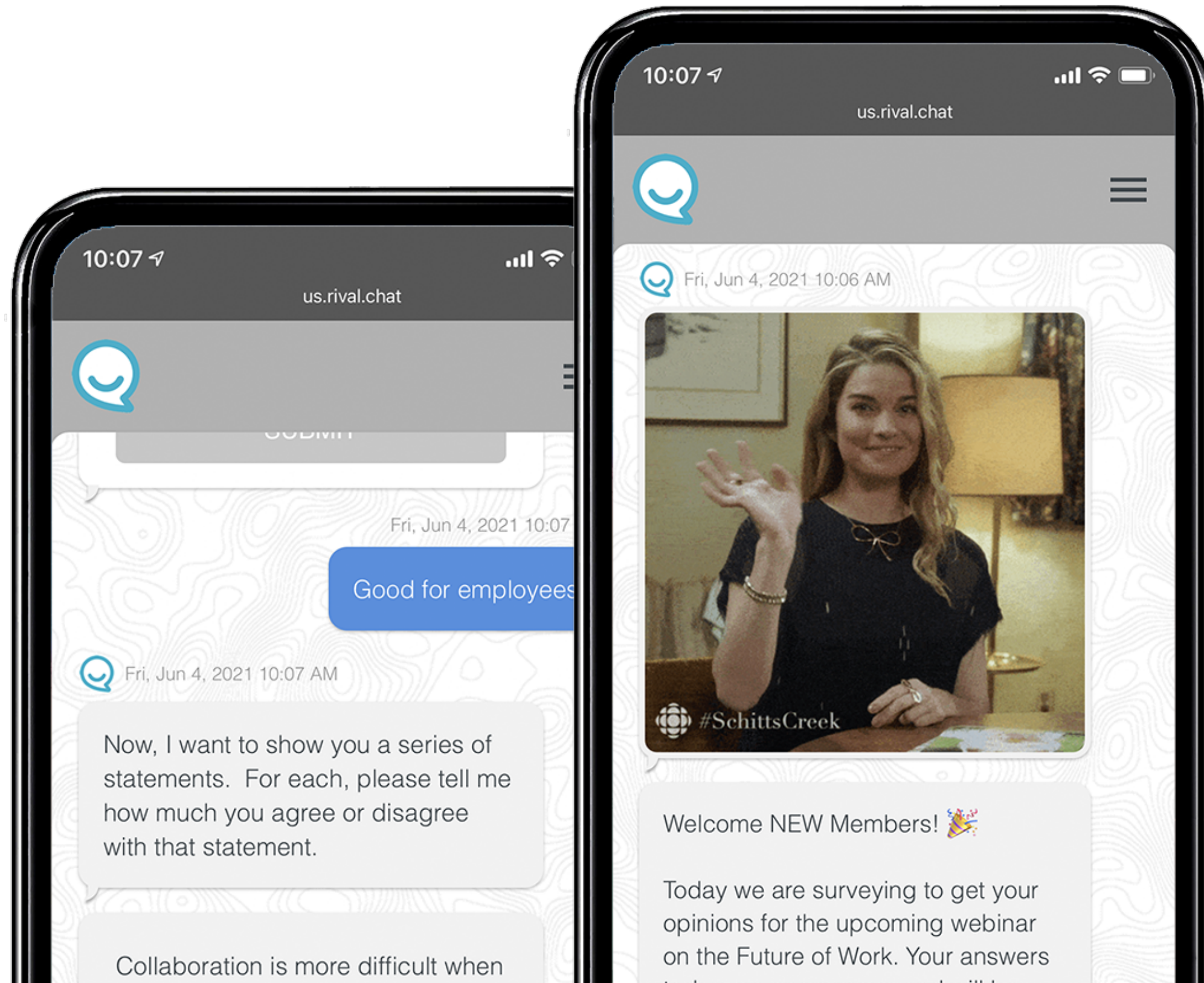
# RETHINKING THE FUTURE OF WORK

 Reach3

POWERED BY  
**RIVAL**



# ABOUT OUR STUDY



To build a better future workplace, now is the time to start making meaningful change...When it comes to inputs, none is more important than the voice of employees.

≡ Forbes

## The Optimism Divide: The Future Of Work Depends On Much More Than Technology



Committee of 200 Contributor

Leadership Strategy

We are female leaders committed to advancing women in business.

Follow

**f** *By Eileen Campbell, the co-founder and board chair of Reid Campbell Group, an insights and research technology holding company. She is the former CEO of Millward Brown, a \$1B insights-based consultancy and CMO of IMAX Corporation. She is an experienced corporate board director and a Member of the Board of Directors for C200.*

**in**

It is often said that “hope is not a strategy,” but perhaps when planning the future of work, it should be. The COVID-19 crisis, concurrent with political strife and divisiveness, has created an unprecedented rise in fear, pessimism, and hopelessness for









# TWO-THIRDS

of women do NOT believe their  
work life will become more fulfilling  
after the pandemic



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# **FLEXIBILITY HAS NOT BEEN EVENLY DISTRIBUTED**





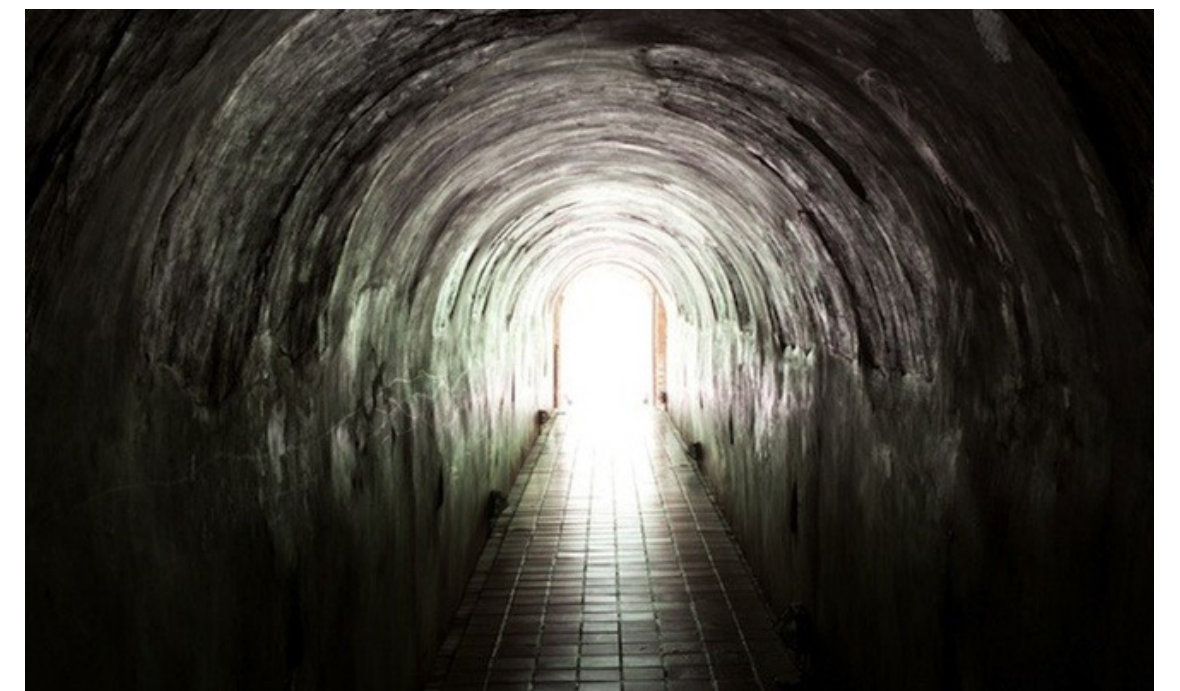


**NEW members are more optimistic than women at large but still report a sense of stress and anxiety**





# How NEW members are feeling



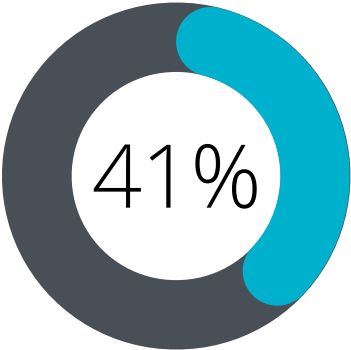
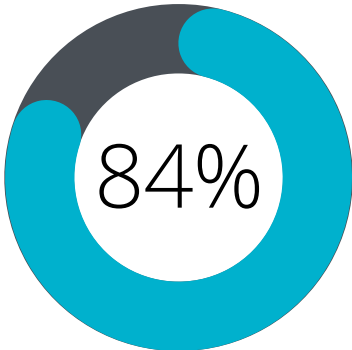


# REMOTE WORK HAS BENEFITS — AND RISKS

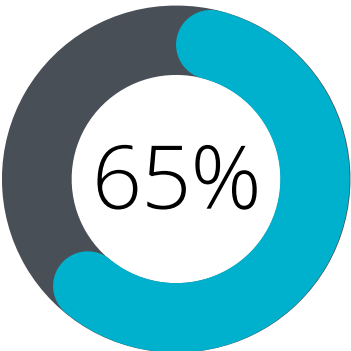
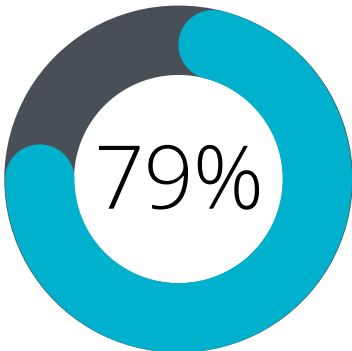
NEW members

General population

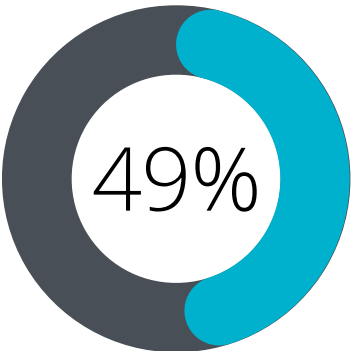
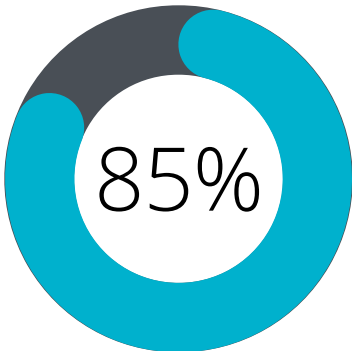
Agree that working from home improves work-life balance



Want to separate work from home life



Feel collaboration is more difficult





# Do you think working from home will hurt your career?

GENERAL POPULATION



NEW MEMBERS







The implications  
are real — and  
potentially  
devastating in the  
long-term







# 30 YEARS

of economic progress for  
women has been wiped out  
due to COVID



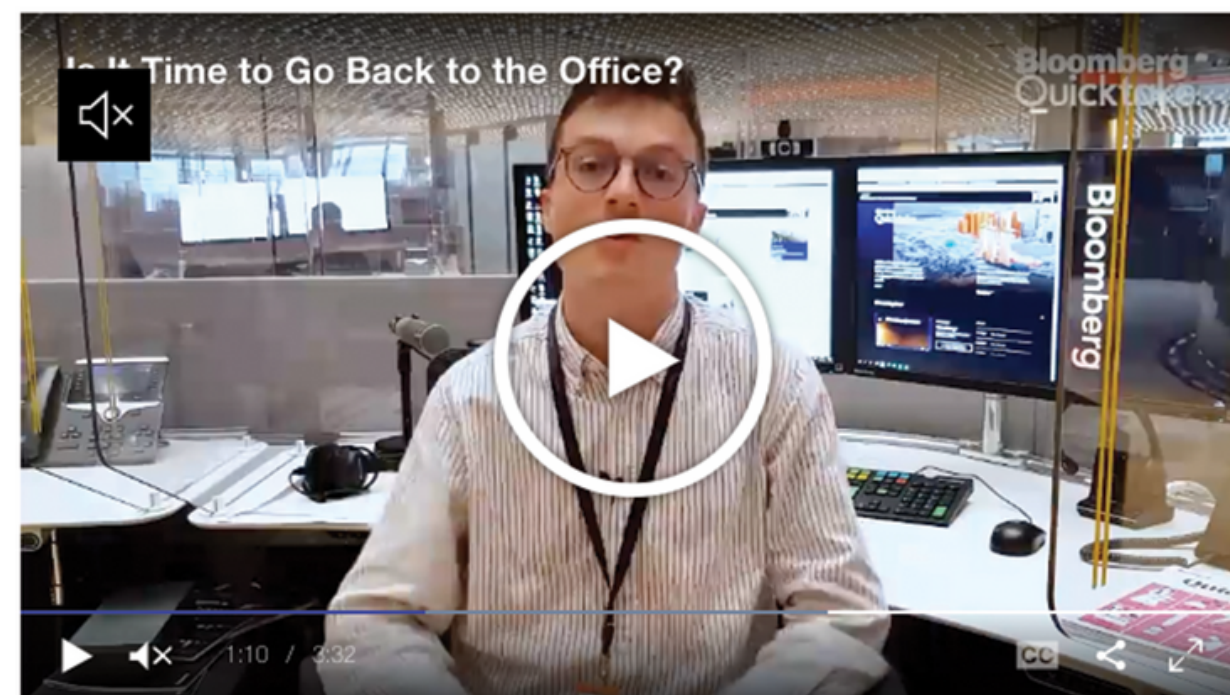
Work

## Employees Are Quitting Instead of Giving Up Working From Home

The drive to get people back into offices is clashing with workers who've embraced remote work as the new normal.

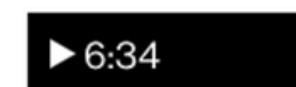
By [Anders Melin](#) and [Misyrlena Egkolfopoulou](#)

June 1, 2021, 4:00 AM PDT



Is It Time to Go Back to the Office?

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A six-minute meeting drove Portia Twidt to quit her job.

She'd taken the position as a research compliance specialist in February, enticed by promises of remote work. Then came the prodding to go into the office. Meeting invites piled up.

# 49%

of Millennials and Gen Zs will consider quitting if their employers weren't flexible about remote work

*Source: Bloomberg*

# 31%

of executives think it's possible to maintain company culture with employees coming to the office 2 days or fewer a week

*Source: PwC*









# CONVERSATION STARTERS:

- Introduce yourself – Where you are from and what you do?
- How are you feeling about the future of work?
- What are some strategies that you have for managing through changes over the next few months in your work life?
- How can companies help employees through upcoming changes to how we work?



## WRAP UP & Q&A



Katie Sheehan  
Vice President,  
Reach3 Insights



Eileen Campbell  
Executive Chair,  
Reid Campbell Group



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