FUJITSU

Human-Centric Experience Workspace (HXW) Co-design

Sustainability for the digital workspace

Often when we think of sustainability within the workspace, we conjure up images of multiple recycling bins and the posters that remind us to recycle paper and plastics, to turn off electrical devices and not print unnecessary documents. Since the 'big push' in the mid-2000s for organizations to consider the environment, the workspace has changed drastically with digital technology allowing for remote connectivity to employees in multiple locations – which means that for many organizations the environmental impact is far reaching. The ICT structures – large data centers and enterprise systems that support global networks are some of the major contributors of greenhouse gas emissions, placing ICT systems on par with the aviation industry.

Digital tech's carbon footprint

- Digital technologies contribute 2-4 % of greenhouse gas emissions and account for 8-10% of energy consumption globally (EC).
- Switching from 4G to 5G networks can reduce energy consumption by up to 90% (EC).
- Extending the lifetime of all smartphones by 1 year is equivalent to removing 1 million cars from our roads (EC).

HXW Co-design Accelerator for sustainability

By committing to a 6-steps, roughly 6-weeks program Fujitsu HXW Co-design Accelerator for sustainability in the digital workspace will help customers create a vision for how they can embed a well-rounded approach to sustainability in the culture of their organization that realizes the goals of the organization and the individuals.

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Transforming Employee Experience

HXW Co-design starts by understanding the business challenges faced by the organization by assessing the current capabilities and employee experience through a combination of interviews, surveys, and workshops.

Then, by using a vision approach with the customer's key stakeholders, we can re-design the employee journey, creating 'moments that matter', giving employees a better experience. From this, we produce an opportunities matrix, highlighting the quick wins and initiatives that will help transform the organization's employee experience.

Who should consider participating?

- CIOs investing in new digital transformation initiatives, who need to ensure the program realizes it's ROI
- Line of business leaders, who need to develop their teams existing digital skills, helping their employees to continue to feel valued and productive
- CHROs, looking to reduce levels of churn
- Employee communications and change management and learning & development teams, looking to identify new ways of working such as gamification and nudge theory.

How it works

Depending upon the client, a program may entail:

Onboarding and vision

- Pre-engagement survey questionnaires
- Vision workshop - understanding and mitigating the challenge
- Stakeholder interviews to refine and confirm understanding.

Personas and insights

- Define personas
- Define insights from market and interview data that inform the employee journey.

Experience workshop and mapping

- Envision corrections to pain-points on persona's journey map
- Prioritization of initiatives.

Deliverables

- Business case and ROI for key initiatives and technologies
- Experience map - roadmap of initiatives aligned to business strategy and outcomes
- Persona development - capture the outcomes your users need, in the context of how they work
- Opportunities matrix – quick wins and initiatives that will improve the organization's employee experience.

Benefits

- Led by vision – workshops bring together stakeholders from across the business to agree on how to mitigate the challenge
- Driven by insights – interviews and market data capture the magnitude of pain points and opportunities
- Focused on experience – uses Fujitsu Human Centric Design Approach to build empathy and co-create a better employee journey
- Targets opportunities – build a prioritized roadmap for change.

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