



ENHANCING FOCUS IN THE MODERN OFFICE

HOW TO MAKE THE NEW ERA OF WORKING
SIMPLE, SECURE, AND PRODUCTIVE



INTRODUCTION

The pandemic inspired innovation that has carried businesses through a global crisis.

While we've made significant progress, 75% of IT leaders surveyed in our Work Wins IT leadership report said they still feel like they are reacting to problems, rather than innovating. At the same time, they are being asked to lead the charge in transformative organizational change.

So, how can IT empower dispersed teams to collaborate and perform their best?

The answer is multifaceted. It starts with streamlining the makeshift array of tools and technologies that were forcibly adopted amidst the global crisis.

With this purpose in mind, IT leaders take on a new role: Chief Focus Officer.

The leader in this role will be tasked with simplifying a complicated mesh of tools and protocols, eliminating ones that are no longer fit for purpose, and introducing a set of new rules that ensure security, quality, and integration are maintained with the new set up.





WHAT IS A CHIEF FOCUS OFFICER?

The Chief Focus Officer will be responsible for giving workers easy-to-use, enterprise-grade collaboration tools that seamlessly flex between two modes of working: home and office.

They will review technology needs for the workforce as a whole, taking into consideration personal preferences and expectations. Because a one-size-fits-all approach won't serve every need within the organization, they'll curate a mixture of resources that does.

THE CHIEF FOCUS OFFICER WILL PRIORITIZE:

Simplifying the complex:

They will be responsible for standardizing solutions that meet compliance requirements and perform reliably with the aim to reduce compliance issues and moderate the number of support requests IT receive.

Curating IT:

They will need to prioritize solutions that strike a balance between giving users enough choice to pick the right solution for their specific needs and function, but not so many options that they go into analysis paralysis. In doing this, they'll consider how employees in different roles will have different preferences and needs.

DID YOU KNOW?

88% say clear communication and trust are vital for hybrid working to work for everyone.

89% of respondents said they need to give employees the freedom to decide how, when, and where they can work most productively AND thrive as individuals.

90% of respondents said they know they get the most out of employees if they have tech they love.



HOW TO ESTABLISH FOCUS

The Chief Focus Officer will spearhead strategic investment in enterprise-grade products that drive productivity and make remote working less strenuous. They must balance a variety of requirements, balancing the needs of both end users and the IT team that will support them.

HERE ARE THREE WAYS TO GET STARTED:

- 1 Vet headsets, webcams, and other tech tools for integration with your primary video conferencing software.
- 2 Consider how implementing new software impacts your organization's internal security and compliance requirements.
- 3 Provide a list for employees to order from including enterprise-grade equipment designed to address consumer preferences.



PROMOTING PRODUCTIVITY FOR ALL

Everyone works differently. Our [survey on hybrid workplaces](#) identified four main remote working personas, all of whom required easy-to-use, enterprise grade tools that meet company security and compliance requirements as they move between home and office.

Here's how you can equip every worker, no matter their role, need, or location.

FOR THE STATIONARY EXPERT WHO:

- Operates from a desk, at home or in the office
- Needs the ability to focus on independent work
- Prefers to minimize environmental distractions



We recommend

- **Zone Wired Headset**
A USB headset featuring premium audio drivers and advanced noise-canceling mic technology.
- **C925e Business Webcam**
An HD 1080p webcam that delivers professional video and sound.

FOR THE TRAVELING TEAM PLAYERS WHO:

- Moves seamlessly between working on mobile and desk-based devices
- Balances environmental distractions with mobility
- Relies on being able to communicate effectively from anywhere



We recommend

- **Zone Wireless (Plus) Headset**
A Bluetooth® headset designed to help you work from anywhere with exceptional sound, flip-to-mute mic, and Qi wireless charging.
- **C930e Business Webcam**
An advanced HD 1080p webcam that delivers high-resolution video in virtually any environment, including low-light and harshly backlit settings.

FOR THE PRODUCTIVITY PROS WHO:

- Works routinely from anywhere
- Needs flexibility and performance



We recommend:

- **Zone True Wireless Earbuds:** A certified noise-canceling mic, ANC and immersive sound are ideal for busy workspaces.
- **Brio Ultra HD Pro Business Webcam:** A next-level business webcam that adapts to present users in their best light.

FOR CAMPUS ROAMERS WHO:

- Are often found around the broader office campus
- Prioritizes smartphone use
- Needs to easily connect to a range of devices



We recommend:

- **Zone Wired Earbuds:** advanced noise-canceling mic technology that clearly captures your every word.
- **C920e Business Webcam:** a work-from-anywhere HD 1080p webcam that surpasses the video and sound quality provided by most laptops.



NEW STRATEGIES FOR NEW WAYS OF WORKING

IT's scope has now expanded, covering crucial areas of the business including risk, people, brand. But with the right technology, not much has to change for your employees. By evaluating how they work and what tools empower them to be their most productive selves, IT leaders can protect gains made in lockdown (like time savings, a better work-life balance, and operational savings) and support the future of flexible working.

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