



## How the modern workplace will look like in 2024

The global and local trends and shifts we should watch out for

**2024 represents a critical juncture in the evolution of workplace cultures globally. In Bangladesh, the convergence of global influences and local dynamism will reshape how businesses operate and employees engage with their work.**

With 2024 knocking on the door, the global workplace is undergoing a significant transformation—a process that began with the aftermath of Covid-19 in 2021. Driven by technological advancements, changing employee expectations, and the aftermath of the pandemic, organisations worldwide are reevaluating their work models, management strategies, and priorities.

This year is set to be a pivotal moment in defining how work is conducted, with a particular emphasis on flexibility, employee well-being, and the integration of AI technologies. In 2024, the workplace in Bangladesh is set to be influenced by global trends and local dynamics, primarily driven by advancements in technology, evolving work models, and shifting employee priorities.

Here's an in-depth look at the key trends and culture shifts expected in the coming year.

**Embracing remote and hybrid work models**  
The global shift toward remote and hybrid work models, catalysed by the pandemic, has firmly established these approaches as the new norm. In 2023, according to a US-based data source, about 60% of remote-capable employees worked fully on-site, a significant drop from 2019 figures. However, around half of employees still work fully on-site in roles that can't be remote or hybrid. In Bangladesh too, many organisations have adopted the hybrid model and it is likely to get a little more popularised by the end of 2024. Going into 2024, local organisations need to balance driving productivity with practicality, focusing on employee well-being and mental health, and creating social connections.

**The rise of AI and its impact**  
AI, including generative AI applications like ChatGPT, is expected to be more frequently employed in workplaces by 2024. About 50% of companies globally are already using generative AI, and this trend is likely to grow

as organisations become more comfortable leveraging this technology.

AI's role in the workplace extends from handling time-consuming tasks to aiding in decision-making and innovating solutions. Training in generative AI is even seen as a retention perk, showing employees how to use it to reduce work stress.

**Management and leadership evolution**  
Leadership skills are undergoing a significant transformation. Effective leaders in 2024 need to focus on building trust, deepening employee engagement, and moving away from a command-and-control approach. The emphasis is on motivation, inspiration, and connecting employees to meaningful impact.

**Employee well-being over productivity**  
There's a growing trend towards prioritising employee well-being, especially mental health. Holistic well-being approaches are being integrated into workplace cultures, moving beyond individual-level interventions. Companies are acknowledging the importance of creating a supportive work environment that fosters both personal and professional growth.

**Gig economy expansion**  
The gig economy, characterised by independent, temporary, or contract work arrangements, is expected to grow in 2024. This trend is driven by the preference for flexibility in work schedules and the emergence of platforms catering to this market.

**Generational shifts in leadership**  
As Baby Boomers retire, leadership roles are increasingly filled by younger generations, including Gen X, Millennials, and Gen Z. This generational shift brings different preferences and work styles. Understanding and engaging with younger workforce needs, particularly those of Gen Z, will be crucial for organisations.

**Bangladesh's dynamic market growth**

Bangladesh is emerging as a fast-growing market with a large domestic consumer base, a rapidly expanding middle and affluent class, and a high digital adoption rate. The country is home to over 2,500 startups, focusing on various sectors like fintech, e-commerce, and logistics. Traditional companies also play a significant role in the economy.

**Economic resilience and digital transformation**  
Bangladesh's economy has shown resilience to global shocks, with a higher-than-average annual GDP growth. The digital economy is rapidly expanding, with a significant increase in mobile subscriptions and internet coverage. This digital transformation is expected to further fuel consumer spending and financial inclusivity.

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According to Ayesha Tahura, HR lead at a local multinational corporation, the work culture in Bangladesh will experience a cautious shift in the coming year. "In Bangladesh, the 2024 workplace is set to reflect a pragmatic blend of technological advancement and traditional values. As global trends lean towards remote work and digital integration, Bangladesh's corporate sector is adapting, albeit at a measured pace," she says. "Key areas to watch are the growth of tech-based industries and the gradual shift to more flexible work arrangements. However, this transition is balanced by a strong adherence to local business customs and community-centric values. The challenge for Bangladeshi companies will be to harness global innovations while maintaining the cultural ethos that defines their workforce," adds Tahura.

## JOBS SPOTLIGHT

**Holcim - Key Account Manager**

Deadline: N/A

Eligibility:

● BSc in Civil Engineering with working experience and educational background in building materials/B2B.

● Should be able to plan and forecast dispatches, sales, and collection on pre-defined periods at the relevant market.

● Will be responsible for preparing monthly sales planning to achieve sales targets.

Minimum experience: 4-5 years

Apply through the official LinkedIn page of Holcim.



**foodpanda - Senior Analyst, Operations**

Deadline: N/A

Eligibility:

● Bachelor's or Master's in Business, Economics, Computer Science, Mathematics, Statistics, Engineering, or another quantitative field.

● Experience in analytical roles for high growth startups, investment banking, or consulting.

● Must have excellent SQL and Excel skills. Experience with data visualisation tools (Tableau, Data Studio) is a plus.

Minimum experience: 2-4 years

Apply through the official LinkedIn page of foodpanda.



**Plan International - Gender Specialist**

Deadline: December 31

Eligibility:

● Master's degree or equivalent in Women and Gender Studies, Social Science, or related field with focus on gender issues.

● Must have relevant experience at a national or international level in gender mainstreaming and women and girls' empowerment, ideally within the education context.

● Should have understanding of basic techniques, strategies and channels to advance social justice campaigns targeting a range of key audiences.

Minimum experience: 7 years

Apply through the Careers section of Plan International's official website.

## How to set achievable goals this new year

As another new year approaches, the age-old tradition of setting resolutions is upon us once again. However, this time around, rather than overwhelming ourselves with lofty goals that may fizzle out by February, let's focus on setting achievable resolutions that will help us achieve commendable professional and personal growth. Here are some simple methods you can utilise to set achievable daily goals for the upcoming new year.

**The power of micro-resolutions**

Larger goals tend to be difficult to achieve; as such, you can consider breaking those down into smaller, manageable micro-resolutions. Instead of vowing to completely overhaul your work-life balance, identify specific, actionable steps you can take each day. For instance, pledge to allocate 15 minutes of uninterrupted focus on professional development every morning, which could be reading an informative book, watching educational videos, or participating in online courses.

You can also identify a specific skill crucial to your profession and dedicate 10-20 minutes a day to practise. This could be coding, public speaking, or mastering a new software. You can also set a weekly goal to reach out to one new professional connection, which can be done through LinkedIn, industry events, or even local meet-ups. Make sure these micro-resolutions not only make your goals more digestible but also foster a sense of accomplishment as you consistently meet them.

**Prioritise with purpose**

Professional success often hinges on effective prioritisation. Rather than

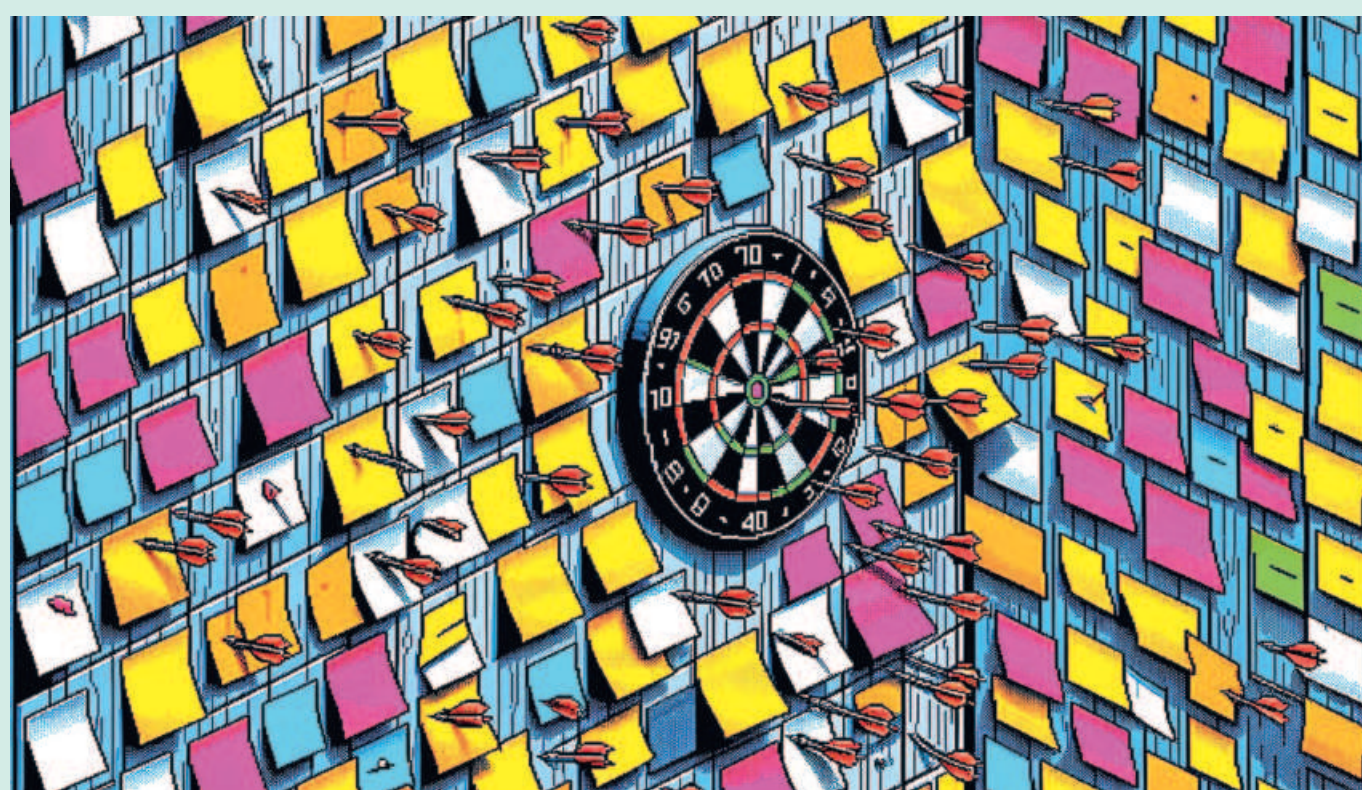


ILLUSTRATION: ZARIF FAIAZ

creating an exhaustive list of resolutions, carefully select a handful of priorities that align with your overarching career objectives. One example could be to brush up on your leadership skills, which you can do by joining seminars, workshops, or training sessions catered towards professional development.

Keep in mind that effective prioritisation begins with a crystal-clear understanding

of your long-term career goals. Take the time to reflect on where you want to be in the next year, three years, and even a decade from now. Then, instead of focusing on the larger task at hand, break down the steps you need to achieve in terms of importance and priority. You can't be the manager of your team from day one. You need to slowly work up the corporate ladder. Plan each step carefully before proceeding.

**Practise daily time-blocking**

Time-blocking is a technique that involves scheduling specific blocks of time for dedicated tasks. You can do this by incorporating your resolutions into your daily calendar and assigning a specific quantity of minutes, hours, or even days to complete an achievable goal. For example, you can set a specific weekend off just to focus on building your network.

Allocating designated time slots for key activities in your life ensures consistent progress, and doesn't bog you down with large, often unachievable goals. Rome wasn't built in a day, and neither are long-term career objectives. Celebrate small victories along the way, reinforcing positive habits and boosting your motivation to tackle more significant challenges.

**Focus on work-life balance**

Oftentimes, in the constant grind of daily work, we tend to forget what matters: friends, family, and loved ones. As such, instead of putting in 'be a better friend' or 'be a better husband' in your New Year's Resolution list, break down the objective into smaller, more achievable tasks. A way to do this is to set at least a day or two aside every month when you spend more time with your family and friends and not worry about work.

A successful work-life balance also means self-care. You should regularly assess and adjust your workload to determine if you need to take a break now and then. You aren't a machine. As a living, breathing human being, it's perfectly okay to want a break from the everyday grind. You can also lessen the daily load on yourself by using productivity apps, project management tools, and online learning platforms to stay more organised and on top of all your required daily activities.

As we welcome the new year, let's embark on a journey of professional growth grounded in achievable resolutions. Remember, it's not about the quantity of resolutions but the quality of your commitment to them. Here's to a year of meaningful progress and continuous advancement!