

The Future of Work



THOUGHT LEADERSHIP REPORT BY
THE SENTRY AND DECISION LAB

Introduction

The Future of Work is bespoke research conducted by The Sentry and Decision Lab.

This study aims to uncover the drivers behind employees' choice of workplace, their definition of an ideal workplace, and their perception of new trends in the workplace. With this report, businesses can make informed decisions on attracting and retaining top talent and staying ahead of future trends.

Contact us to discover more insights



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Key motivations for
the workplace choice

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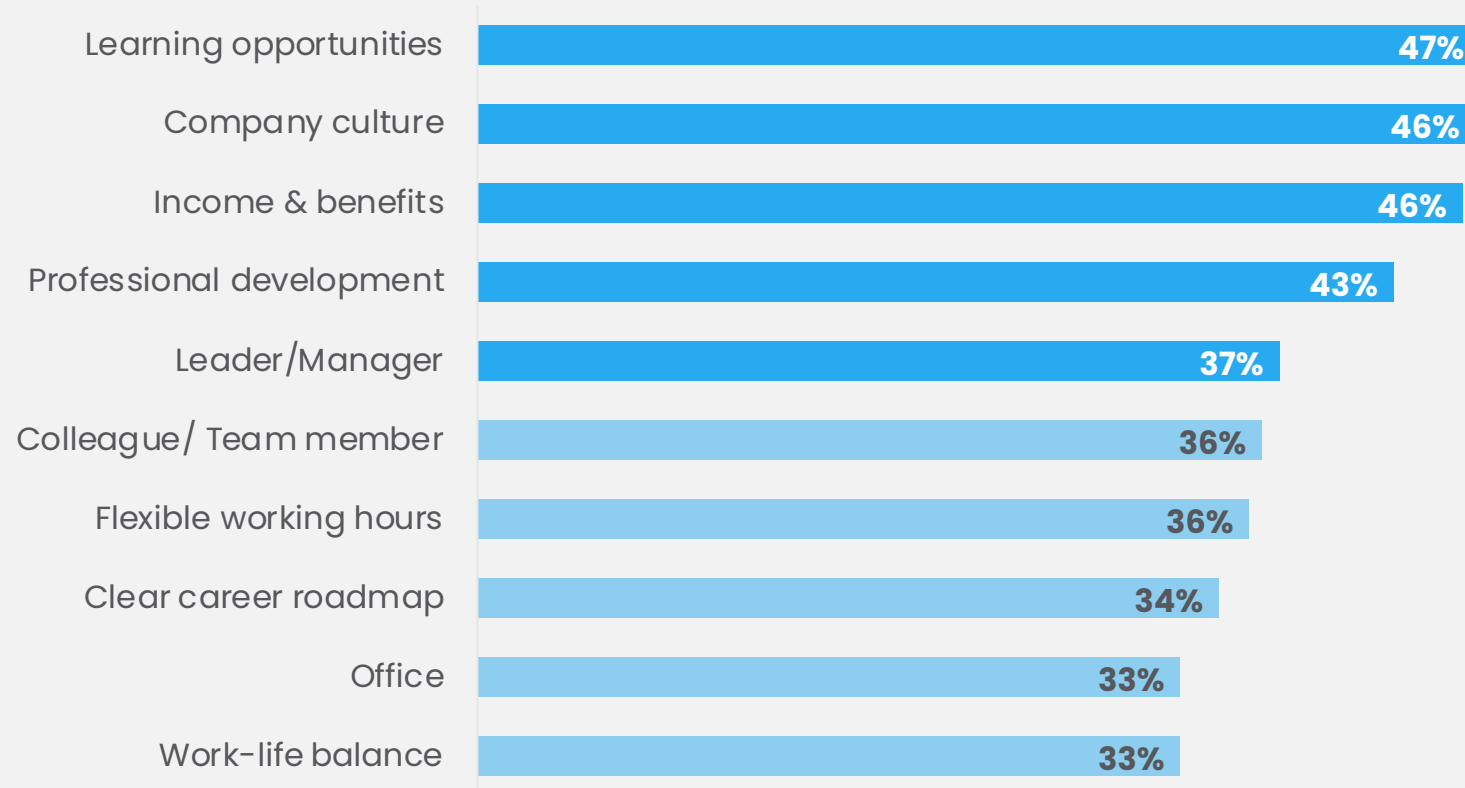
Perception towards
new trends of future
workplace

01.

Key motivations for the workplace choice



Important drivers to choose workplace



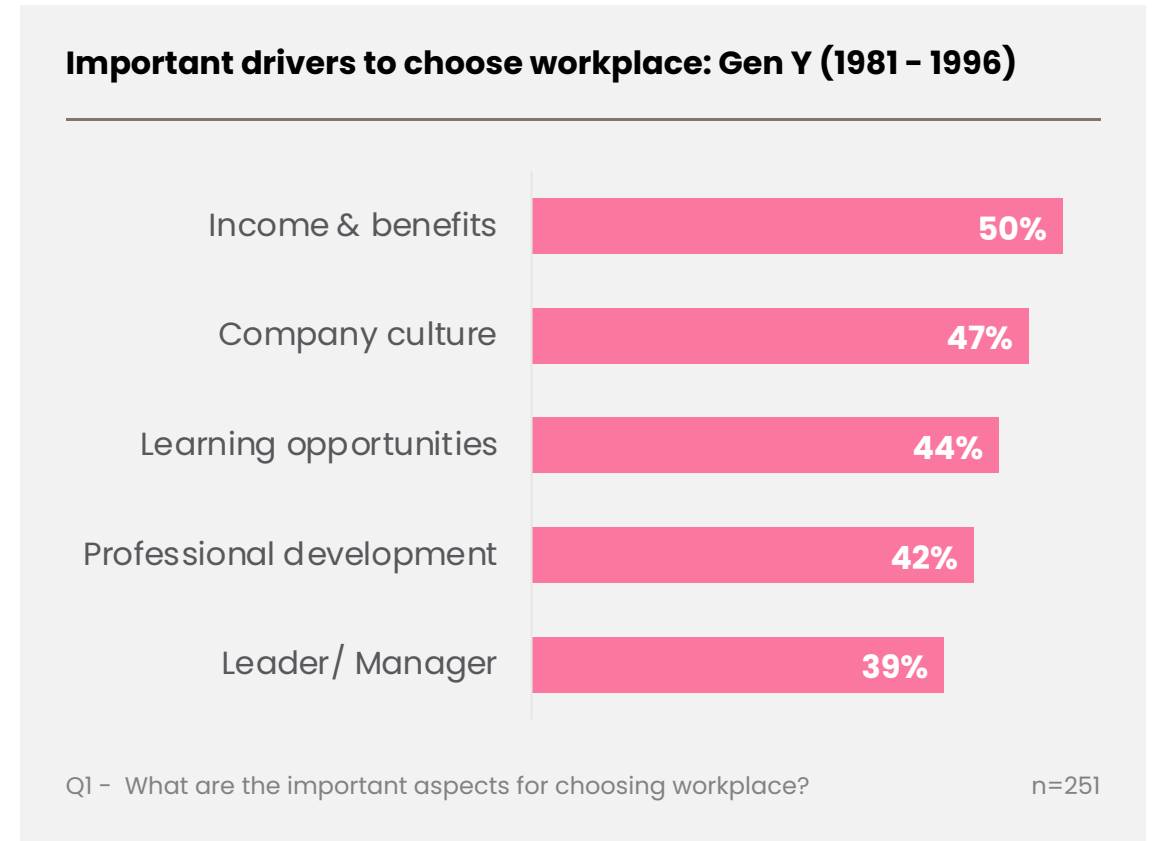
Q: What are the important aspects for choosing workplace?

n=503

It's not all about money.

The learning curve is the top priority when choosing their workplace.

While the majority of Gen Y considers income and other benefits as the top essentials, Gen Z looks for learning opportunities to develop themselves.



02.

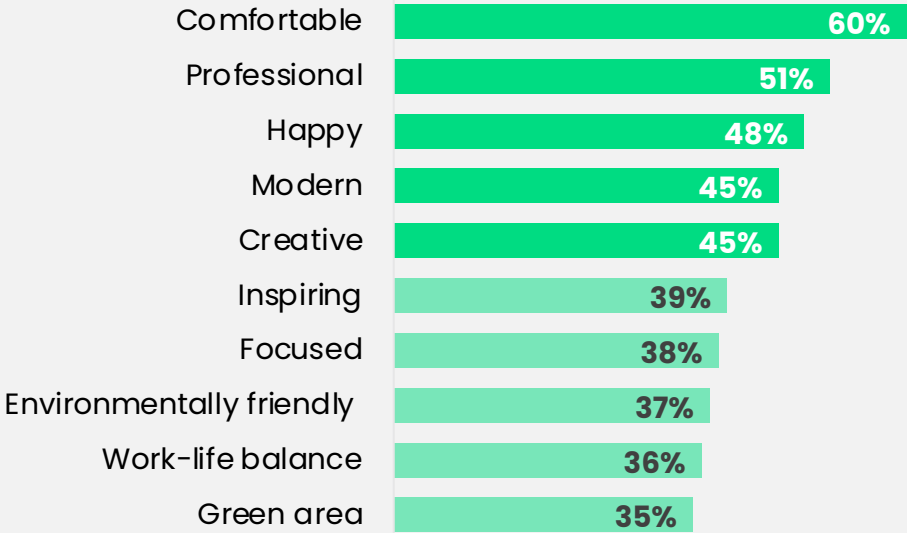
Expectations for an ideal workplace



Comfort is prioritized over other factors. Moreover, people also look for “happiness” and “creativity” elements at their ideal workplace.



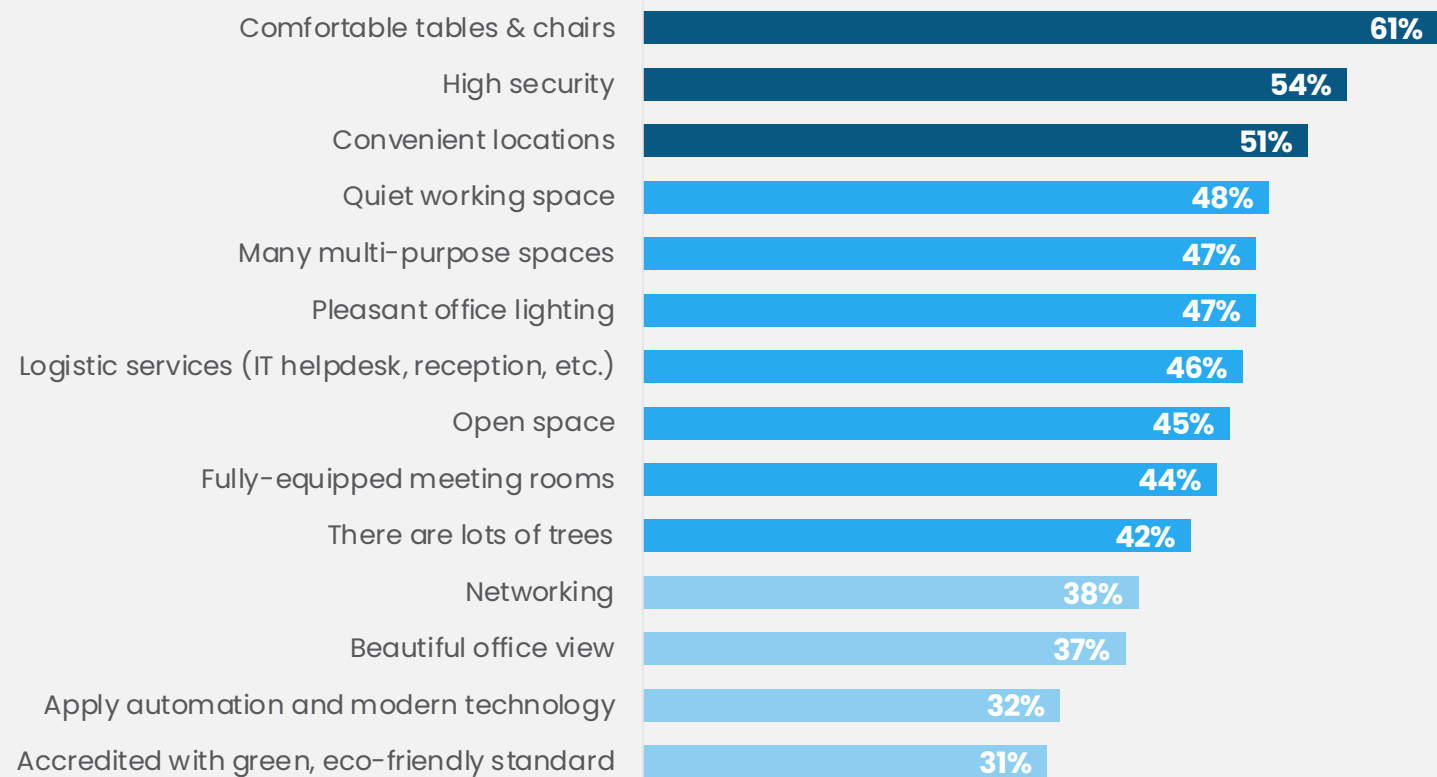
Keywords describing “ideal workplace”



Q2 - What words below describe your “ideal workplace”?

n=503

Elements of an “ideal office”



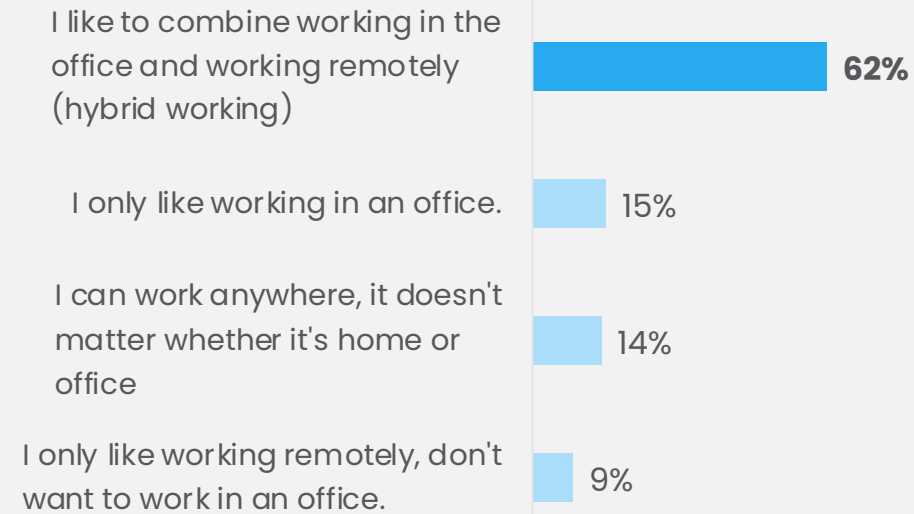
Q: What are your expectations towards your ideal working space/ office?

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Apart from the Top 3 hygienic factors, an ideal working space should also offer multi-purpose areas, pleasant lighting and supporting services.

The majority of employees prefer hybrid working mode.

Working mode preference

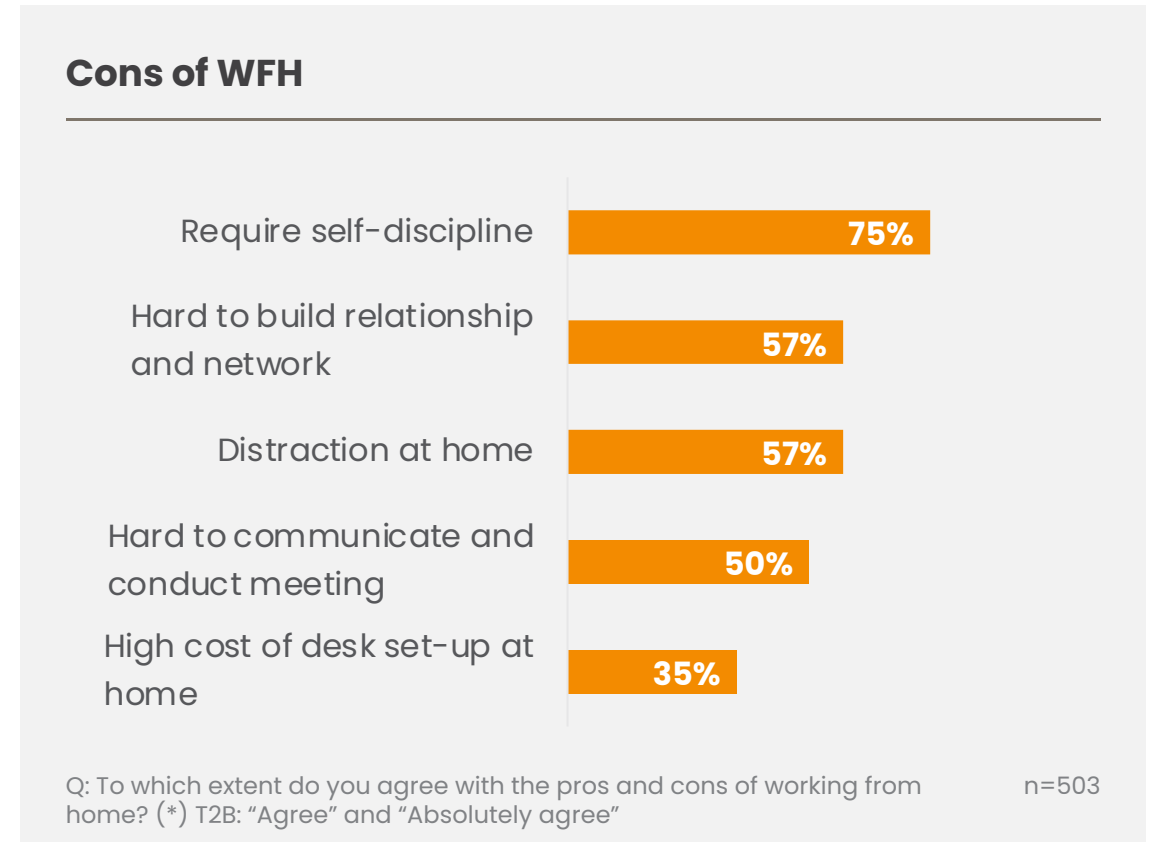
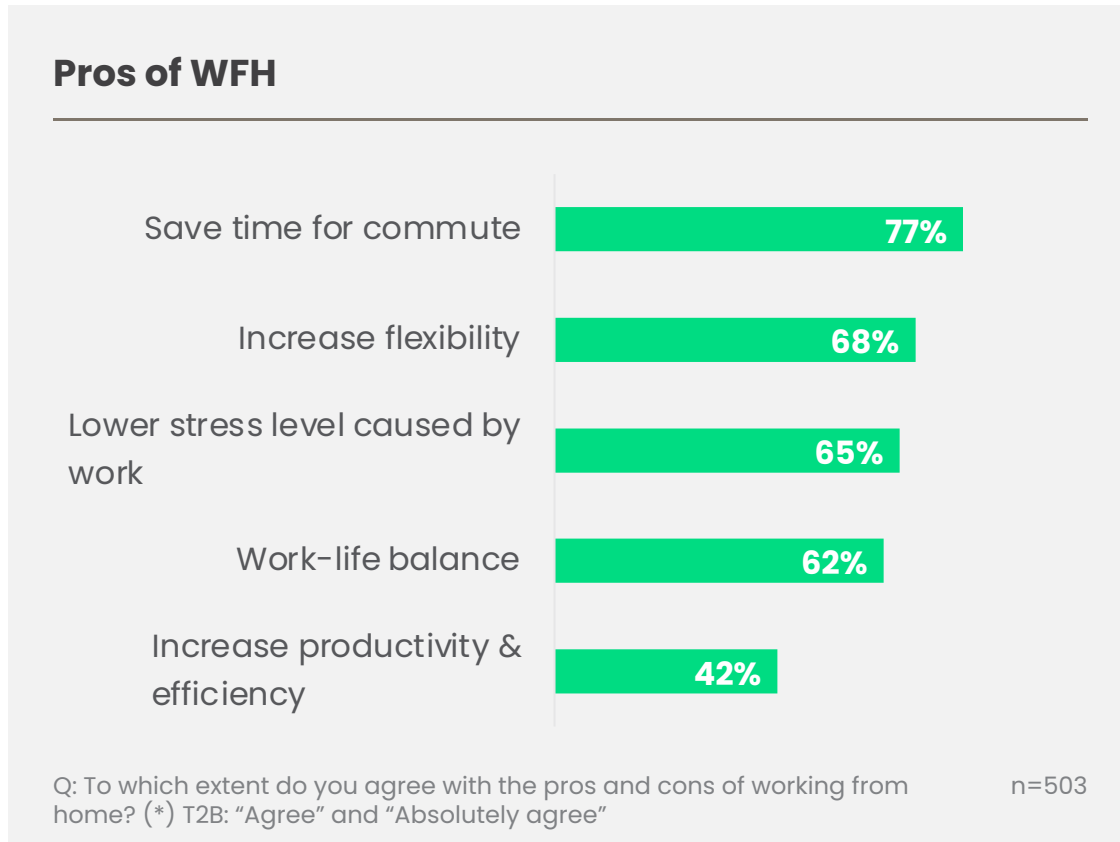


Q: What is your opinion of hybrid working?

n=503



Work-from-home is not for everyone. Even though WFH can offer flexibility, it requires a high level of focus and discipline.

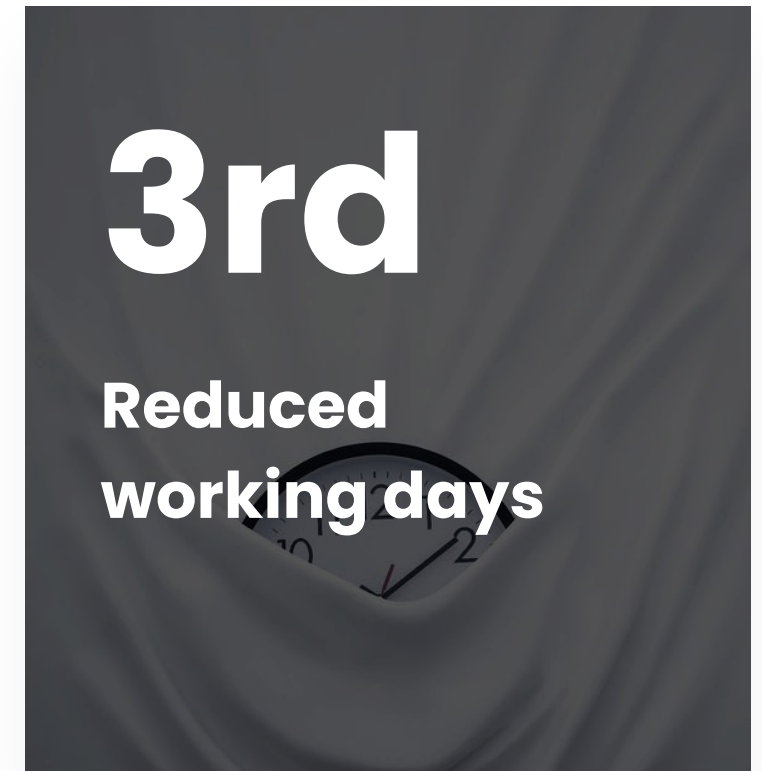


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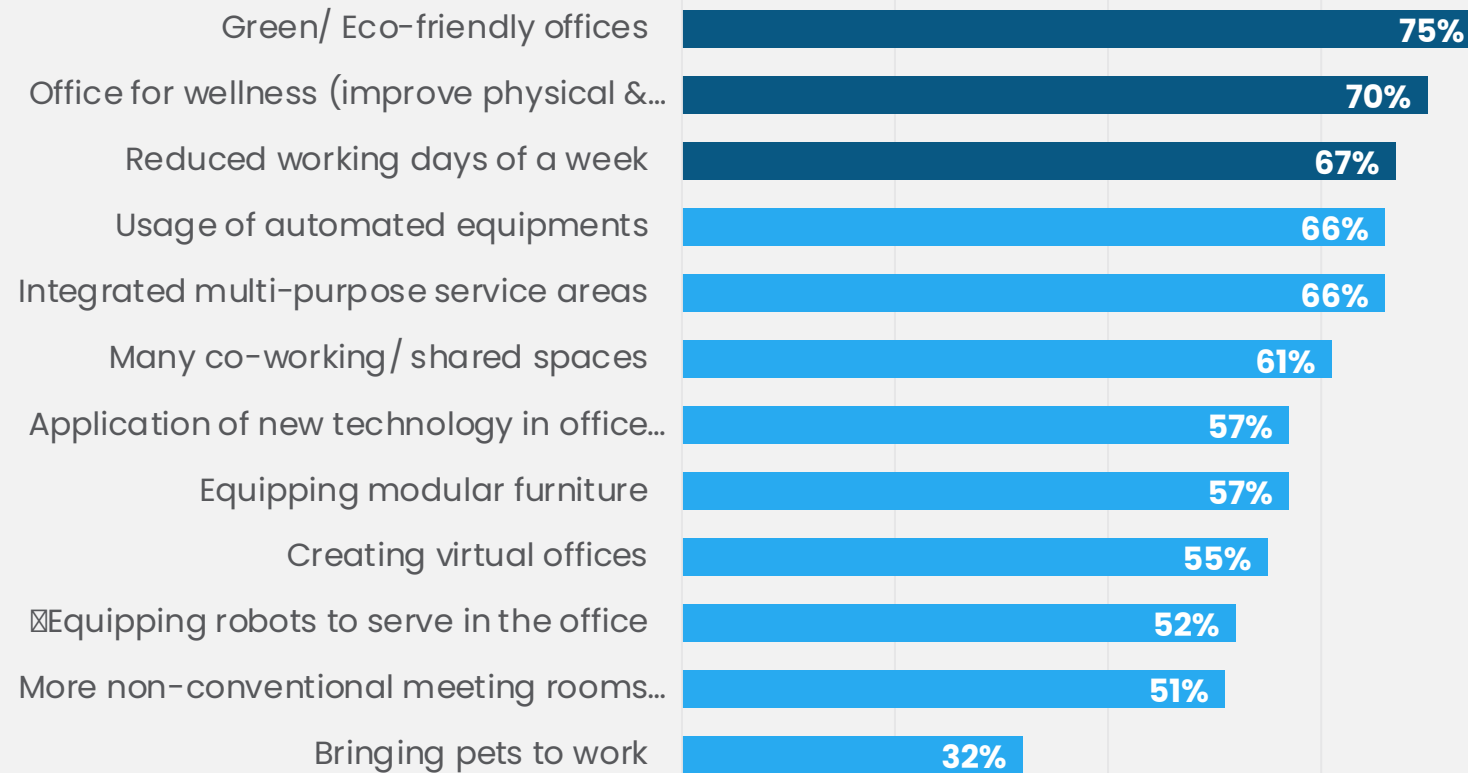
**Perception
towards new
trends of future
workplace**



Top 3 mostly-supported ideas for a modern office



Appreciation level on new ideas for the modern workplace – T2B*

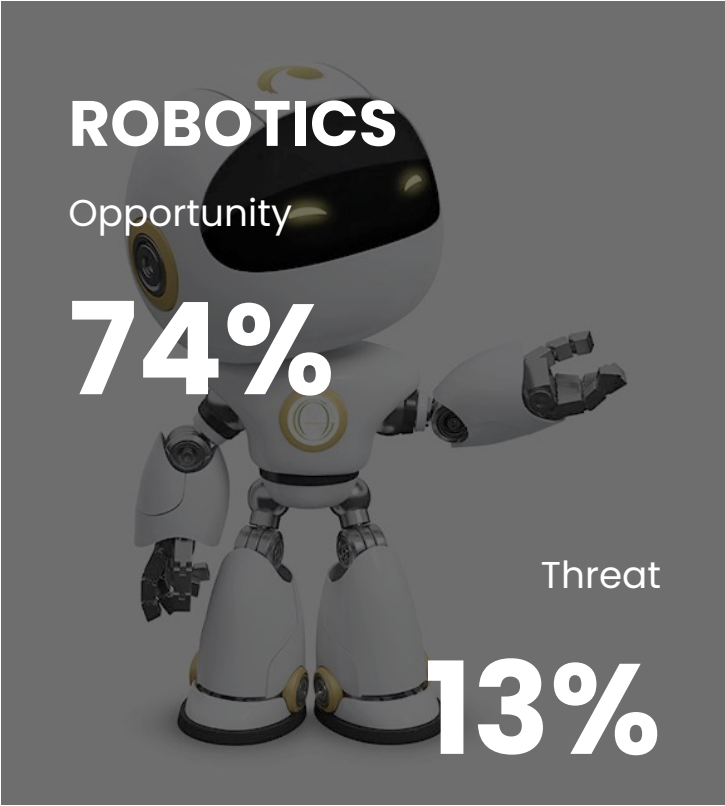
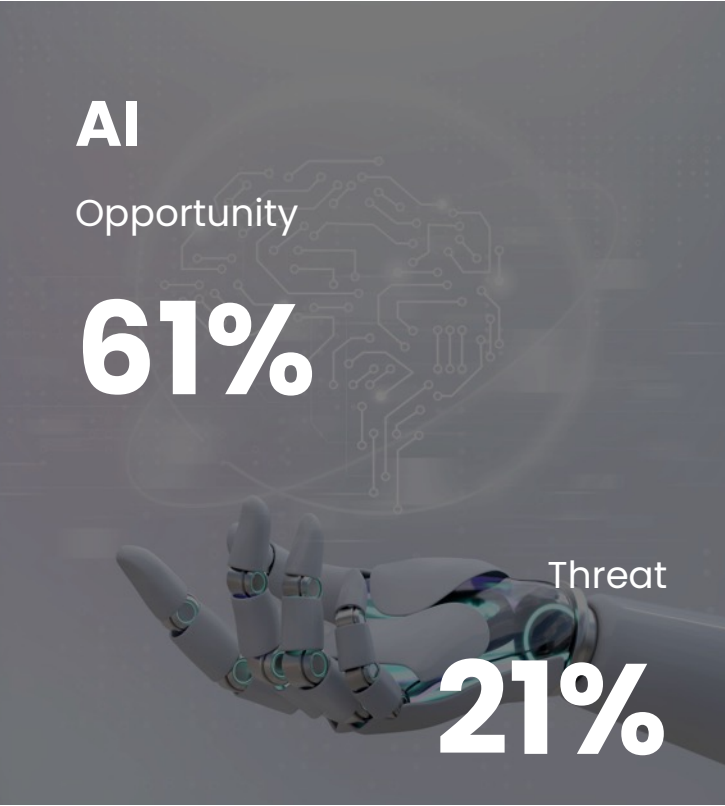


Q: We have a few new ideas for modern offices. Please indicate your level of love for each idea. (*) T2B: "Like" and "Absolutely like"

n=503

People are very much looking forward to the innovations of the modern workplace

The majority of people are optimistic about future trends in the workplace.



Q: Can you define the following trends (AI, Robotics, VR, AR, etc) as either opportunities or threats?
Source: Decision Lab survey (n=503)

Summary

1.

KEY MOTIVATIONS FOR THE WORKPLACE CHOICE

It's not all about the money. Learning opportunities & company culture are the top motivations.

2.

EXPECTATIONS FOR AN IDEAL WORKPLACE

Comfort is the top prioritized factor that people anticipate in an ideal workplace.

3.

PERCEPTION TOWARDS NEW TRENDS OF FUTURE WORKPLACE

People are very open to adopt new innovative trends at the workplace.

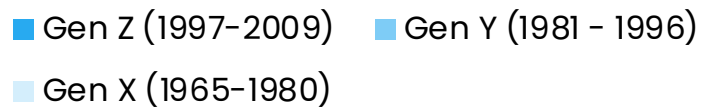
Respondent background

Collected on 26th of June 2023

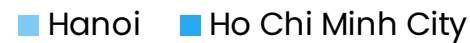
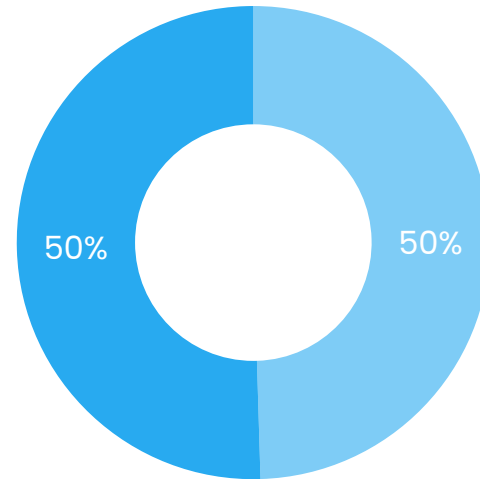
Gender



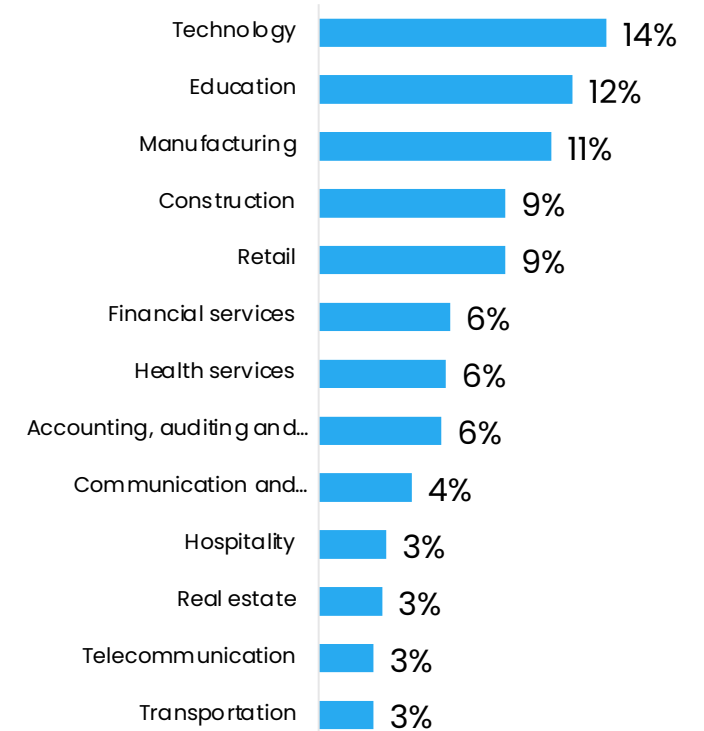
Generations



Location



Occupation



About The Sentry

Welcome to 'The Sentry', Vietnam's largest Social Real Estate company, where real estate meets social innovation.

We are not just a real estate firm; we are a dynamic hub of collaboration, coexistence, and community-builders. Our passion lies in transforming spaces into vibrant ecosystems that cater to the modern way of living and working.

From coworking spaces that ignite creativity to co-living environments that foster connections, from seamless property management to thoughtfully curated lifestyle events, we are redefining the real estate landscape.

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About Decision Lab

Decision Lab is a company committed to driving new thinking and technology in marketing with Vietnam's most modern market research offering. Combining Decision Lab's thought leadership and problem-crunching capability with the industry's strongest data solutions provides a best-in-class offering for leading innovative brands that are ready to transform with changing market conditions.

Decision Lab is well-known for its thought leadership in digital media and the understanding of a new generation of consumers. It works with some of the most forward-thinking multinational and global brands and leading global tech giants.

Decision Lab is the exclusive partner of YouGov in Vietnam.

[Learn more about Decision Lab](#)

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