

The State of Hybrid Work 2025: Insights from the Workplace



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In partnership with the Workplace design show, WorkWire asked a cross-section of workplace practitioners to share their perspective on how hybrid work models and workplace designs are evolving in 2025. As technological innovation and cultural changes amplify the need for greater flexibility and personalization, the question remains: are the physical and digital workplace adapting accordingly? This report provides a clear insight into trends, challenges and offers an actionable opportunity to build a future-proof workplace.

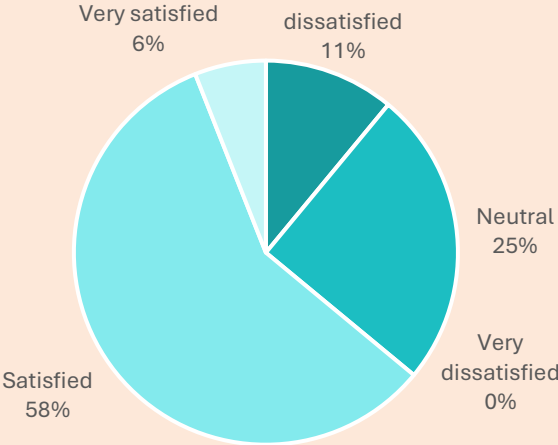
General insights

The survey results highlight a workplace sector in transition. Most respondents are based in the Netherlands, with additional input from neighbouring European countries, and represent a mix of strategic and operational roles such as workplace designers, consultants, architects, and facility managers. They work across both profit-driven and non-profit organizations, with a slight majority leaning towards the profit sector.

Overall satisfaction with the current hybrid model

As organisations continue to shift towards hybrid working, physical and digital collaboration are becoming more integrated in how people connect and get work done. While a clear majority of employees report being satisfied with their current hybrid model, only a few describe themselves as very satisfied, and a significant share remains neutral, as the chart below indicates. The survey also showed if the hybrid model affected the performance of employees. Approximately 60% of the respondents indicated that performance has improved, since implementing the hybrid work model, and the remaining 40% was either neutral or the performance had worsened.

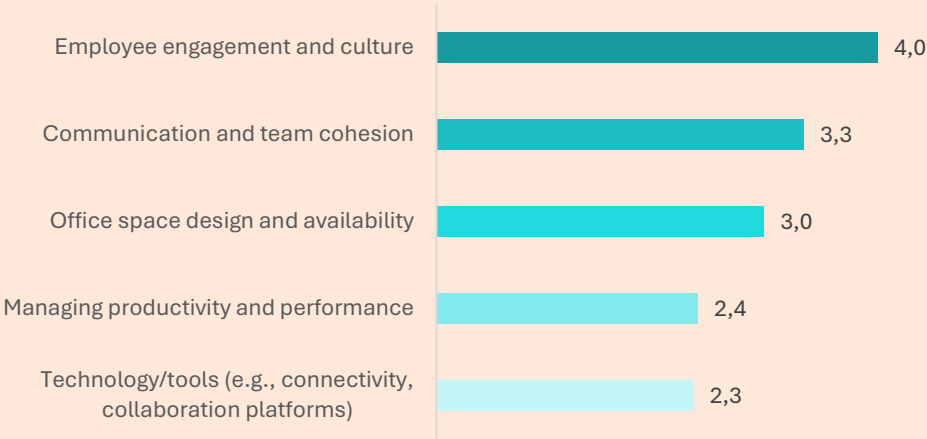
Satisfaction with the hybrid model



Overall, there is a potential for improvement. This raises an important question: *Is this due to the hybrid model itself, or to how it has been implemented?* At WorkWire, we often see that workplaces are not designed to meet the needs of employees within a hybrid context. Later in this research, we explore what organisations are focusing on to improve the hybrid working experience. From these findings, we can assess whether they are taking the right steps towards creating an effective and sustainable work environment.

Respondents identify employee engagement and company culture as the primary challenge in making the hybrid working truly effective, as can be seen in the graph below. Behind this a smaller share highlights communication and team cohesion as well as office space design and availability as challenge. In addition, many also pointed out the difficulty in balancing the attendees’ patterns across the week. Only a few cite technology tools or managing productivity and performance as their top issue. In short, the bottleneck is less about the technology platforms but more about people and culture. This implies the need for a deliberate workplace strategy as WorkWire tries to achieve with the Experience Based Working (EBW) approach. Derived from the traditional Activity-Based Working (ABW) the EBW approach goes beyond simply matching workspaces to tasks. EBW focuses on the individual, prioritizing personal preferences, work styles, and employee wellbeing. It creates inclusive environments that support neurodiverse teams, ensuring everyone feels welcome, supported, and productive.

Challenges ranked based on score



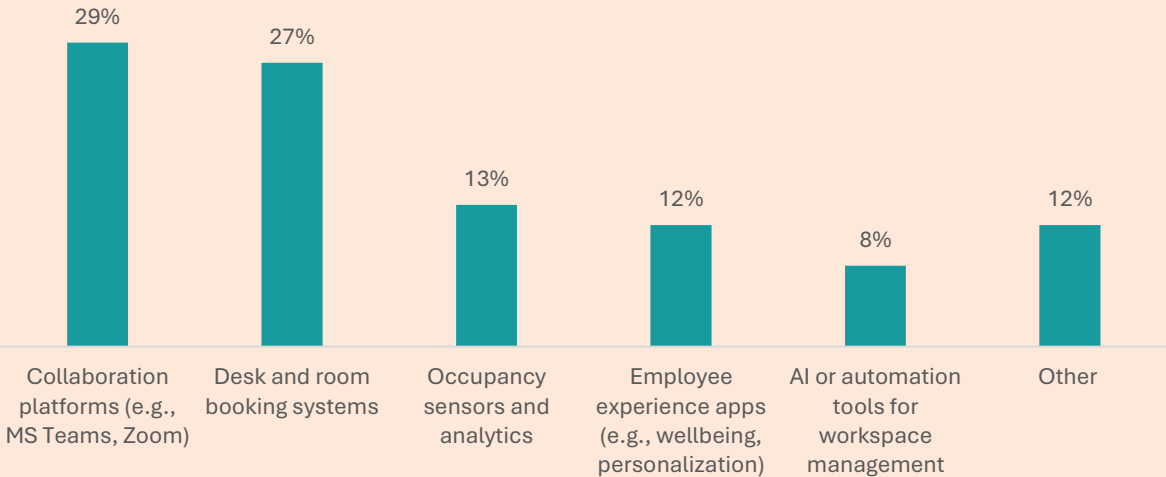
After examining overall satisfaction with hybrid working — its impact on employee performance and the challenges that prevent organisations from achieving an effective hybrid model — we explored which areas companies are investing in to enhance the hybrid work experience, and how effective these investments have been.

The most frequently mentioned investments are collaboration platforms and desk or room booking systems. A smaller share of respondents report using occupancy sensors and workplace analytics, while only a few mention tools such as employee experience

apps or AI solutions for workspace management. Most respondents rate these investments as *somewhat effective* or *neutral*, while a smaller group considers them *highly effective*. Only a few find them *not effective*. This helps explain why technology itself is not seen as a major challenge, it has been the number one area of investment.

Despite these technological improvements, employee engagement, company culture, communication, and team cohesion remain among the top challenges. This highlights the importance of looking beyond tools and systems and addressing the individual needs of employees to make hybrid working truly effective. However, this can be difficult to assess from within an organisation, which is why an external perspective, such as that offered by consultancies can help uncover new insights and strategies.

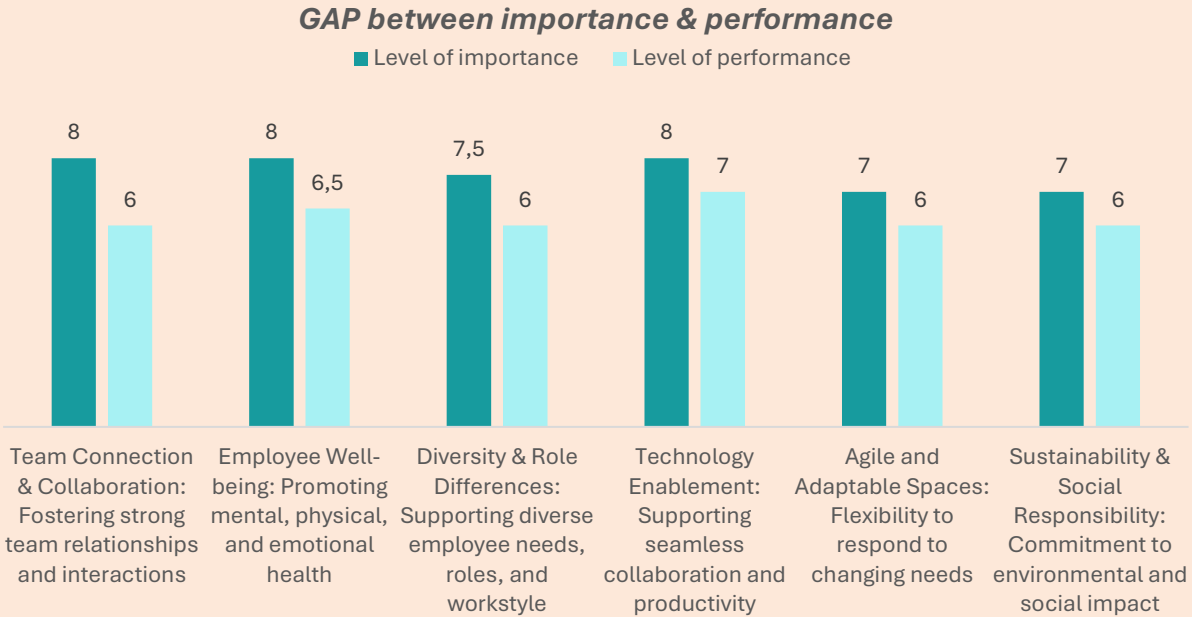
Investments in the past 12 months



Tip! For future-proof and impactful accommodation, WorkWire translates strategy, mission, and ambitions into the next value drivers: vitality, sustainability, effectiveness, identity, inspiring, hospitality, social connection, collaboration & knowledge sharing, efficient & flexible and DEIB (diversity, equity, inclusion, belonging). Then they use the Value Fit methodology to explore and identify these value drivers from the perspective of the employee and the organisation. These perspectives serve as key starting points for the further development of the Workplace Strategy, for communication throughout the project and to really take the employee needs into account.

After examining the types of investments made and their perceived effectiveness, we conducted a deeper analysis of hybrid work models. Respondents were asked to rate various aspects of workplace design and work models on a scale from 1 to 10 in terms of importance. These results were then compared with how well their organisations currently perform in those same areas.

This comparison clearly reveals where there is room for improvement and where a different approach may be needed. The data reveals a consistent gap between the perceived importance and actual performance across all key areas of the hybrid work environment, with some gaps larger than others. While organisations recognise the value of collaboration, wellbeing, and technology, their execution often stays behind. The largest discrepancies are seen in *team connection and employee wellbeing*, suggesting that while hybrid work strategies may address functional needs, they still fall short in nurturing social cohesion and personal engagement. This was also seen earlier in the rapport as the biggest challenge.



To close these gaps, organisations should balance investment in tools and systems with initiatives that strengthen the human experience at work. Focus on spaces and rituals that promote connection, wellbeing, and inclusion, the foundations of a thriving hybrid culture. Regularly re-evaluating employee needs and translating them into tangible workplace design and behavioural practices can turn awareness into measurable improvement.



Tip! A good starting point is to map the needs of employees against the current work environment to identify where design, behaviour, and technology can better support each other. This is exactly where WorkWire’s workplace models and strategic workshops help, turning insights like these into clear, actionable improvements. Underneath a list of WorkWire’s workshops to give you an idea.

Workshop a day in a life: in which employees are guided through the design and use of the new work environment and shown what can be found where in the building. They also gain insight into each other’s preferences, which can help teams make agreements for example, to smooth out peak occupancy on busy days.

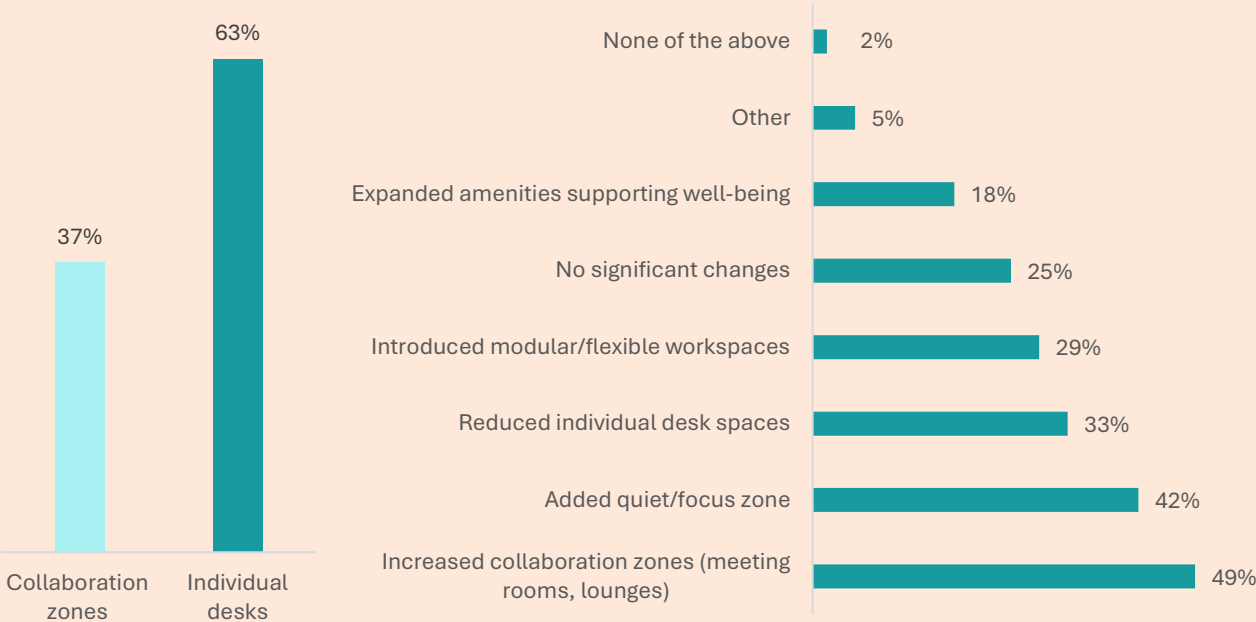
Workshop making Conscious Choices: In this session, employees are guided to reflect on the choices they currently make in their work environment and what adjustments may be helpful when working more hybrid. Topics include when and where to work, how to choose the right workspace, how to plan your schedule effectively, and which tools or channels to use for communication and collaboration.

Workshop: Leading a Hybrid Team: This workshop is designed for managers leading hybrid teams. It explores how to lead effectively in a hybrid context, shares practical tips and tricks for maintaining social cohesion, and encourages managers to exchange experiences and best practices with one another.

Reshaping the office space

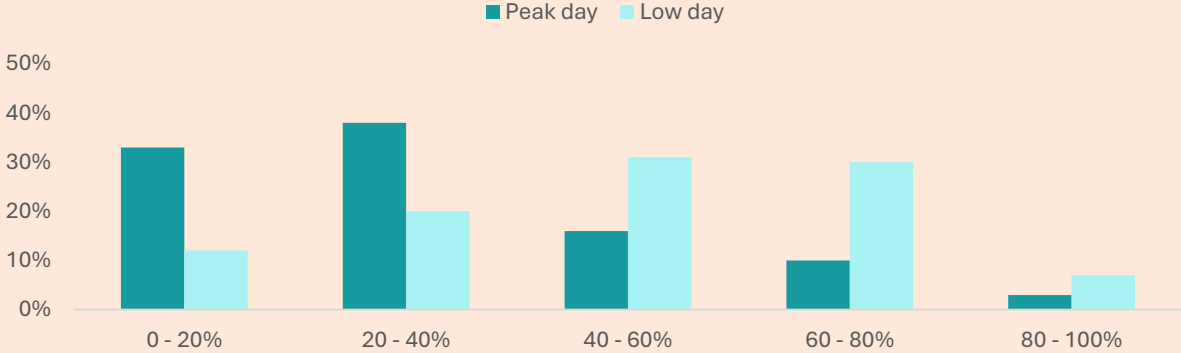
How are organisations reshaping the office space and how often are those spaces used?

Changes in office space allocation last 12 months



Most respondents report increasing collaboration zones and adding quiet/focus zones. A smaller group indicate reducing individual desks and introducing modular or flexible workspaces. Fewer respondents mention expanding amenities for wellbeing or making no significant changes. Few organisations mentioned additional changes like phone booths, as these were largely implemented during the COVID period when they became a workplace necessity. When it comes to individual desks or collaboration zones the respondents report that on average, a larger share of office space is allocated to individual desks. Collaboration zones take up a smaller but still substantial part of the layout. A few respondents indicate an even 50/50 split, while very few show collaboration zones as the majority share.

How much office space is unused



On a peak day: 28% of the respondents indicated that on a peak day more than 40% of the office space is regularly unused.

On a low day: 67% of the respondents indicated that on a low day more than 40% of the office space is regularly unused.

The survey shows that organisations are actively reshaping office spaces to support hybrid working. Despite these changes, office utilization varies widely. This indicates that while space is being adapted, there is still significant inefficiency in how it is used. To maximize office efficiency and employee satisfaction, we recommend a data-driven approach: monitor real-time space usage, align zones with actual team needs, and balance collaboration and individual spaces.

Impactful innovation

To find the most recent innovation and changes to organisation's workspace design or hybrid model in 2025, a question was added to determine which innovation had the biggest positive impact

1 Flexibility & Adaptability

→ **Core insight:**

Organisations value flexibility both in physical design (spaces and infrastructure that can adapt) and in culture/policy (freedom in where and how people work).

2 Hybrid Collaboration & Connection

→ **Core insight:**

There's a strong focus on improving hybrid collaboration, ensuring people feel connected across locations through both technology and intentional design of rituals and spaces.

3 Variety & Balance in Workspaces

→ **Core insight:**

Organisations are moving away from one-size-fits-all offices toward diverse work settings — balancing focus areas, collaboration zones, and social spaces.

4 Technology Integration

→ **Core insight:**

Tech remains a key enabler, but its success depends on how well it's integrated into the employee experience and the physical workspace.

When asked about the biggest improvement needed in workplace design or the hybrid model, respondents highlighted several recurring themes. A strong need emerged for better alignment between space and work activities, including more private and focus areas, spaces for hybrid meetings, and a balanced mix of work settings. Many organisations recognise the importance of adaptability and tailor-made solutions that evolve with changing needs, rather than one-size-fits-all approaches. These findings reinforce the importance of putting employee needs at the center, something WorkWire's *Experience-Based Working* approach is designed to do. Interested in learning more?

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