



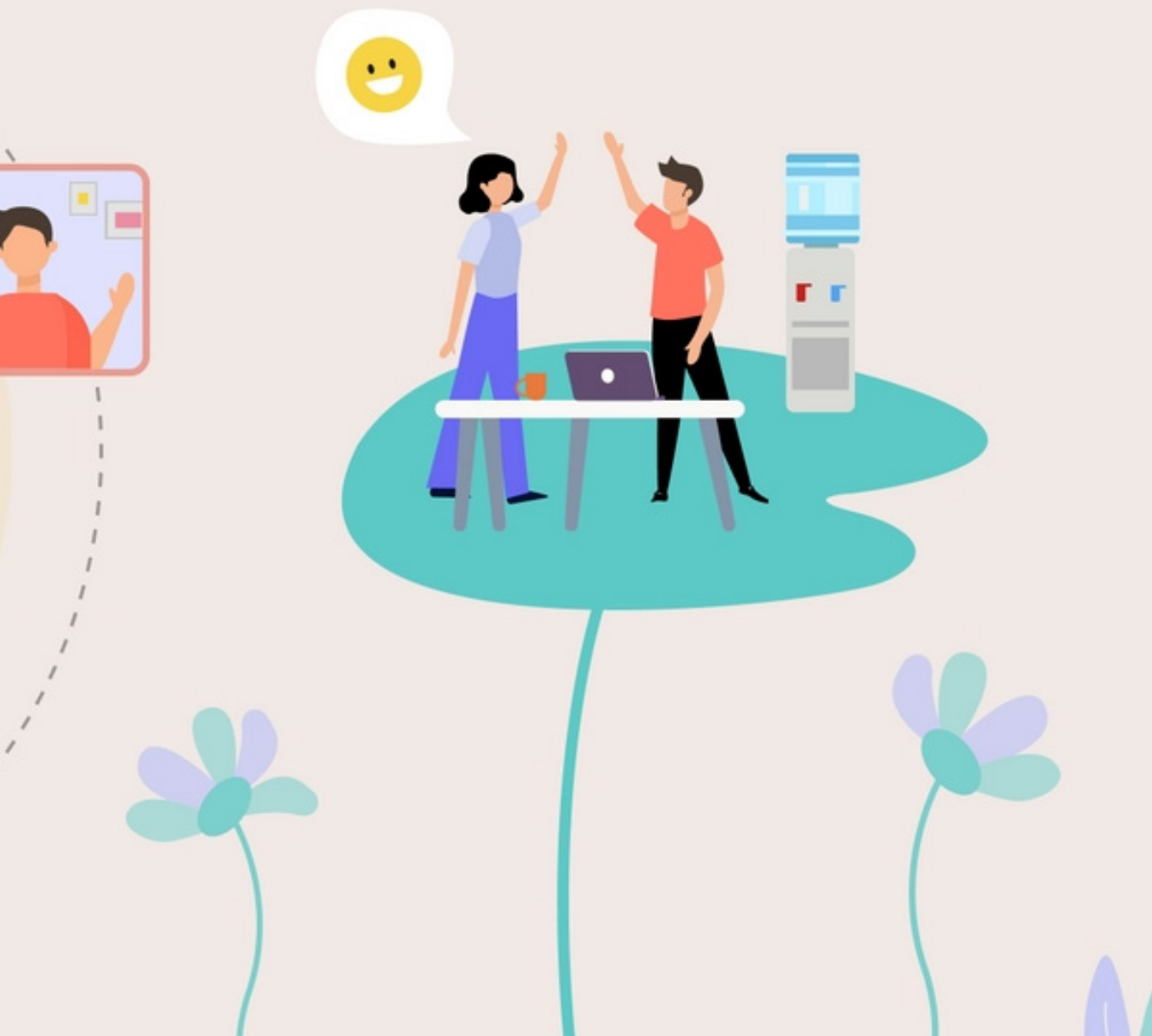
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In a World of
REMOTE & HYBRID WORKING,
How Can You Make Your Staff
MOST PRODUCTIVE?



The COVID-19 pandemic was an unparalleled global crisis and has since wrought profound changes upon virtually every facet of our lives. Perhaps one of the most significant transformations has occurred within the realm of work. What initially emerged as a temporary solution—remote work—has since blossomed into a sweeping paradigm shift, shaking the very foundations of traditional office environments.

Even as we sit in the midst of a tug of war between complete telecommuting, complete in-office working and the hybrid model, let us explore the nuanced intricacies of remote and hybrid work models and their far-reaching impact on productivity, social interaction, and employee engagement. More importantly, I would like to delve deeper, looking into the methods and strategies that business leaders need to implement to empower their staff, sustain their productivity, and effectively manage this brave new work world.







Unpacking the Multifaceted Impact of Remote Work

Remote work was initially met with a fair share of skepticism, but has since transcended the initial expectations. The advent of newer technological innovations, including more seamless video conferencing platforms, project management applications, high-speed internet, webinars and online seminars and much more has elevated remote work to a formidable force in the employment world. However, it is essential to recognise that the success of this work model extends beyond mere logistics.

To thrive in this virtual work environment, businesses must embrace comprehensive employee engagement solutions that not only cater to remote and hybrid work environments, but also empower employees to excel. These solutions serve as the cornerstone of maintaining productivity and job satisfaction in this new normal.

But is remote work everyone's cup of tea?

The remote work experiment has unearthed a particularly profound impact on productivity. The elimination of time-consuming commutes has helped employees with an opportunity for unwavering concentration within the comfort of their chosen workspaces, untethered from the distractions inherent to traditional office settings.

Nevertheless, it's essential to acknowledge that remote work doesn't uniformly align with everyone's preferences. For some, the office is more than a mere place of employment; it is a sanctuary of social interactions that often rivalled the importance of the work itself. The transition to remote work has thus engendered a slew of questions regarding the very essence and significance of these vital social connections. The statistics identified by Engaged Strategy's National Employee Engagement Study in Australia during the pandemic speaks volumes — over 25% of remote workers wrestle with loneliness.

A Hybrid Work Model Could Balance Out the Future of Work

Amid this transformative landscape, a hybrid work model has emerged as a definitive solution. It ingeniously marries remote work's flexibility with the invaluable benefits of in-person collaboration and team bonding. An industry survey states that 83% employees prefer the hybrid model over a full-time in-office or work-from-home option.

Managing Employee Engagement in a Scattered Hybrid World

The adoption of hybrid work models portends profound implications for the future of employee engagement. As organisations chart their course through this uncharted terrain, it is important to recognise the evolving needs of their workforce. Employees yearn not only for a connection to their job tasks, but also a deep alignment with their company's vision, mission and strategy. They seek social interaction, the camaraderie of shared spaces, and those serendipitous encounters that invariably foster innovation.

Hence, cultivating robust camaraderie among team members becomes paramount. Companies must harness technology to bridge the physical chasm, fostering an unshakable sense of belonging and shared purpose among both remote and on-site team members. It's about more than merely completing tasks; it is about ensuring that employees feel valued and connected, irrespective of their physical location.

Best Practices to Boost Team Spirit in a Virtual World

Regular *Check-Ins:*

Consistent one-on-one conversations with team members that extend beyond work topics can work wonders. Such interactions manifest care, cultivate belonging, and significantly contribute to mental well-being.

Virtual *Celebrations:*

Encourage your team to commemorate even the smallest victories, festivals, and important occasions through frequent gatherings on virtual platforms. It's about more than work—it's about forging personal connections and promoting inclusivity.

Flexibility in Work Hours:

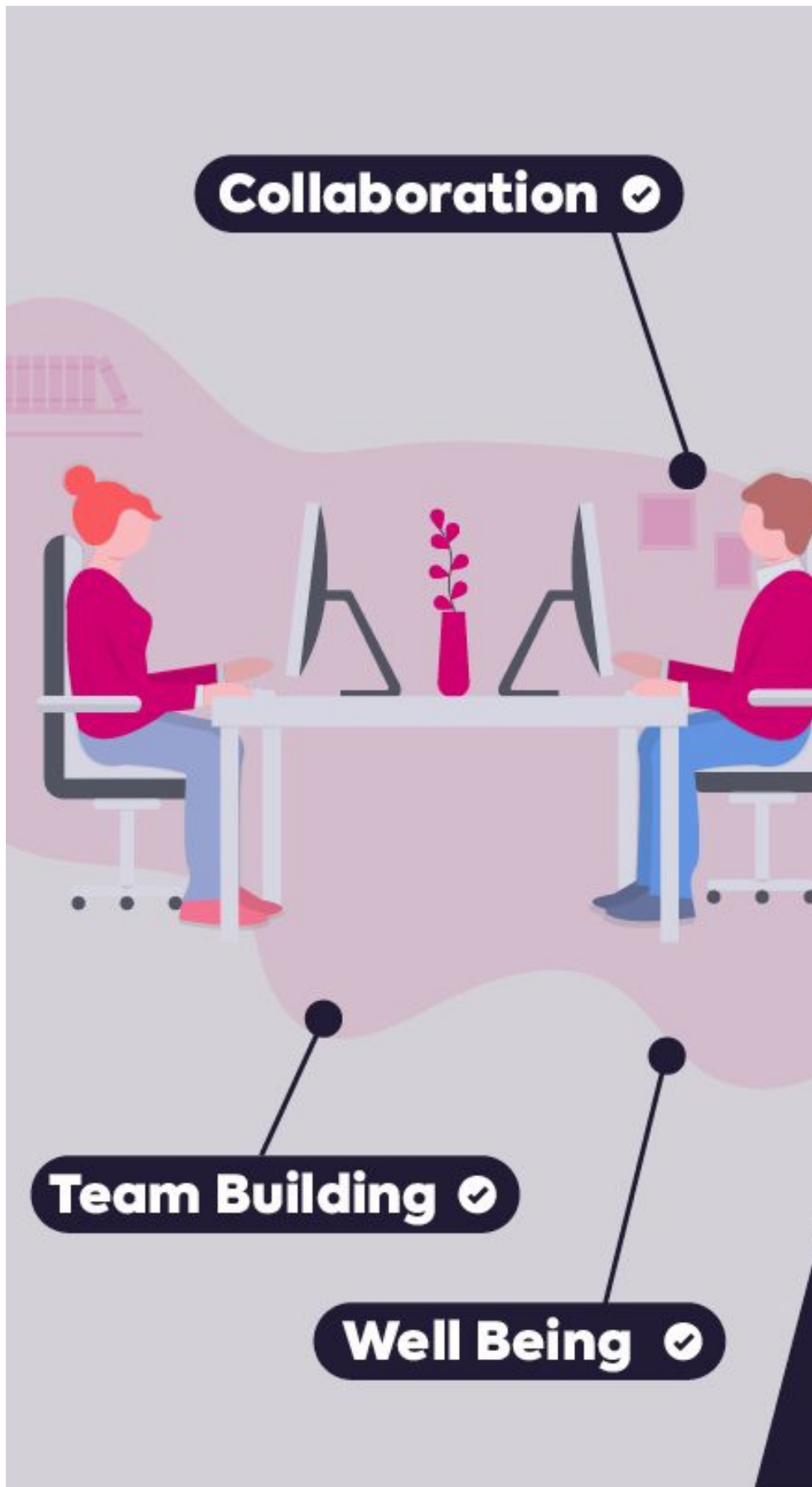
Acknowledge the unique challenges that come with working from home. Offering flexibility to accommodate family needs can alleviate stress and substantially boost productivity.

Recognition and Rewards:

Publicly acknowledging and appreciating employees' efforts engenders a sense of value and motivation.

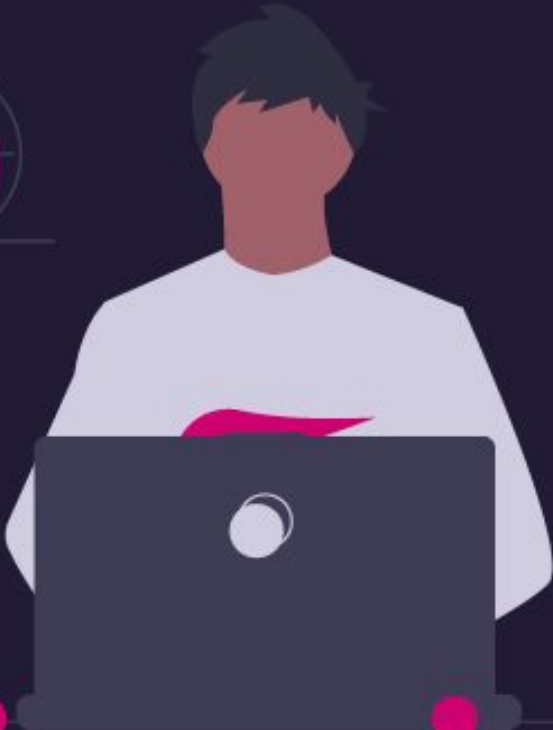
Investing in Growth:

Bolster your team's professional development by providing access to educational materials and training programs, both online and offline. Demonstrating a commitment to their career development fosters engagement and loyalty.



Focus ✓

VS



Flexibility ✓

Time ✓

How Much Can Engaged Staff Can Boost Your Bottom Line? *Measuring emotions can give you the answer*

The call for employee engagement has become a categorical necessity today. According to studies by Engaged Strategy, engaged employees channel a staggering 73% more discretionary effort than their disengaged counterparts. Disengaged employees can pose a genuine threat to your business — they work without motivation, often underperform and might even propagate negative sentiments that can prove detrimental to your business.

In the context of remote or hybrid work environments, the notion of physical proximity no longer holds relevance for gauging employee sentiments. In this new landscape, organisations must prioritise the deployment of employee engagement surveys and pulse surveys. These surveys serve as more than just instruments for measuring satisfaction; they provide a window into the emotional fabric of your workforce, shedding light on how employees genuinely feel about their work and their relationship with the organisation.

Within this complex and ever-evolving future of work, it is important to strategise and measure employee engagement at a comprehensive level to ensure that your staff - irrespective of where they are working from - are aligned to your brand's vision and strategy. In particular the measurement of staff emotions is critical. It is critical to embrace solutions that are designed to maintain and enhance productivity even in remote work settings.

At the emotional level, it is critical to offer programs that address the emotional well-being of your workforce, fostering connection and purpose. Similarly, leadership development programs can equip your leaders with the skills necessary to navigate remote teams effectively.

As I mentioned earlier, advanced pulse surveys and feedback mechanisms that are scientifically designed can provide real-time insights into employee sentiment, enabling organisations to make data-driven decisions for continuous improvement.

The future of remote work is a multifaceted tapestry that continues to evolve. Successfully navigating this landscape requires a profound understanding of your diverse workforce's needs and an unwavering commitment to empathy, adaptability, and innovative solutions. While the conventional office may be undergoing a metamorphosis, the connection we share with our work and our colleagues remains a steadfast constant. As we venture forward, organisations that prioritise employee engagement and well-being are poised to forge lasting connections and thrive in this ever-changing world of work. ■

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