AABP Summer Conference 2018

Does Working from Home Work for Sales Reps?

BizWest
The Business Journal of the
Boulder Valley and Northern Colorado

Jeff Nuttall, Publisher

Trending

Many news outlets are writing about remote work policy

The New York Times:

In 2016, 43% of employed Americans said they spent at least some time working remotely.

American City Business Journals:

Virtual offices: is it time for your company to say goodbye to office space for good?
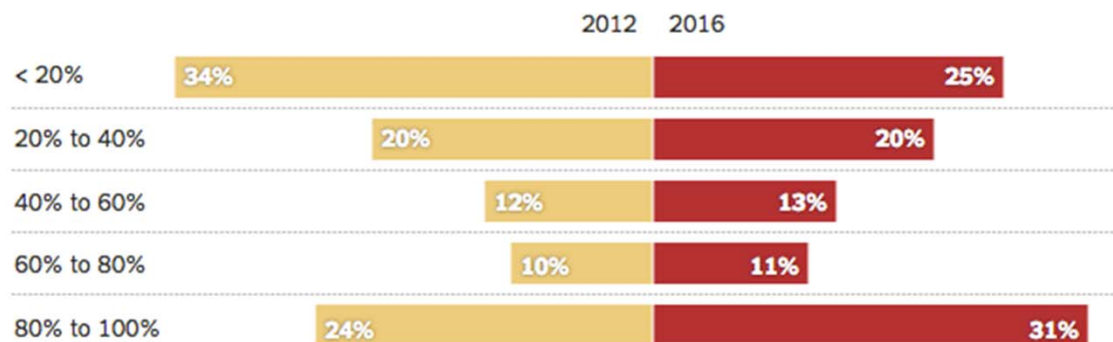
Denver Business Journal (print only):

- What element of work environment is most important to you?
  - o Working from home – 46%

Gallup Poll

The trend is toward remote work

The Time Employees Spend Working Remotely

Americans who work remotely are doing so for longer periods of time.

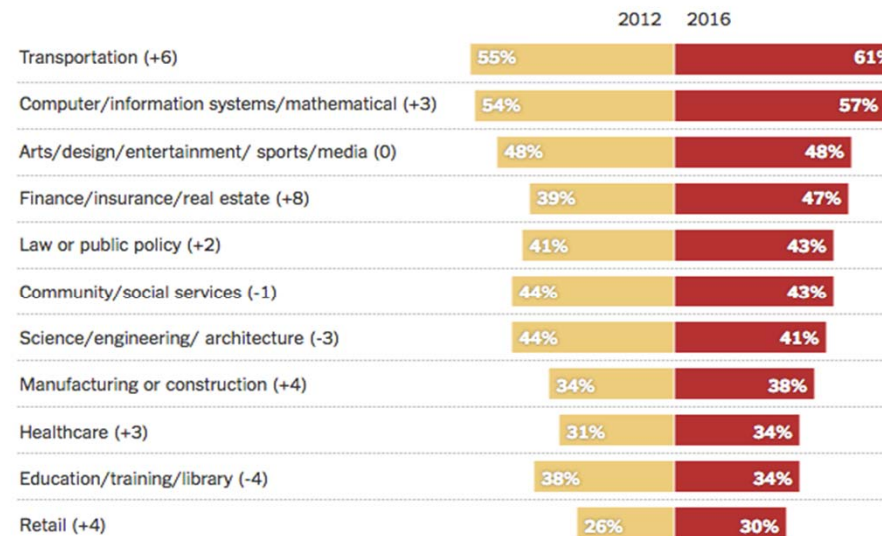|	2012	2016
< 20%	34%	25%
20% to 40%	20%	20%
40% to 60%	12%	13%
60% to 80%	10%	11%
80% to 100%	24%	31%

Source: Gallup

Gallup Poll (cont.)

Media (Bar 3) did not increase remote work over the past 4 years

Most Industries Embrace Remote Work
Share of workers who spend some of the time working remotely.

	2012	2016
Transportation (+6)	55%	61%
Computer/information systems/mathematical (+3)	54%	57%
Arts/design/entertainment/ sports/media (0)	48%	48%
Finance/insurance/real estate (+8)	39%	47%
Law or public policy (+2)	41%	43%
Community/social services (-1)	44%	43%
Science/engineering/ architecture (-3)	44%	41%
Manufacturing or construction (+4)	34%	38%
Healthcare (+3)	31%	34%
Education/training/library (-4)	38%	34%
Retail (+4)	26%	30%

Source: Gallup

Making a Policy

5 Issues to address with your Telecommuting Policy

Remember: an empty office impacts employee engagement, team connectivity and corporate culture!

Focus your policy on the following:

1. Eligibility.
2. Expectations for work hours.
3. Equipment and cybersecurity.
4. Communication methods.
5. Policy abuse.

Making a Policy (Cont.)

5 Issues to address with your Telecommuting Policy

#1 Eligibility (focus on these elements)

- Nature of position.
- How long a person has been at the company/in a role.
- Past job performance.
- How frequently a staff member can telecommute (full-time, once a week, once a month, etc.
- Hiring: BizWest has always tried to hire self-motivated, organized staff (anyway); add "remote work" as a necessary skill to your job requirements.

Making a Policy (Cont.)

5 Issues to address with your Telecommuting Policy

#2 Expectations for work hours (focus on these elements)

- Remote workers should be available during work hours; work hours require full attention and dedication – no watching the kids while trying to work!

- The must meet deadlines.

- They must complete projects with excellence and maintain communications with their managers and co-workers.

- Maintain a quiet and private workspace [in their home].

- Workers who do not meet these expectations risk losing the trust of leadership and sidelining their team.

Making a Policy (Cont.)

5 Issues to address with your Telecommuting Policy

#3 Equipment and cybersecurity (focus on these elements)

- Password-protect all business devices and make sure that all data going out from [those devices] is encrypted.
- Keep a current inventory of all devices and make sure each one has its GPS tracking turned on.
- Install technology to remotely wipe data from any device that has been lost or stolen.
- Employees should be aware that the equipment and any programs on them are to be used only for work-related purposes.

Making a Policy (Cont.)

5 Issues to address with your Telecommuting Policy

#4 Communication methods (focus on these elements)

- Instant messaging and chat services are necessary.
- Consider video conferencing for continuity of comms.
- Arrange for enough meetings where the whole team can connect with each other regularly to ensure that nothing is lost in translation.
- If necessary, use a time-tracking and productivity monitoring tool.
- Managers need to make sure that remote employees always feel like they are part of the team; this dynamic feeds overall productivity.

Making a Policy (Cont.)

5 Issues to address with your Telecommuting Policy

#5 Policy abuse (focus on these elements)

- It is wise to explicitly state that remote work is a privilege that can be revoked if an employee is not meeting expectations while working outside the office.
- Remind telecommuters that they – not the company – must take responsibility for their career and stay productive.
- Hold everyone accountable, measure at both individual and team levels.
- Ensure that your internal systems measure relevant information.
- Transform that information into appropriate, digestible, and shared performance metrics so the business and its staff will thrive whether operating in real world, or in the virtual world.

Thanks for noticing me!

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