It is time to

HIRE REMOTE WORKERS

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It is finally time to start hiring remote workers

It's time to face the facts. The office life just isn't cutting it anymore. Between the long commutes, the forced small talk around the coffee maker, and the constant distractions from chatty coworkers, productivity has gone out the window. Meanwhile, top talent is slipping through your fingers as people flee for companies with flexible work options. The solution is staring you right in the face: it's time to **embrace remote work**.

Maybe you've been hesitant to take the plunge into a remote workforce. You're not alone - many managers and executives cling to the notion that "real work" only happens when people are physically together in an office. But study after study has shown that remote employees are often more productive and engaged. They waste less time commuting and socializing, and they appreciate the flexibility and trust given to them. If you want to attract and retain the best people, reduce costs, and boost productivity, remote work is the way of the future. The time has come to loosen the reins and let your employees work from wherever they want. You might just find that the benefits far outweigh any perceived drawbacks.

Remote Work Is More Productive for Employees

If you're an employer, it's time to seriously consider going remote. According to recent studies, remote employees are just as productive, if not more so, than in-office workers.

1. Remote work productivity was stable or increased when working remotely from home, according to a 2-year study of 800,000 employees.
2. Remote workers are working longer hours, with 40% of employees working longer hours at home than when in the office.
3. 83 percent of remote employees feel they operate at the same, if not higher, productivity level than they did before.

Cost Savings

By allowing employees to work remotely, businesses can save money on office space and overhead costs. Employees also save money on gas, parking fees, and time spent commuting. This can add up to thousands of dollars per year for both the company and the employee.

Access to Global Talent

When you open your job search to remote candidates, you have access to a much larger pool of qualified applicants from around the world. You can find and hire the best person for the job, regardless of their location.

Improved Work-Life Balance

Remote work provides more flexibility and autonomy for employees. They can avoid rush hour traffic and have more time to spend with family or on hobbies. This leads to improved work-life balance, less stress, and higher job satisfaction.

Environmental Benefits

By reducing the number of vehicles on the road during peak commute times, remote work has a significant positive impact on the environment. Fewer emissions are released, and less fuel is consumed when people work from home.

If you want a productive, cost-efficient workforce with high job satisfaction, it's time to make the shift to remote work. Your company and employees will reap the benefits of this modern approach.

Remote Hiring Opens Up a Larger Talent Pool

If you're an employer, it might finally be time to consider hiring remote. Why? Because it opens up a whole new world of talent.

Access to Diverse, Qualified Candidates

Hiring remotely allows you to source candidates from anywhere, not just your local area. This means exposure to more diverse, qualified applicants who may not have considered your position otherwise or who may not have been able to relocate.

By casting a wider net, you increase your chances of finding the perfect candidate. Someone with highly specialized skills. A candidate with valuable life experiences that shape their perspective. Or an applicant with a unique background that adds to your company culture.

- Remote work gives access to underrepresented groups who may face barriers to traditional employment.
- It provides more flexibility and work-life balance which many highly skilled candidates seek.
- You can hire the best person for the job, regardless of location.

Increased Productivity and Lower Costs

Studies show remote employees tend to be more productive as they have fewer distractions and interruptions. They also tend to take fewer sick days.

- No commute means more time for work. Employees start earlier, finish later and take shorter breaks.
- Less office gossip and fewer drop-in visitors lead to fewer distractions.
- Remote work can reduce costs like office space, parking and utilities.

While remote work may require investment in collaboration tools, the long term benefits to productivity, work-life balance and cost savings make it worthwhile for employers and employees alike. The future is flexible, and companies that embrace remote hiring will be poised to lead the way.

The Benefits of Remote Work for Employers

Remote work offers significant benefits for employers. By allowing employees to work from home or elsewhere, companies can experience:

Lower costs

- No rental fees for office space. This can save tens of thousands per year for large companies.
- Less spending on office equipment like desks, chairs, printers, etc. Employees use their own.
- Reduced utility bills. No lighting, heating or cooling costs for the office space.

Improved productivity

- Fewer distractions. No coworkers chatting or office noises to disturb focus.
- Less time commuting. Employees gain back hours per week and start work earlier.
- Flexible schedules. Some employees are more productive early or late. They can work when most motivated.

Happier, healthier staff

- Better work-life balance. Remote workers can avoid rush hour traffic and spend more time with family.
- Less stress. The comforts of home and flexible schedules reduce anxiety and burnout.
- Improved wellbeing. More time for exercise, hobbies, and relationships outside of work.

Increased employee retention

- Happy, productive, autonomous employees tend to stay in their jobs longer.
- Not having to commute saves money and frustration, reducing the desire to find work closer to home.
- Flexibility and work-life balance are highly valued. Employees will want to keep a job that provides these.

Allowing remote work has significant advantages for companies and managers. While it may require extra effort to implement effectively, the rewards of lower costs, improved productivity, healthier staff, and greater employee retention are well worth it. The time has come for more businesses to adopt remote work on a wide scale.

How to Successfully Manage a Remote Team

To successfully manage a remote team, communication is key. You need to put extra effort into keeping the lines of communication open and clear.

Open communication

Have regular meetings with your remote team, both one-on-one and as a group. Video conferencing is best when possible, as it allows for face-to-face interaction. Discuss any challenges, provide feedback and coaching, and make sure everyone feels heard and supported.

Share information openly and often. Don’t assume your remote employees know what’s going on in the office. Update them frequently on new developments, client interactions, staffing changes, and company events. Over-communicate rather than keeping them in the dark.

Make an effort to also connect with your remote team informally. Schedule casual virtual coffee chats or Friday wrap-up calls. Building rapport and bonding opportunities will strengthen your working relationship.

Show empathy

Keep in mind the challenges of working remotely. Offer flexibility and be understanding when technical difficulties or scheduling issues arise. Provide resources for your remote team to do their jobs effectively, like collaboration tools, productivity apps, and anything else they may need.

Foster inclusiveness. Make sure remote team members feel like a valued part of the team. Recognize and praise their wins and milestones just as you would for on-site employees. Promote a culture where all staff, regardless of location, feel respected and supported.

Build trust

When managing remotely, trust is essential. Provide clear guidelines and expectations, then give your team the autonomy and independence to work according to their own styles and schedules. Check in regularly to ensure work is progressing as expected, but avoid micromanaging. Have confidence in the skills and dedication of your remote team.

With open communication, empathy, and trust, you can successfully lead a remote team. While it may require extra effort, the rewards of access to top talent and increased work-life balance for your staff will be well worth it. Focus on nurturing a collaborative team culture where all employees feel invested in the company's success.

Tips for Hiring Remote Employees

When hiring remote employees, focus on specific skills and qualities that will make them successful working off-site.

Look for independent self-starters

Remote workers need to be able to work independently without constant supervision. Look for candidates who are self-motivated, organized, and able to prioritize their time effectively. Ask about examples of when they had to work autonomously to accomplish a goal.

Evaluate communication skills

With limited face-to-face interaction, communication is key. Seek people who are responsive, concise yet descriptive in their emails and messaging. During interviews, assess how well they engage over video calls. Strong communication translates to clear project updates, questions, and results.

Set clear expectations

Have a precise job description and process for how the work will be done remotely. Explain your company culture, values, and management style. Discuss goals, responsibilities, availability requirements, and key performance indicators. Put policies for work hours, meetings, and progress updates in writing. This clarity will minimize confusion and maximize productivity.

Trial assignments

Consider giving candidates trial assignments to complete remotely to evaluate their ability to work off-site. This can reveal how well they follow instructions, meet deadlines, and deliver quality work with limited supervision. Be available to answer any questions to get a sense of their communication skills in action.

Build trust and accountability

For remote work to be successful, employees must be accountable and managers must trust in their ability to work independently. Check-in regularly, especially when employees are new. Measure work by results and outcomes, not hours logged in. When done right, remote work can lead to highly engaged and loyal employees.

Following these tips will help ensure you find and hire the best remote workers for your team. With the right skills, qualities, and management, remote employees can be highly productive and valuable members of your company.

Conclusion

You've now seen all the benefits of letting your employees work remotely. From increased productivity and work-life balance to cost savings and environmental impacts, remote work is a win-win for companies and staff alike. While change can be hard, the rewards of embracing remote work are huge. Many companies who were once hesitant have now made remote work a permanent part of their culture. The tools and technology are there to make it happen. Why not give it a try? Start with a trial program and see how it goes. Chances are, you and your team will never want to go back to the old way of doing things. The future of work is remote. Will you be part of it?

FRIDAY is your number one partner in hiring, retaining, and managing remote talent!