



# ***THE ANYWHERE WORKER GUIDEBOOK***



## INTRODUCTION

Global companies were all but forced into remote work due to the COVID-19 pandemic. After a few weeks of navigating new challenges and changes in policies, we saw that, more often than not, organizations are truly getting into the groove. If you haven't yet, we challenge leaders of all organizations to take a pause to investigate the impacts remote work has been having on their businesses and their employees. We surveyed thousands of employees around the globe about the impact remote work has had on their daily lives, and many of the results have been overwhelmingly positive. Despite the unfortunate circumstances that drove us here, it's time for leading organizations to consider a permanent shift to flexible working culture.

That being said, it's not as simple as flipping a switch. Flexible work is undoubtedly essential to business continuity in the future. But it's also a cross-functional effort. Everyone from the C-Suite to Human Resources to IT to individual team managers must be in lockstep about corporate policies, cultural impact, and, of course, the technology toolkit.

**IN THIS GUIDE,** we share our expertise as a leader in remote working. We cover all the critical considerations to make this transition to a modern and flexible workforce that will carry your teams successfully and confidently into the future of work. We'll show you where to start, how to implement the right strategies and policies, and, finally, how to execute them among your team leaders and workers.





WHY REMOTE WORK NOW?

To keep their employees and their families safe, business leaders have had to enable a remote work environment as best they could with only a few days’ notice. they needed to pivot the majority — or the entirety — of their workforce to work safely from home. Despite what was likely a bumpy road to get there, it’s been an “aha” moment for many organizations as they see how remote work can bring significant benefits and positive impacts.

We surveyed over two thousand workers around the globe (US, UK, Germany, India, Brazil, and Australia) on this new working paradigm. Their responses [see right] showed a huge interest in remote working.

This isn’t just a reaction to our current situation, either. This is something your organization should wholeheartedly embrace. But you’ve got to do it right. It’s not just a matter of IT enabling software and fading into the background – it’s a multi-channel, multi-team approach that begins with strategy and carries through employee culture.

IT’S ALREADY HAPPENING:

78% of people work from home at least some of the time - of that 12.5% are full-time remote.

MANY WOULD DO IT ALL THE TIME:

70% of workers would like the idea of working from home permanently.

IT’S MORE VALUABLE THAN MONEY:

Nearly half would consider a pay cut to work from home indefinitely (1/5 STRONGLY agreed).

THE COMMUTE, THEY COULD DO WITHOUT:

57% of commuters feel the workday seems longer due to their commute; 29% of employees have quit a job because of a stressful commute.

Respondents observed multiple benefits to working from home.





**WHY REMOTE WORK NOW?**



# THE CRITICAL ELEMENTS OF FLEX WORK



**1. STRATEGY**

Championed by leadership, it's an integral part of the way work is done to ensure business continuity.



**2. TECHNOLOGY**

Supported and empowered with a variety of secure, user-friendly and easily deployable technologies.



**3. CULTURE**

A holistic operating system that's supported by Human Resources (HR) and enforced by people managers.



**4. BEHAVIOR**

New management tactics and best practices shared by employees.



**01**

**CHAPTER 01**  
**THE STRATEGY**





# CHAPTER 01 // THE STRATEGY

**During an unforeseen disruption – such as a transit disruption, severe weather conditions, or a pandemic – remote work is critical as part of a larger recovery plan. But some questions remain: are businesses correctly identifying the difference between simply enabling remote work and supporting a flexible working environment as part of crisis management?**

**Consider the following:**

- *Does your plan predict the potential toll a disruption or disaster might take on employees who live and work in the affected location?*
- *Does it provide assistance for employees to not only manage changes to workflow or physical location of work, but the mental toll a crisis might take?*
- *Lastly, have you given thought to the worst-case scenario: That employees might never be able to return to the office?*

These are intimidating questions to ask – but this is the line of thinking that should drive your business continuity strategy. It’s not just about business, it’s about the people that power your business. This is a time to lead with empathy, and that means supporting the employees who breathe life into your company.

In the wake of the unexpected, to avoid widespread feelings of confusion, frustration and isolation, organizations need to bring together several internal teams to holistically support their workforce.







### Office Facilities and Real Estate

*To implement and test emergency response drills; to make critical decisions regarding office closures; to coordinate overall office security and logistics, as well as ongoing communication with landlords and building owners.*



### Information Technology (IT)

*To ensure employees have (and are fully trained on) the collaboration and remote access tools they need to continue working; to replace lost or inaccessible devices; to provision and configure work applications.*



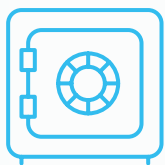
### Human Resources

*To gauge employees' concerns and behaviors as they pertain to business continuity, and to build their responses into the plan as appropriate; to maintain culture, boost morale, and even offer psychological/mental health support through an established third party.*



### Corporate Communications

*To disseminate timely, accurate and authoritative information to all parties (employees, partners, vendors, customers, etc.) throughout the duration of crisis.*



### Finance

*To assess risk; to adjust budgets based on new policies and priorities; determine whether employees should have a stipend for remote work or home office needs.*

**Building a business is hard, but it's easy to lose if leaders are not prepared when a crisis hits.** A successful business continuity plan inclusive of remote work reduces this risk, but only if it's been well developed, adequately tested, and supported cross-functionally.



02

## CHAPTER 02 THE TECHNOLOGY





# CHAPTER 02 // THE TECHNOLOGY

At the heart of successful flexible work is the ability to connect and communicate without boundaries. The widescale adoption of video conferencing and remote technologies in recent years has well-prepared companies for a shift toward a flexible work model for their business. In fact, 75% of employees feel fully prepared to work from home if need be.

While there isn't a big technology gap to bridge, consolidating your communications tools now can bring huge cost-savings, IT management efficiencies, and security benefits in the future. Choosing a single vendor that can make it simple to meet each employee's unique collaboration needs will set companies up for success. This is where Unified Communications and Collaboration (UCC) platforms come into play.

## WHAT IS UCC?

A UCC platform is a complete set of enterprise-grade tools assembled under one interface and managed through a single pane of glass. It includes a variety of communication and collaboration tools – including telephony, video and web conferencing, text messaging/SMS and chat.

When business teams need to stay connected and share information in real-time across different operating systems, devices – and even continents – UCC is often the only technology flexible and powerful enough to get the job done.

## How does the right UCC solution actually support a remote or flexible workforce?

Whether teams are collaborating from their desktops or mobile devices, whether they're in the same office or at opposite ends of the world, and whether an instant message will suffice or the conversation demands a video meeting — the right UCC platform has what your teams need.

## OUR RESEARCH SHOWS ADDITIONAL BENEFITS OF UCC CONSOLIDATION INCLUDING:



**IMPROVED  
OPERATIONAL  
EFFICIENCY**



**INCREASED  
CUSTOMER  
SATISFACTION**



**REDUCED  
COSTS**

► **READ OUR FULL RESEARCH ON  
MODERN COLLABORATION HERE**



**WHICH COMMUNICATION TOOLS SHOULD YOU LEVERAGE, AND IN WHAT SITUATIONS?**

Choose your mediums carefully. There are a lot at your disposal: email, chat, video conferencing, phone, text, etc. But how do you know what's appropriate? A good rule of thumb is to consider the topic's complexity, length, time-sensitivity, emotional delicacy, and level of collaboration required.

Your primary methods must strengthen employee engagement by diminishing the feeling of isolation.



**Email**

*Straightforward, brief, neutral, and evergreen information that doesn't require timely responses, collaboration or discussion.*



**Instant Message/Chat**

*To encourage socializing and for quick Q&As, real-time collaboration, and sharing time-sensitive information and announcements.*



**Video Conferencing**

*Use video to improve communication, connect remote employees, explain complicated information, and/or hold a collaborative meeting.*



**Phone**

*When video is not a viable option, use the phone to communicate one-on-one for information that's sensitive, complicated or lengthy.*



# OUR PRODUCTS AT-A-GLANCE



## GOTOCONNECT

- **Feature-rich unified communications.** Enterprise-grade PBX with over 100 telephony features that can be deployed from anywhere.
- **Phones and meetings combined.** A single application for cloud VoIP, screen sharing, video conferencing and more.
- **Admin center.** One place for full control, including provisioning, single sign-on, reporting, visual dial plan editor, calling schedules and analytics.



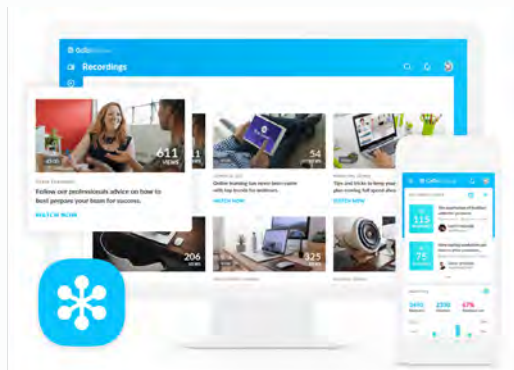
## GOTOROOM

- **Turnkey installation.** Everything in one simple kit so you can get up and running in minutes.
- **Industry-leading integrations.** Customize your GoToRoom experience by choosing Poly or Dolby hardware for truly best-in-breed meetings.



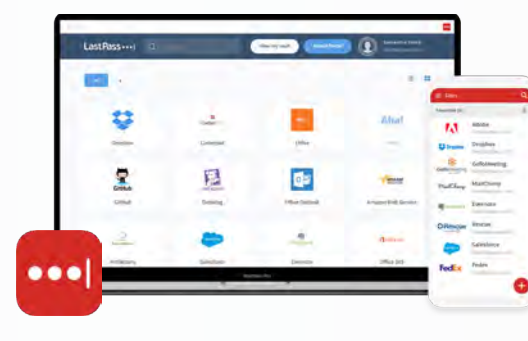
## GOTOWEBINAR

- **Simplified setup.** Create online events in minutes with our webinar templates and unique webinar modes to fit every need.
- **Quality engagement.** Video, polls, Q&A and other interactive features to keep audiences engaged.
- **Rich analytics.** Instant insights on registrants, attendees, attendee behavior and more.



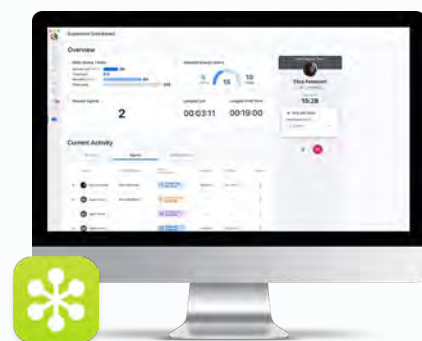
## GOTOASSIST

- **Unlimited live end user support.** Access and control end users' computers to resolve issues quickly. Transition from a call or chat to an online support session with just one click.
- **Unattended Computer Access.** Support remote computers and servers without an end user present. Connect at any time to unattended machines.
- **Powerful and secure support.** Includes remote diagnostics, file transfer, multi session support, multi-monitor navigation.



## LASTPASS

- **Leading in security.** Safeguard your data with our award winning single sign-on and password management.
- **Multifactor authentication.** Add extra security to your LastPass account by requiring a second login step.
- **Local only encryption.** Plus strong encryption algorithms ensure complete security in the cloud.



## SUPPORT CENTER

- **Advanced contact center features.** Manage high call volumes and overall performance such as intelligent call routing and agent effectiveness dashboards.
- **Robust reporting and real time analytics.** An in-depth look at your agents detailed information on how they're doing. See total talk time, transfer and agent availability reports to improve customer satisfaction.

At the end of the day, when you have a truly exceptional portfolio of solutions that seamlessly empowers a global workforce, it won't matter where employees are getting their work done.



**03**

**CHAPTER 03**  
**THE CULTURE**





**CHAPTER 03 // THE CULTURE**

**HR & CULTURAL CONSIDERATIONS**

Now that you’ve got the right technology and a fully-fledged business continuity plan built out, it’s time for human resources to step in and take over. Current policies and cultural norms that worked in an office setting may not be conducive to a healthy remote work model.

There are many HR considerations that must be made to ease the transition and allow employees to feel empowered and capable of meeting goals and doing their best work.

**KEEP CULTURE GROWING**

So why do workers worry about poor communication if they’ve been equipped with all of the proper communication tools? Because working from home is new and unknown for many, and companies haven’t provided their employees with the best practices and policies to successfully communicate and collaborate with their new toolset.

While in the office, workers are face-to-face with each other on a regular basis. There are holiday festivities, team lunches, watercooler chats and more. HR teams should set flexible employees up for the same success cultivating these connections through things like:

**Internal Communication Channels:** Make sure employee interest groups continue meeting remotely.

**Acknowledgements:** Whether through team emails, video conferences or an all-hands chat group, employees should be recognized for big wins, small victories and everything in-between.

**Recurring Meetings:** Regular meeting times will help workers feel more connected, mitigate roadblocks and help improve productivity.

**CULTURAL AND PRODUCTIVITY CONCERNS OVER WORKING FROM HOME:**



**65% OF WORKERS SAID THEY FELT THEIR ORGANIZATION EQUIPPED THEM FOR REMOTE WORK IN A DISASTER SCENARIO.**


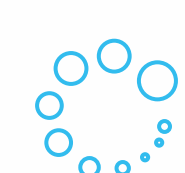
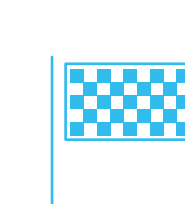



CHAPTER 03 // THE CULTURE

Help Support and be a Resource for Managers

It’s critical for HR to actively facilitate the overall success of managers — especially those new to managing flexible workforces. Even great managers may have little to no experience managing a team of remote workers and will have unique considerations. Our final chapter addresses these in detail – but HR departments must lead the charge in institutionalizing these management changes.

HR should prioritize helping leaders excel:

-  *Set company guidelines around communication tools — what to use and when.*
-  *Train on nuances of remote performance reviews for flexible workers.*
-  *Encourage goal alignment directly connected to the company’s strategic initiatives.*
-  *Outline when they should solicit help from upper management.*

HR managers can also gauge employee happiness and get a better understanding of how they feel management is doing (and how satisfied they are with flexible work policies and much more) by sending out eNPS surveys.

Take a Top-Down Approach

Leadership formulates policies that are developed into initiatives by each team across the company. For HR, and those building out flexible work policies, that means using training, leadership development, retention programs self-care days and more to increase morale and culture.

Another huge HR challenge for a remote environment is hiring new employees. How do you build an organization of top-tier talent without ever meeting the candidates in person? We’ve got some best practices to follow!





### **IMPLEMENT REMOTE HIRING PRACTICES**

**Whether employees are working remote a few days a week, or teams are fully remote, the hiring process needs a change. Here are some flexible work hiring tips:**

- 1. Interview for soft skills.** You need a candidate who is self-motivated, tech savvy, a strong communicator and has great time management skills.
- 2. Put them to the test.** Testing candidates with a project or task will help you better understand how they approach and solve problems independently
- 3. Understand their commitment.** Ask directly their motivations to work in a remote capacity rather than in the office.
- 4. Point out the perks.** Highlight selling points specific to remote workers – like virtual social events, flexible hours, etc.

Your HR team is a critical leader in transitioning to remote work. Equipping everyone in the company with the tools and resources to build a strong, healthy company culture, regardless of location, will make all the difference.



04

**CHAPTER 04**  
**THE BEHAVIOR**



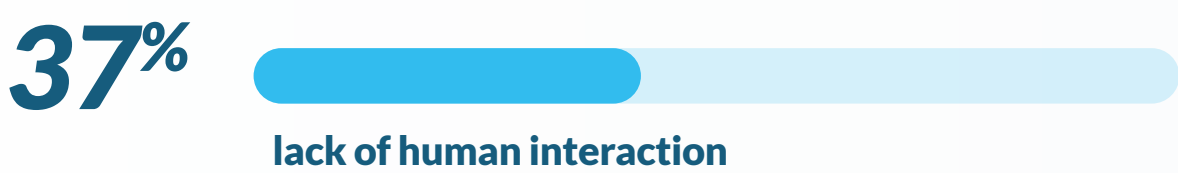


CHAPTER 04 // THE BEHAVIOR

TEAM AND EMPLOYEE BEHAVIORS THAT DRIVE FLEX WORK SUCCESS

So you’ve got the business continuity strategy and the flexible technology in place. You’ve hired new remote talent and you’ve made work more flexible across the board for your global workforce. One task remains to ensure a successful remote work environment: **encouraging new behaviors in your employees.**

Despite all the positives, our survey showed people also had significant concerns about working remotely.





# CHAPTER 04 // THE BEHAVIOR

## WHAT’S THE GOOD NEWS?

These concerns are all solvable problems. It’s all a matter of managers encouraging the right behaviors and leading by example. Here are some top problems remote employees face, and how to address them.

### PROBLEM: “THERE’S TOO MUCH GOING ON AT HOME – I’M ALWAYS DISTRACTED!”

**Solutions:** Challenge employees to create distance in their homes. A dedicated, calming, distraction-free workspace can make all the difference. Tactics like time-boxing to-do lists can help too. And distractions aren’t always bad – a 30 minute mental break to make a nice lunch or do some laundry may actually lead to a more productive afternoon!

### PROBLEM: “I WORK A LOT MORE AT HOME, SO I’M BURNED OUT AND LOSING MOTIVATION.”

**Solutions:** Ask employees to think outside the 9-5 and find a schedule that works for them. Everyone is different. If someone is more productive in the morning and loses steam in the afternoon, support a schedule that matches their natural work habits. Encourage personal time throughout the day – even build it into the team schedule.

### PROBLEM: “I FEEL LONELY, AND I DON’T FEEL CLOSE TO MY TEAM.”

**Solutions:** This is where managers must really invest in building a new culture. Traditional office ‘water cooler’ chatter is often lost in a disparate team, so leaders must pick up the slack and force those water-cooler moments until they’re a part of the team culture. Schedule virtual coffee-talks, happy-hours, and game-nights. Open regular meetings with personal anecdotes, asking others to share as well.





# COMMUNICATION IS CRITICAL

With teams that have historically interacted in person in the office, communication takes a huge toll when shifting to remote work. Even the best communicators may lose some of their better habits in this new environment. To mitigate this, managers can:

**1. Establish structured daily check-ins.** Managers who are the most successful with remote employees recognize the importance of staying connected every day. Whether this manifests in the form of one-on-ones, an ongoing chat conversation, or a more casual “office hours” approach, the important thing is that the check-ins are regular and predictable. Employees should feel confident their team is available and their questions and concerns will be heard and addressed.

**2. Provide a myriad of communication tools.** Remote workers will benefit from a choice of tools that give them a richer collaboration experience and own how they want to communicate.

- *Video conferencing software in particular gives meeting attendees the same visual cues we often take for granted in face-to-face conversations. These cues increase mutual understanding and reducing feelings of isolation.*
- *A chat application is ideal for situations in which employees are dealing with time-sensitive issues. We like to think of it as the remote equivalent of peering over your desk in the office to ask a question.*

**3. Don't forget to have fun.** It's worth repeating, but building a strong, positive team culture IS possible without being in the same office. It just needs a little more attention. Jot down these fun ideas:

- *Set up monthly virtual lunches and virtual happy hours.*
- *Take a virtual class together – employees will be psyched to enrich personal skills like cooking, crafting or a workout (on the company dime!)*
- *Unboxing parties - send employees care packages that can be opened and enjoyed on video in real-time.*
- *Play digital board games or trivia.*





**HEAD INTO THE FUTURE OF FLEXIBLE WORK WITH TRUSTED EXPERTS.**

**GOTO.COM**

**Sources:**

Survey data from 2020 Remote Work Survey, executed by OnePoll

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