# Flexible Work Environment: Fad or Future?

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Workplace norms have always changed throughout history, and will continue to evolve. These changes are often instigated by environmental and political impacts such as war, human rights movements, technological advancements, and pandemics. While the reason for these systemic shifts may vary, they all share a common truth: Change is hard—either lean in or risk falling back.

In the **January 2022 LinkedIn Global Talent Trends Report**, work-life balance became the top priority when evaluating employment opportunities, edging out the long-time leader, compensation and benefits. Only 10-months later the same study was repeated, and a looming recession and tumultuous economic environment moved compensation and benefits back to the lead. A clear indication that fear and uncertainty have us slowly slipping backwards.

JANUARY 2022		AUGUST 2022	
1	Balance	1	Compensation
2	Compensation	2	Balance
3	Flexibility	3	Flexibility

VS
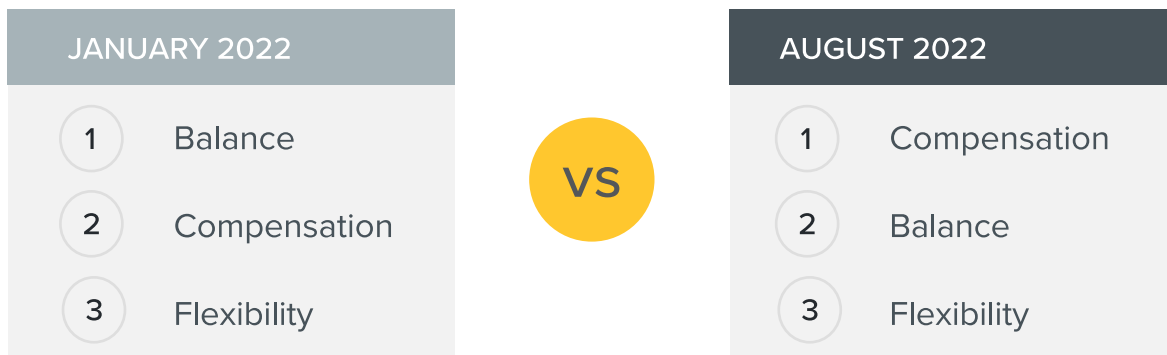
The facts about flexible work

Nearly every workplace communications research study conducted throughout the past few years acknowledges that productivity and employee well-being improve when workers are given some say to work where and when it makes sense for them. A flexible work mindset has benefits regardless if teams are in-person, hybrid or remote. So why are companies still fighting it?

The simple answer is because there is no sense of control. The age-old "butts in seats" mentality evidently trumps data and research proving that productivity and employee wellness increases. Amy Casciotti, vice president of human resources at TechSmith elaborates that "control gives a feeling of order, stability, and safety, but trust is a two way street. If we expect employees to be there when we need them and to be flexible based on company needs, we need to be flexible with their needs too."

Benefits of flexible work for employers

Beyond benefiting the employee, flexible working arrangements can also reduce employer costs in a number of ways. For example, remote working can reduce business overheads by eliminating the need for physical office space, as well as providing savings on utility bills and other related expenses.

Flexible work can also increase staff retention, as employees are more likely to value a job allowing them to work remotely or fit their work hours around other commitments. This not only helps to reduce recruitment costs, but also ensures there is greater continuity in the workplace.

Finally, flexible working can increase productivity because employees are happier and healthier in their roles. Remote working, in particular, has been found to have a positive effect on productivity, as employees have fewer distractions and can work wherever they feel most comfortable.

EMPLOYERS

- Reduced Costs
- Increased Retention
- Increased Productivity

EMPLOYEES

- More Autonomy
- Better Work/Life Balance
- Reduced Stress

Benefits of flexible work for employees

Flexible work offers employees greater control over their own working lives. Working remotely, for example, allows employees to save time on their daily commutes and work in a location that suits them best.

Flexible work also helps employees achieve a better work/life balance because they are not tied down to a traditional 9 to 5 schedule. This allows them to make better use of their free time and more easily attend to personal commitments.

Finally, flexible working can reduce stress and anxiety levels, as employees have more control over their working environment and can avoid common workplace distractions.

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How to adopt a flexible work environment

It has been proven time and again: Employers must resist the impulse to revert back to what is familiar, and instead, lean into what is better. TechSmith is passionate about empowering teams to adopt flexible working environments—both in the development of technology solutions designed around creating efficient, effective and expressive workplace communication in a remote and hybrid world and in its own employee policies and practices.

HERE'S HOW WE'RE INCORPORATING FLEXIBLE WORK AT TECHSMITH

1 We are committed to helping employees manage the demands from their work and personal lives by providing as much flexibility as possible regarding remote work, work locations, and work schedule.

2 We empower employees. Daily decisions around where and how work is done will primarily be made at the team (pod) level and sometimes at people manager level. The customer outcome is the priority in this decision making.

3 We recognize that most job tasks can be performed well remotely, however there are exceptions. It's primarily the role of the team and people managers to determine what daily work is best done F2F.

4 We recognize there is inherent value in seeing co-workers in person. TechSmith asks all employees to invest in some F2F time to support collaboration, coaching, and celebration. Others may benefit from your time in the office even if you don't personally. It's the role of people managers and SLT to coordinate F2F time across teams and departments.

5 We recognize that flexible work is an experiment; we will monitor outcomes and data including the voice of the employee. We will modify as we go.

Flexible work is a win-win for employees and employers

Flexible working offers a range of benefits for both employers and employees. Employers can reduce costs and increase staff retention and productivity, while employees gain more control over their own working lives and can achieve a better work/life balance.

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