



# An office does not make a business - People do

How to not just adapt, but thrive while working from anywhere.

# Change can be difficult, but it can also be an opportunity

Now, you can do things you never could before



*The Office is where  
the employees and  
customers are*

**Sure, the office is closed, but your business doesn't need to be. Focus on the possibilities and opportunities that are available to you now.**

Your physical office is closed or limited-access, and like so many other businesses around the world, you've made some transition to remote work. Changes of this speed and scale are never easy, but with challenge comes opportunity.

This is your chance to transform and strengthen customer relationships while expanding your reach to capture new business.

This is the time to innovate and embrace change.

This is an imperative to push your boundaries of flexibility, responsiveness, and agility to adapt and thrive.

We can't promise to fix all those things at once, but read on for tips to better work and manage employees remotely, adjust business practices to support your customers, and understand how those changes translate to business resilience and success.

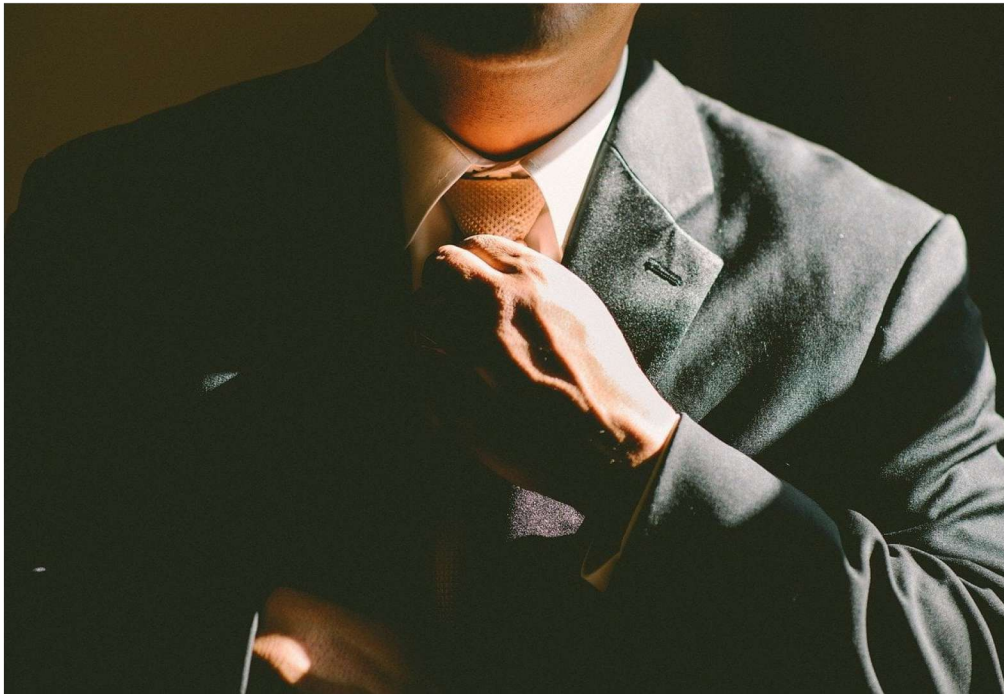




# Who needs the office anyway?

How to successfully work from anywhere

Facilitating productive remote work is the only way to ensure you can stay open for business when your office is closed. Whether you're working from a home office, a couch, a backyard or garage, here are some tips to work from anywhere.



**Tip #1: Dress the part**

With limited face-to-face contact, it may be tempting for you and your employees to dress more casually (and

comfortably) to get your work done. Wearing what makes you comfortable on days where you aren't interfacing visually with customers can help you "get in the zone" and get your work done more efficiently. For some employees, though, dressing up helps them prepare mentally for the work day and creates a psychological boost to productivity. And obviously, when interacting with customers through a video meeting, employees should dress the part to maintain your company's professional tone.

**Tip #2: Claim Your Workspace**

For many remote workers, 2020 will be remembered partly for its improvised office setups erected overnight in so many apartments, living rooms, kitchens, and garages.

To work effectively, it's important that employees designate a dedicated workspace. While they don't have to work continuously from that space, designating a workspace gives them an area where they can customize and optimize their work experience. For many employees not used to working from home or that prefer the office, this provides some continuity and aids the transition to remote work. But encourage flexibility! Changing location periodically allows employees to stretch their legs and get a mental break, not to mention many workspaces must be shared with family members.



### Tip #3: Daily Self Care and Wellness

Work stress can take a toll on employee health under normal circumstances. Add the uncertainties of a pandemic and sudden shift to remote work, and stress levels can increase substantially. Blurred work-life boundaries and the expectation of 24/7 availability exacerbate this and can lead to burnout and even physical ailments. The CDC even recommends offering financial incentives to lessen or cover the cost of wellness activities such as a formal exercise program.

Regular wellness activity helps employees stay in shape physically and mentally, and will lead to better morale and productivity. Promote a wellness program accompanied by regular check-ins, educating and encouraging your employees to stay engaged, happy, and healthy.



# All in this together

Turn your workforce into an efficient and distributed team



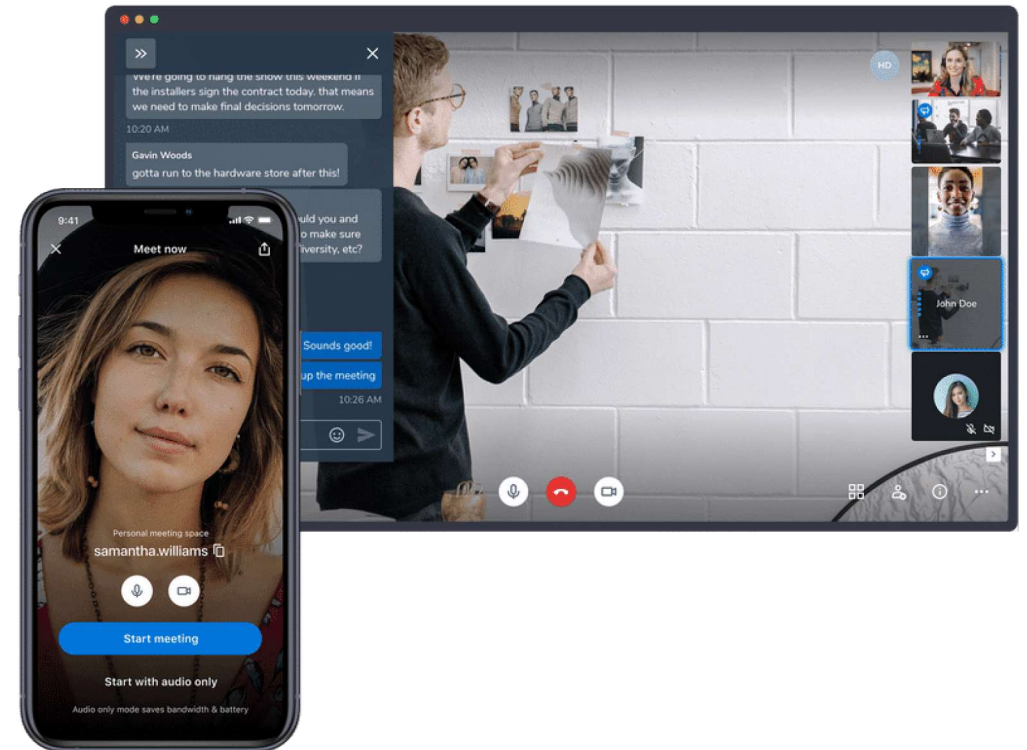
Once you can work from anywhere effectively, it's time to focus on productivity and results. And new technology helps you break down the barriers of time and space, enabling your workforce to be more productive and connected than ever before.

### **Tip #1: Communicate Regularly, Clearly, and Effectively**

You already know that communication is a crucial pillar to any organization, and according to research from Software Advice, thirty-eight percent of employees said communication was more difficult virtually. Connect regularly with your employees, use instant messaging, conference calls, and video conferencing. Video conferencing software can help create an emotional connection with dispersed members that leads to higher engagement and accountability. The end result? More cohesive teams and higher productivity. Also, make sure to set up recurring meetings so that everyone stays in the loop.

### **Tip #2: Set Clear Expectations**

One of the most challenging aspects of being a remote employee is the uncertainty of expectations. When things need to be finished, how often should they give updates, work hours, and what the priorities are? We don't realize how many of these questions are answered in the course

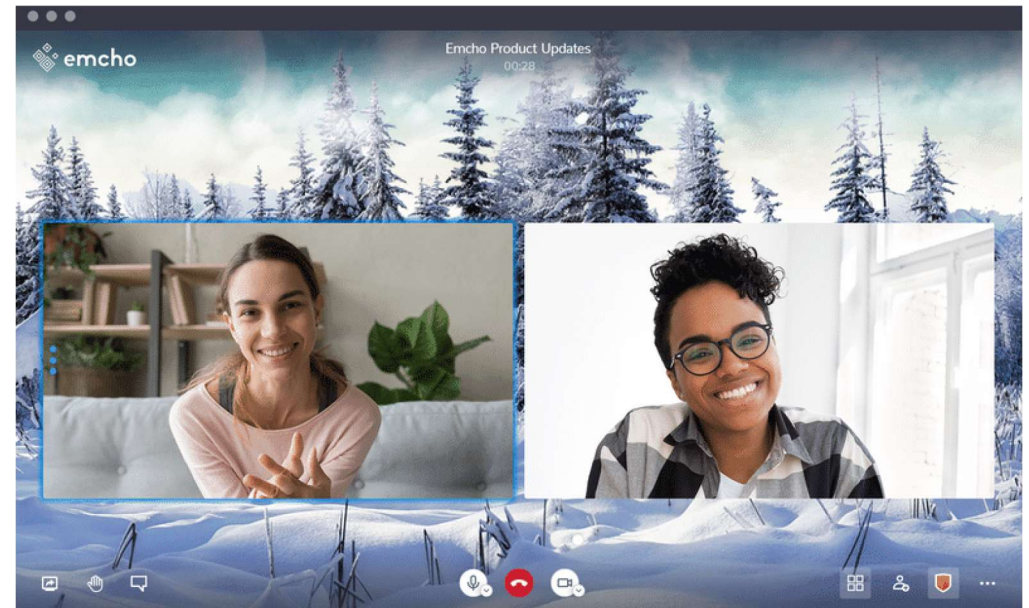


of working together physically. To reduce employees' anxiety over these questions, be sure to listen actively and offer a safe environment to field them. Making sure expectations are clear and understood prevents confusion

and problems arising from miscommunication.

**Tip #3: Support Your People**

As your employees have helped you grow your business, it's time to support them in return. Some employees might be having a much harder time than others, with childcare or eldercare responsibilities, difficulty defining a productive work-from-home space, and increased anxiety about it all. Ask them how they're doing, cut a little extra slack, and you'll find employees who aren't terrified of slipping up will be happier, more productive, and yield better business results.





# Make your business the best it can be

It's time to turn the dial up to 11

Once you and your workforce are working remotely effectively and efficiently, you can focus on your business and changes that will lead to sustainable growth. Don't wait until you're back in the office to get started.

### **Tip #1: Adapt To Online**

Even though in-person business opportunities are rare right now, the online space is thriving. Adapting your business to an online platform can be the key to increasing growth right now. Areas like search engine optimization (SEO), delivery services, online financials, streamlining various processes, establishing online presence using platforms like LinkedIn or Youtube, and experiential marketing are perfect examples of places that businesses can utilize to transform their business digitally easily.

### **Tip #2: Connect With Customers And Your Community**

Look for online reviews and discussions about your business. Use those insights to look into possible changes and opportunities, respond where possible with positive messages, and you will build a positive and supportive community.



Don't let your customers forget about your business! Sending emails or similar content keeps the connection between you and your customers secure, even if these messages are light and entertaining. With improved customer experience and service, you'll be able to quickly and easily adapt your business to offer what your customers are looking for.

Use this time to look into the past: what worked well? What can you do more to increase the value of your offering to customers and clients? The answer could be rewards programs, discounts, flexible bookings, virtual sessions or meetings, a blog, newsletter; the possibilities are endless. What can you do right now to maintain customer loyalty and find new business opportunities?

**Tip #3: Get The Tools You Need**

The move to remote work has been better served by technologies that excel in flexibility and automation. From communications solutions to billing services, it's now clear that cloud-based services can best support businesses of any size. Cloud storage systems enable you to work and collaborate with your workforce from anywhere. Cloud communications solutions let you connect rapidly with clients and employees. Ensure that your business can operate at full capacity regardless of physical location, and make it easier for you and your employees to not only maintain but grow your business.



# Tie the bow

Now, you have a business and workforce who are ready for anything



This is a hard time for many business owners and their organizations. Don't sit back and wait for the office to re-open and expect to go back to business as usual. Use this time to try and improve your ability to work from home, increase the effectiveness of your workforce, and adjust your business to make it more flexible. Engage more online and nurture digital customer relationships to encourage loyalty and positive brand awareness.

Whether the office is closed for another week or another year, these tips and tricks will allow you to operate at a higher level than ever. Now go seize your opportunity and stay open for business.





Thank you for reading

Open for business  
while the office is  
closed