

Can offering flexible hours and locations boost your productivity?

Over 2000 UK employees we spoke to think so



Employees' attitudes to work and their employers have changed. Different types of employees need different types of support to work at their best. And whether it's working in a meeting room, the spare room or even a coffee shop, providing the right tech can keep people productive and motivated.

Our research shows that unless organisations listen to their people – and their various needs – they risk compromising their own future by passing up opportunities to increase productivity at a time when the economic outlook is still volatile.

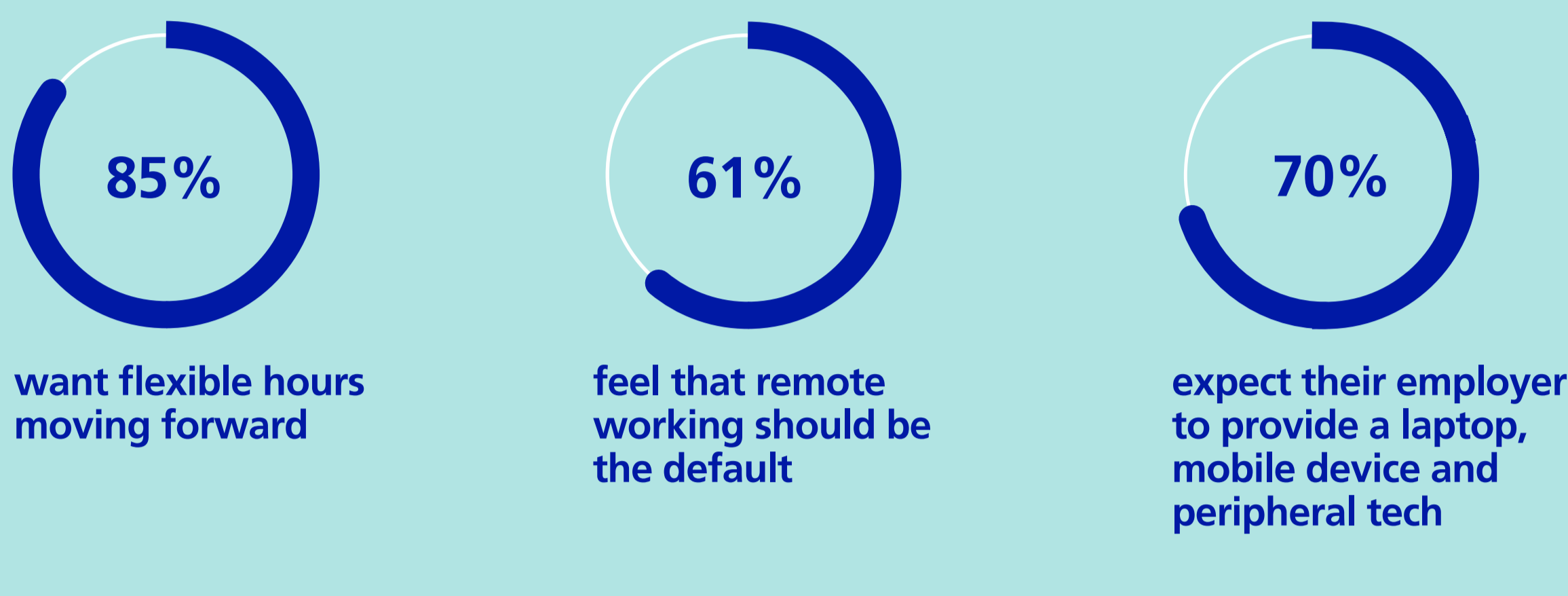
What impacts productivity?

With support from Savanta Research, we asked over 2000 UK employees* what they think organisations should do to support dynamic working. And, more importantly, what to avoid.

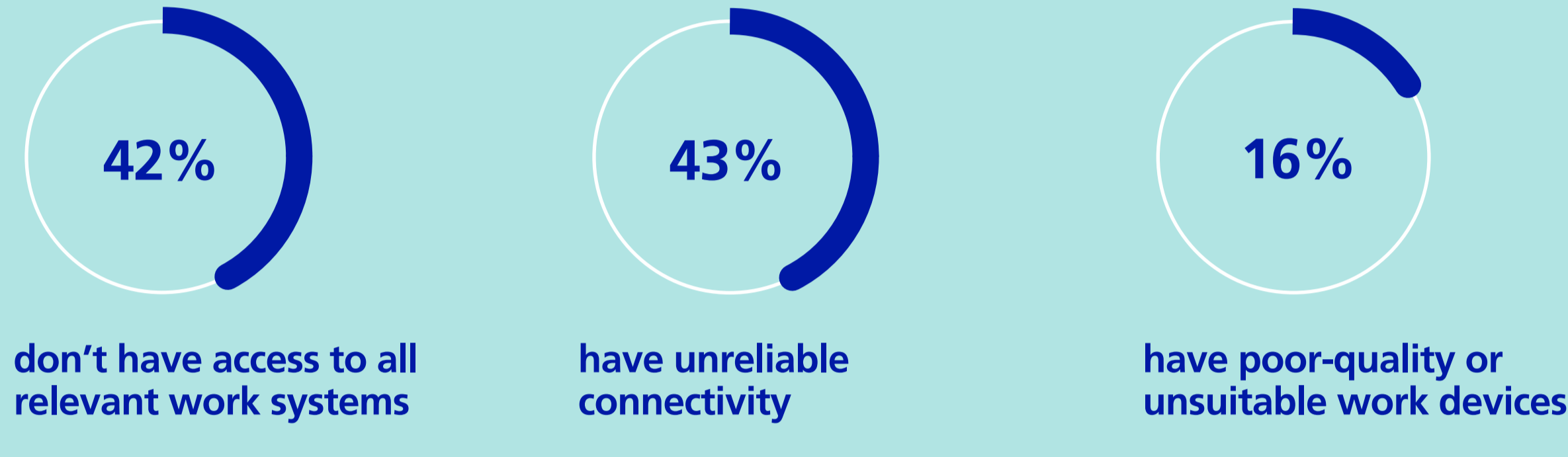
Defining dynamic working

A dynamic workforce is exactly what it says it is. Adaptable. Agile. Flexible. In short, it is a collective that is prepared for change. This form of workforce has the potential to be more productive than before. Being able to respond to change – whether small or significant – is an asset. People who can continue to work while the world changes around them will be the most productive.

Three key drivers



Three key drainers



So, what can we take away from this?

Firstly, your people have already moved to a virtual mindset. The 'drivers' above show that the majority are done with traditional routines. That means organisations need to re-evaluate their current employee offering. And a good place to start is to begin thinking of themselves as 'virtual organisations' first. Only then should they begin to overlay any physical infrastructure requirements.

Secondly, there's still work to be done when it comes to equipping a virtual organisation. That doesn't only require matching tech requirements to expectations, it also requires training. You may find you already have the hardware and software needed. But your people may not fully understand how they can get the best out of online tools to increase their output.

“ People might think they're not getting the right technology because they haven't been taught how to use it in the best possible way. Karl Liriano, O₂ ”



Supporting the different ways that people work to drive productivity

Our research found that people have a range of preferences and needs. These can be categorised into three overarching groups and seven different employee types.

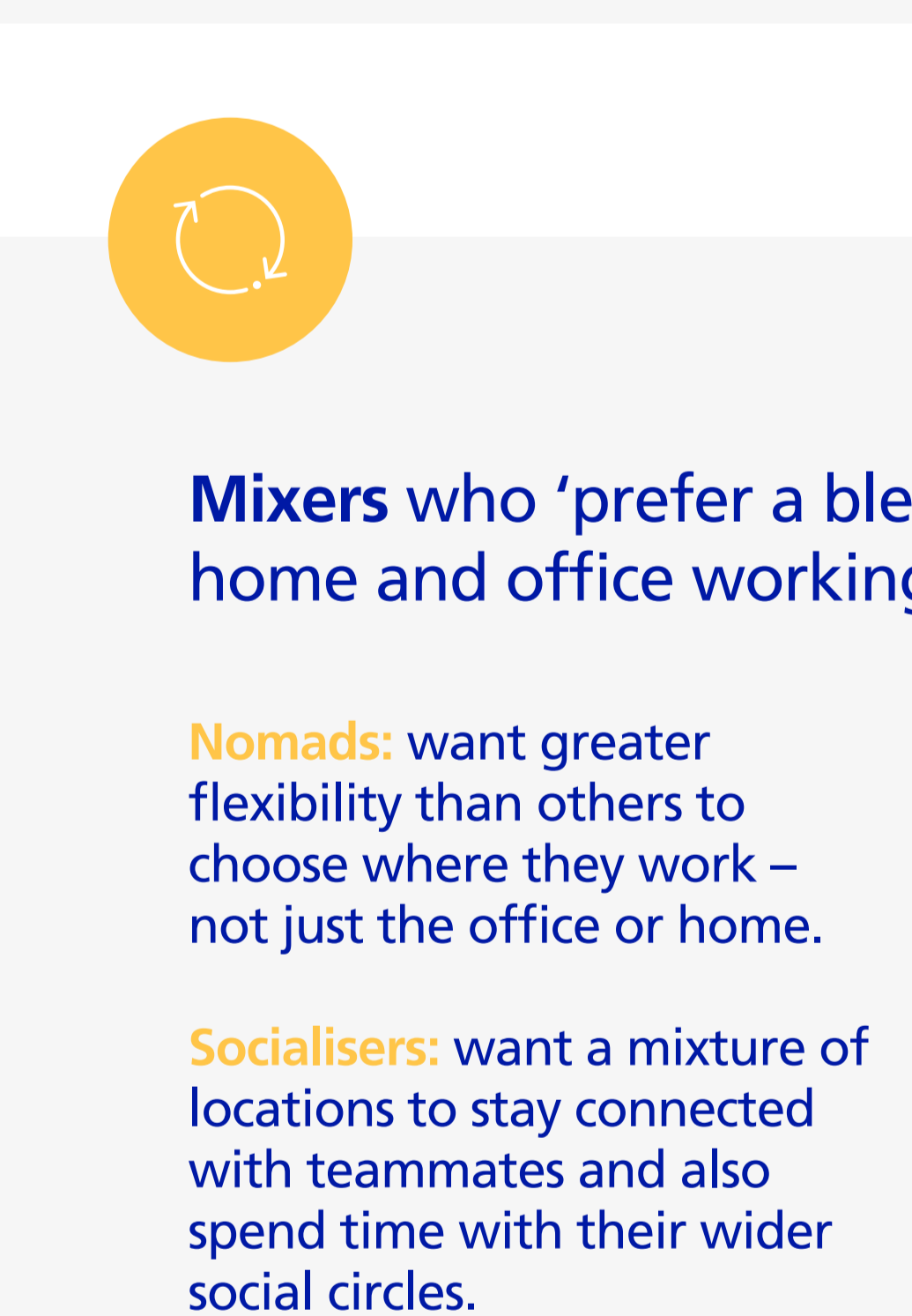
Visit our [insights page](#) for a more detailed look at each persona, and what support they need to work more productively.



Office Cravers who are 'looking forward to being back in the office'

Career Starters: new to the workforce, so really value face-to-face time in the office to learn, develop and build relationships.

Command and Controllers: senior employees who prefer working with colleagues in-person, and with office tech and connectivity.

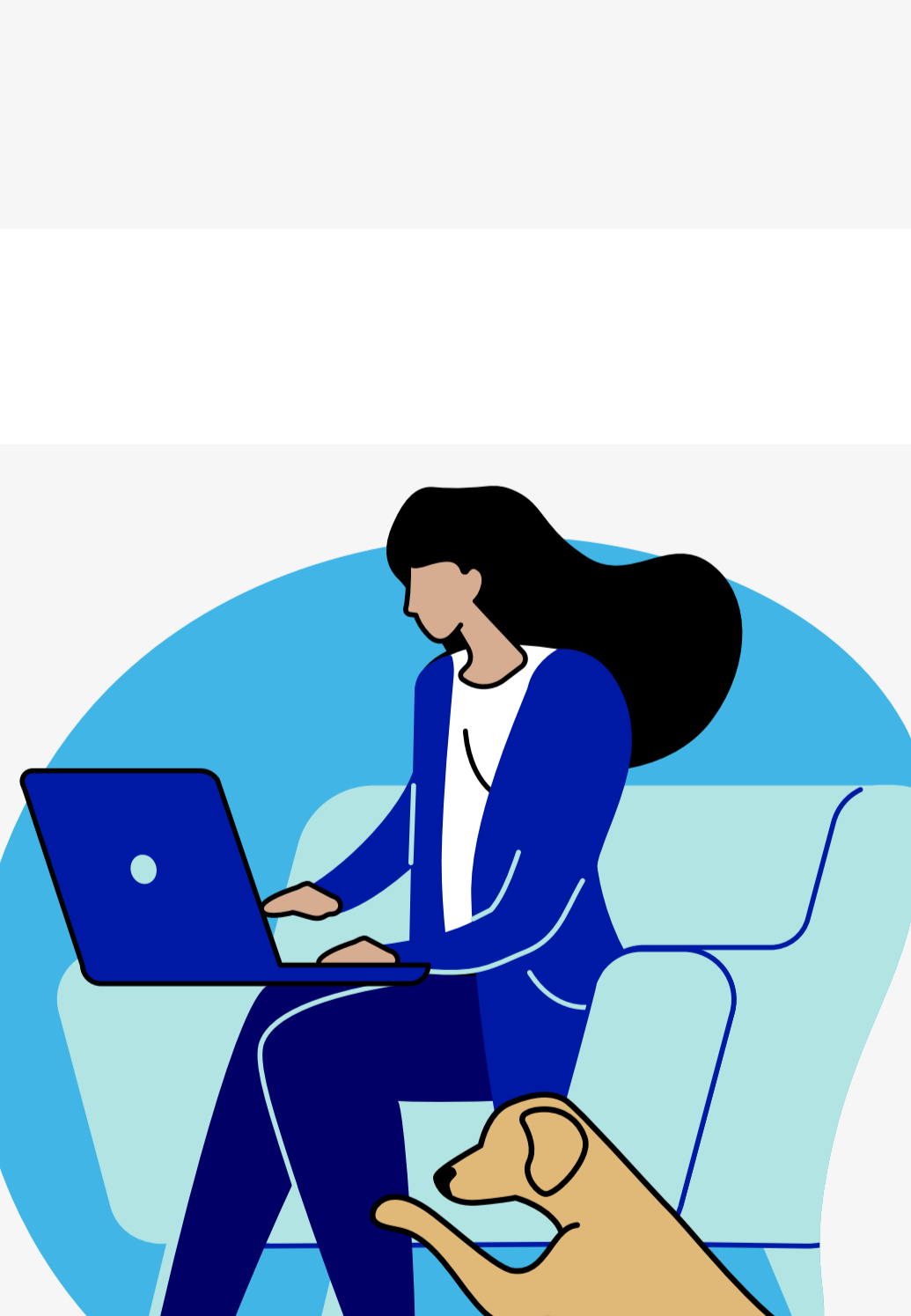


Mixers who 'prefer a blend of home and office working'

Nomads: want greater flexibility than others to choose where they work – not just the office or home.

Socialisers: want a mixture of locations to stay connected with teammates and also spend time with their wider social circles.

Planners: appreciate being able to choose between home and the office, to get the best of in-person contact with colleagues, whilst spending more time with family.



Home Dwellers aka 'fully converted to home working'

Hobbyists: prefer working in their own space, staying in touch with teammates virtually and having more time for their interests outside of work.

Homebodies: enjoy the flexibility and independence that home working gives to manage their schedule and have more quality family time.

The new personas above clearly show the change in people's expectations. Giving them the technology and training are two ways to support them, but importantly there's a third that's often overlooked. Managers need to be upskilled.

Each persona requires a nuanced approach when it comes to support, objective setting and measurement. You may find you have teams made up of all seven types. Your managers may then need to relearn how to coach and mentor when operating in a hybrid environment.

“ Depending on your employee base... people will have very different home situations and that will allow them to work at home to varying degrees of productivity. Catherine Leaver, O₂ ”

Take action to drive employee productivity

O₂ Business can help you to understand your workforce, identify the best technology solutions for their needs, and deploy those services effectively. If you'd like to learn more about how we can help, get in touch today.

Give the team a call on 0800 955 5590 or email o2@businesso2.co.uk.

*Research based on responses from 2099 'workers' – UK adults that had been previously desk-based in part- or full-time work at organisations with over 250 employees in a variety of sectors. All respondents were able to work from home during the COVID-19 pandemic. Fieldwork took place between the 7-17 of January 2021 during a third period of national lockdown in the UK.