



2016

Company/Organization: @Website Publicity, Inc.

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Challenge or Opportunity:

Life isn't static so work can't be either. We wished to address issues faced by employees who may be experiencing life changing events like moving out of state or having an elderly parent needing care. Rather than lose the valued employee and have them lose their employment, we wished to not only allow remote work situations but to encourage and enable them. However, as a tightly knit team working together on multiple projects at any given time, seamless communication couldn't be sacrificed to achieve increased flexibility for individuals.

Approach or Solution:

We invested in technology so all team members could work within the Cloud from any location. We also put procedures in place, including group video calls on a regular basis, to continue the smart use of shared tools, camaraderie and communication.

Impact:

Whether the staff member is in Arizona, Oregon or New Hampshire, or traveling on business, we work smoothly together toward our clients' success. Equally important, we are better able to take care of life and family needs as they arise – and contribute to our communities as volunteers in many capacities without being tied to an office.

A somewhat surprising side benefit? Team members report increased focus and productivity working where and when it optimal for them, and they are doing so without any negative impact to our team environment or to client results and relationships.