

Three Ways to Implement a Long-term WFH Strategy



As the Covid-19 pandemic continues, work from home has become the new norm for companies. Stats show a significant number of workers remain apprehensive about returning to the office. In fact, many employees have reported that long-term remote work has actually improved their productivity. With at least some level of WFH remaining for the foreseeable future, here are three ways to implement a long-term remote work strategy.



1. Define and Communicate the Company Vision for Long-term Remote Working

As a leader in your organization, consider your vision for a remote work from home plan. Plan for what needs to happen on an operational level and how/what your employees will need to succeed. Plan for what will happen post-pandemic - who will come back to the office? Who will have the option to remain remote? Can your employees to have a hybrid work option?

Once you've planned the vision for your WFH post-pandemic, be sure to start communicating that with your employees. Keeping your team informed on what they should expect going forward, whether they will need to return to the office, remain remote, or do a hybrid schedule, is key to successfully building your long-term remote work strategy.

2. Create Policies that Support Your Long-term WFH Employees

If your employees have been doing remote work, you've likely updated, changed, or created policies and practices to support this unexpected new normal. Some examples of these new policies or practices include:

- Building in flex schedules. This is especially helpful for your employees with children who are doing virtual schooling or going to childcare.
- Providing "office essentials." Your company should be providing all the tools your employees need to do their job that they would have if they were in the office. This includes office supplies, a chair, desk, technology, etc.



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3. Focus Your Company Culture

Covid-19 has brought many challenges and has been hard. A team that was used to being together on a daily basis in the office to completely remote is a big adjustment. Ensure you're taking care of your employees' well-being by building a strong virtual company culture that helps them feel valued, included, and aligned with your company's core values. Using these five tips to build a strong virtual company culture will lead to more engaged, happy, and successful employees.

Some quick tips for successful virtual company culture include:

- Have regular video meetings so your team can see each other "face-to-face."
- Encourage safe socializing like - virtual lunches, virtual happy hours, or virtual team-building activities.
- Communicate with your employees consistently.
- Keep your company's core values at the forefront.

A long-term work from home strategy starts with defining and creating the company vision for remote working, creating policies that support your remote employees, and focusing on your company culture.

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