

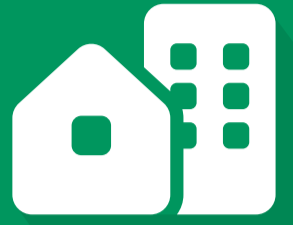


5 STRATEGIES THAT CAN MAKE HYBRID WORKFORCES MORE SUCCESSFUL

The COVID-19 pandemic has changed the way that many businesses operate. Companies must re-evaluate their internal structure to support a hybrid workforce with many employees working remotely. Here are five strategies that can make hybrid workforces more successful.

1 Focus on Flexibility

Flexibility has become one of the most essential elements in the success of a hybrid workforce. **Roughly 79% of people state that they want some level of flexibility** regarding how and where they work and want a voice in how that flexibility is implemented.¹



2 Prioritize Mental Health & Stress Reduction

On average, **54% of workers felt overworked, while another 39% felt "completely exhausted."** This is why focusing on mental health and stress reduction is so significant. Companies have since stepped up to the plate, with **roughly 40% of employers now working on expanding mental health benefits and services** to their employees to ensure they have the support they need.²



3 Maintain Complete Transparency with Your Workers

Transparency in the workplace has always been a staple for many companies. However, it's becoming more critical now than in years past. One study showed that **nearly 87% of workers "hoped" their next job would be more transparent than their current one.** This indicates that workers are looking for more transparency in the workplace, and transparency is critical when building a hybrid workforce.³



4 Cut the Unnecessary Meetings & Check-ins

One study by psychologist Jeff Hancock of Stanford University showed that **roughly 13.8% of women and 5.5% of men reported feeling "very" or "extremely" fatigued after video conferencing.** If your company is transitioning to a hybrid workforce, consider cutting the unnecessary meetings and check-ins. This will not only help your workers to be more productive, but it will also help to reduce their work-related stressors.⁴



5 Treat All Your Workers Equally

More than 4 out of 10 executives have admitted that they worry about proximity bias because of the stigma that those who choose to return to a traditional in-office position will see greater success than those who choose to remain in a hybrid role. If you're planning to implement a hybrid workforce, then it's crucial that you familiarize yourself with proximity bias and put measures in place to ensure that all your workers are treated equally.⁵



More Hybrid Workforce Tips & Tricks from the BBB®

If you're considering transferring to a more permanent hybrid workforce, you are in good company. Here at the BBB, we understand that this transition can be a bit of a challenge. That's why we've gone ahead and compiled a variety of resources for you and your team!

Visit [BBB.org](https://www.bbb.org) for more business tips.

1 - <https://www.inc.com/helen-kupp/brian-elliott-slack-management-hybrid-work.html>

2 - <https://www.microsoft.com/en-us/worklab/work-trend-index/hybrid-work>

3 - <https://slackhq.com/trust-tools-and-teamwork-what-workers-want>

4 - <https://www.sciencealert.com/we-may-have-found-one-of-the-main-reasons-for-zoom-fatigue-and-it-s-affecting-women-more>

5 - <https://www.bloomberg.com/news/articles/2022-01-25/bosses-admit-to-proximity-bias-but-want-workers-back-in-offices-anyway>