



# The 3P Hybrid Work Model

The Guide To Your Future Workplace

# IN 2020, the global pandemic forced...

...businesses big and small to fundamentally shift the way they conducted business.

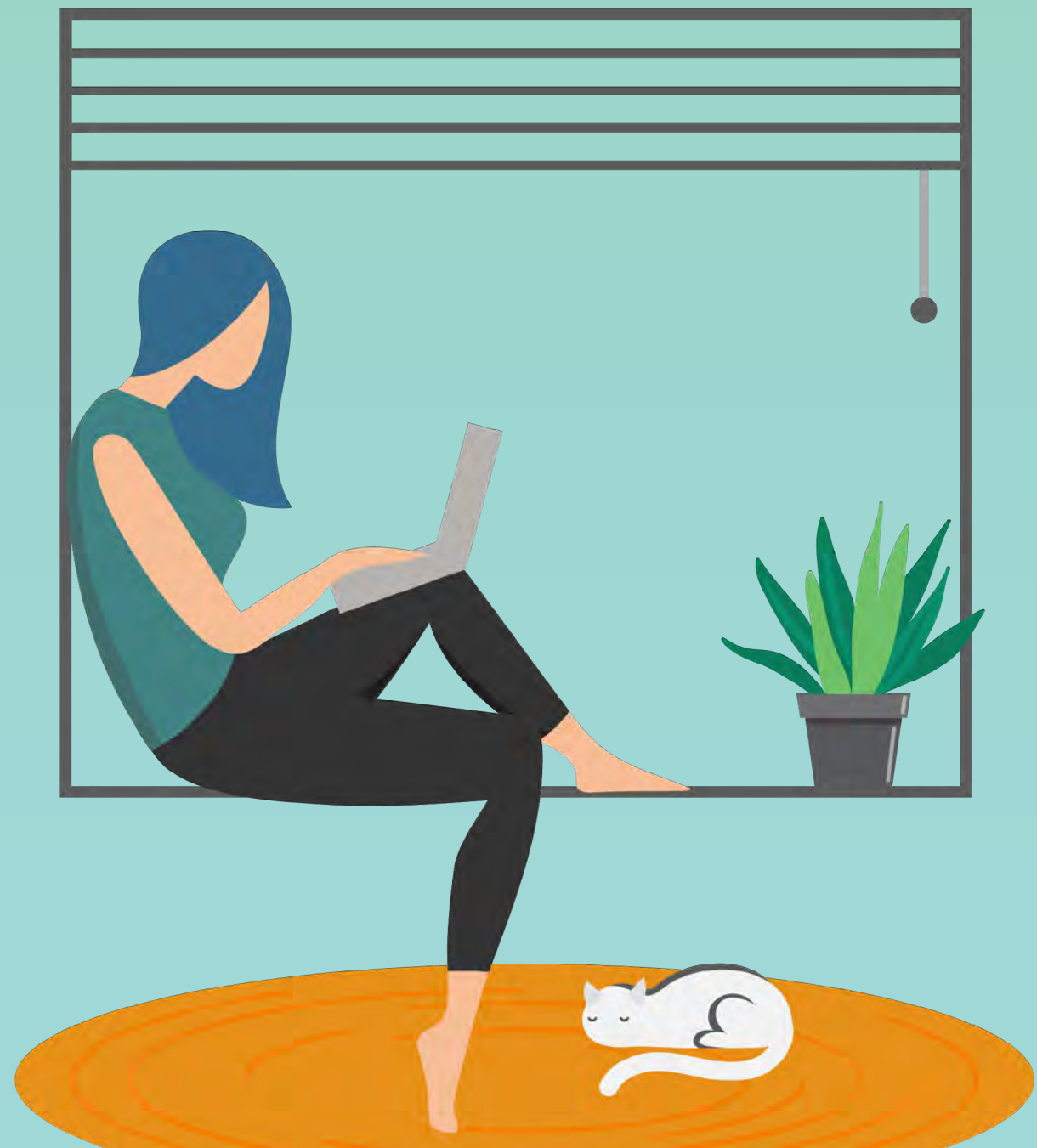
For many employees, remote work was—and still is—a logistical impossibility. Construction workers, manufacturers, field service technicians—these essential workers are among many who must remain on site.

For every employee that *needs* to be on-site, there will be many that will *want* to be. On the contrary, **81%** of SMEs expect 25% or more of their employees to continue working remotely in 2021.

Just as swiftly as the pandemic ushered in the era of remote work, we are now entering the next phase: **hybrid work**.



# THE HYBRID MODEL



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The success of hybrid work will depend on the ability to implement the 3 P's into every aspect of the hybrid workplace:

## Profitability, Productivity, Personalization

Implementing the 3 P's is a complicated and multifaceted process. Collecting and analyzing data comes with its own set of challenges, but numbers don't tell the whole story.

Employees and employers are **spending less** across the board, workers are able to increase the number of breaks they take while still **working more**, and there is an increased flexibility to work, communicate, and **hire from anywhere**.

Achieving success in the era of hybrid work requires implementing the 3 P's into the following areas:

- **Digital Organization**
- **Management Strategies**
- **Data Security**
- **Human Resources**
- **Customer Service**
- **The Hiring Process**

The first step in implementing the 3 P's? Assess the various types of employees in an organization by shifting to a "Hybrid Mentality".

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# “THE HYBRID MENTALITY”



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Our new semi-remote culture has produced three types of employees:



As some employees begin to migrate back to the office while others opt to continue working remotely, it can feel tough to make fair and functional decisions that accommodate all of your employees.

The first step is to institute a strong organizational structure across your digital platform.

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# ORGANIZING YOUR HYBRID OFFICE



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## Start With File Management

Being proactive in organizing and decluttering the digital workspace saves time over the long haul.

The two most optimal times to get your **organizational infrastructure** squared away would be 1. Before the start of a project and 2. At the end of each work week.

This improves efficiency by avoiding: duplicate data sets, lost information, and ambiguity surrounding the status of work.

## Analyze Workplace Efficiency

Regularly **assign tasks** to employees and groups of employees. Stay in close contact, discuss any major advances or setbacks, and collaborate on everything—even if it's just having a conversation.

Software will continue to play a crucial role in corporate efficiency as long as employees are geographically scattered. Many tools are available to track and analyze both individual and project efficiency—pulling and analyzing **custom reports** composed of your business's data is one of the most vital.

The IFMA survey finds that **56%** of SMEs expect a shift in company budgets away from the physical workplace and towards improving employee digital experiences.



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## Organizational Skills Are A Must-Have

Organization is a valuable skill set—one that often portends success.

In the era of hybrid work, **digital organization** takes on an increased level of importance. Many employees will be splitting their in-office and remote work days in a “2 in 3 out” fashion, leaving the door open for possible lost time and inefficiencies.

Proficiency in one’s role doesn’t always correlate with organizational proficiency. The best employees will excel in both.

## Gather Employee Feedback

The best sources of actionable information are often the employees on an organization’s front lines each and every day.

It’s important that employees know that their opinions are always welcomed, and that there’s no such thing as a bad suggestion. Establish both virtual and in-person lines of communication between supervisors and employees. It’s important that employees are dually connected to HR staff, as well.

Meeting both personal and professional needs allow employees to work their best.



Employee pushback and lack of expertise to lead digitization initiatives are the **top two barriers** to digital transformation.

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# DATA IS SERIOUS BUSINESS



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Data security has always been a priority. Now, more than ever, it takes on increased importance.

What are the proper protocols for proactively deterring and mitigating complex technical difficulties such as a hack or a major service outage?

To start, it requires investing in the proper technology, but it goes far beyond that. Employees need to understand the critical role they have in protecting their business's data.

Phishing emails, ransomware attacks, social engineering schemes lead the list of cyberattack strategies leveraged against businesses. Increased company work outside of the workplace can mean increased cyber-vulnerability—if the proper steps are not taken.

## Unprotected Data

As workers went remote, an unprecedented amount of people began working from unsecured workstations.

From the eyes of the criminal, it seems wise to steal \$1000 from 100 different uber-vulnerable small businesses rather than heist \$100,000 from a Fortune 500 company. Insidious as these criminals are, they are savvy enough not to pick fights they cannot win.

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According to a study published on Vox.com, **1 in 5 small businesses** have fallen victim to a cyberattack. Of those, 60% go out of business within 6 months.



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## Securing The Workstation

Many businesses have been able to supply their employees with computers, others have had to rely on their employees' personal machines to get the job done.

VPN software, dual-factor authentication, and education about the dangers of **phishing emails** and other cyber attacks are vital tools to take advantage of.

While these preventative measures are effective, no business is unique—true cybersecurity can't be achieved with a "one-size-fits-all" approach. **Software that can mold** to a businesses specific security needs is the best way to combat cyber threats.

Under a uniform software umbrella, threats and difficulties can be more efficiently managed. More importantly, problems will be handled proactively, not reactively.



**41%** of remote workers experienced cybersecurity incidents when their work setup shifted to a work-from-home arrangement.

## People, Not Computers, Make Choices

How can security measures be implemented without disrupting the **atmosphere of trust** that has become so crucial to remote work?

The answer is proper training. Whether it's management, an IT department, or an **outside agency** conducting the training, it's critical that everyone does their part in protecting a company's data.

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# UNDERSTANDING HOW REMOTE TEAMS WORK



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The key to a successful remote team starts with each team member knowing, and eventually mastering, their respective roles.

The most crucial job of a business leader is to accurately assess the various talents (and weaknesses) of team members and assign responsibilities accordingly.

The second most crucial job? Understanding that happier employees are more profitable employees.

Happy employees are **12%** more productive than the average employee.



## Increased Job Satisfaction

The Workforce Happiness Index score of employees who were working remotely was **higher** than those who were not. Granted, working from home during a pandemic is a privilege not afforded to everyone, but the benefits—beyond physical health and safety—are plentiful:

- Cutting out commutes
- Increased family time
- Avoidance of office politics and disruptions
- Saving money (clothes, meals, childcare)

**FlexJobs' 9th annual survey** found that 79% of workers would be more loyal to their employers if they had flexible work options, including remote work.



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## Increased Productivity

Employees across all remote-eligible industries have proven that they are as equally collaborative and productive from home—if not more so.

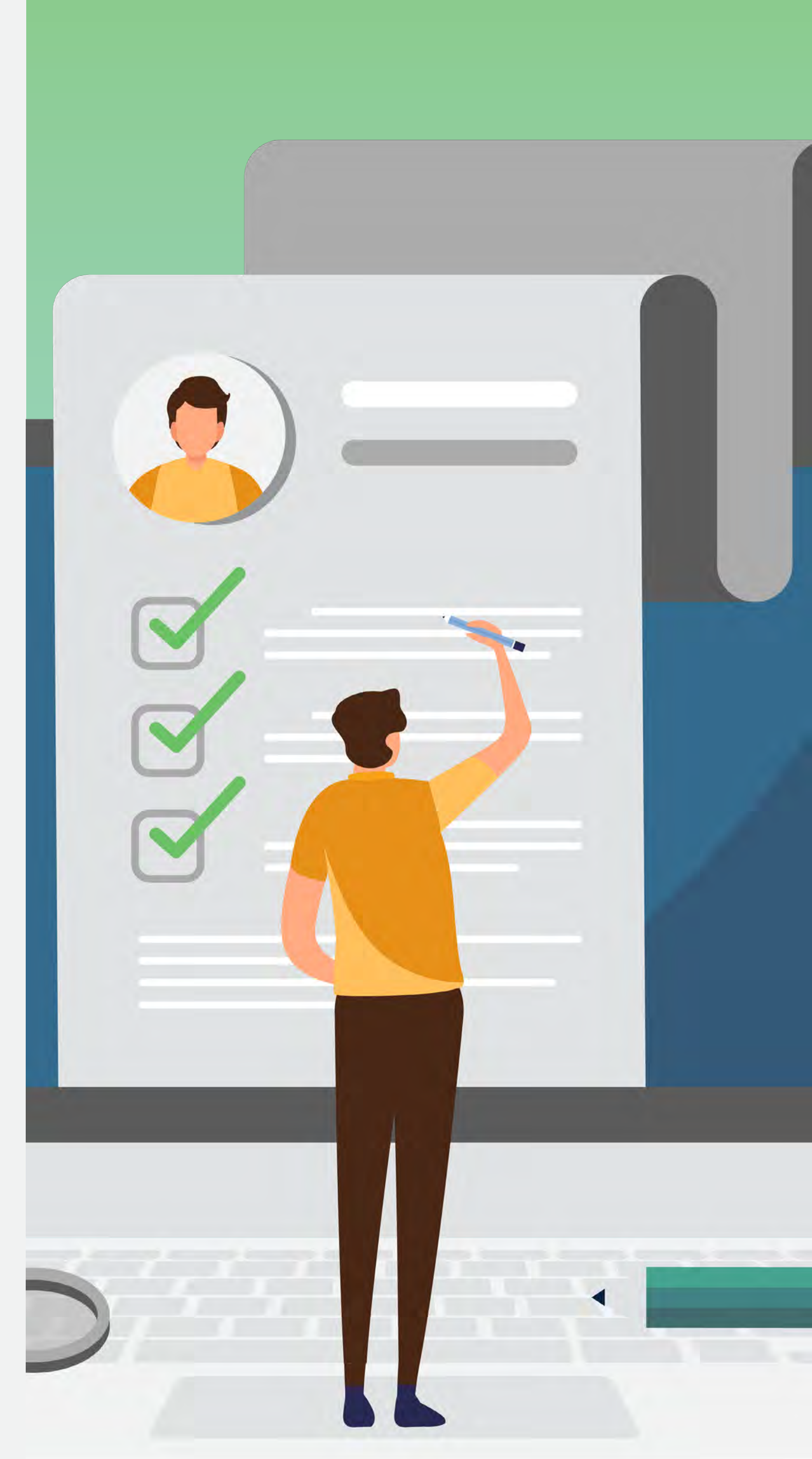
According to **one study**, remote employees work 1.4 more days per month than their office-based counterparts, resulting in more than three additional weeks of work per year.

Working parents are no exception: **49%** and **50%** of working mothers and fathers respectively found they were more productive when working from home.

With the advancement of **project management technology**, your team can continue to be a well-oiled machine from anywhere. Collaboration is more important than ever—but avoiding the distractions of the traditional office has enhanced one key metric: getting work done.



**Research shows** that businesses lose \$600 billion a year to workplace distractions, and that remote workers are 35% to 40% more productive than their in-office counterparts.



# PRIORITIZE THE CUSTOMER



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Future enterprise planning requires a more detailed look than in years past. Supply chains, customer transactions, operations management—they've all required some serious re-working and reorganizing.

One thing hasn't changed—the value, importance, and sheer power of the customer.

Exhausting resources to survive financially is a natural reaction to this crisis, but this is an incomplete approach. Instead, allocate resources towards technology that will improve the customer experience.

## Stay Engaged With Customers

Successful businesses have been able to maintain an **honest, productive dialogue** with their customers.

Start by acknowledging and understanding the real-life issues of the customer. Routinely ask what their concerns are, and monitor **your business's data** to assess if there are any recurring issues that need to be addressed.

Since the onset of COVID-19 in the United States, **75% of consumers** have tried a new store, brand, or different way of shopping.



## Adopt E-Commerce

Digital technologies influence every aspect of modern business, not to mention people's lives. If they haven't already, businesses need to turn to digital advertising, online customer service, and—most importantly—digital transactions.

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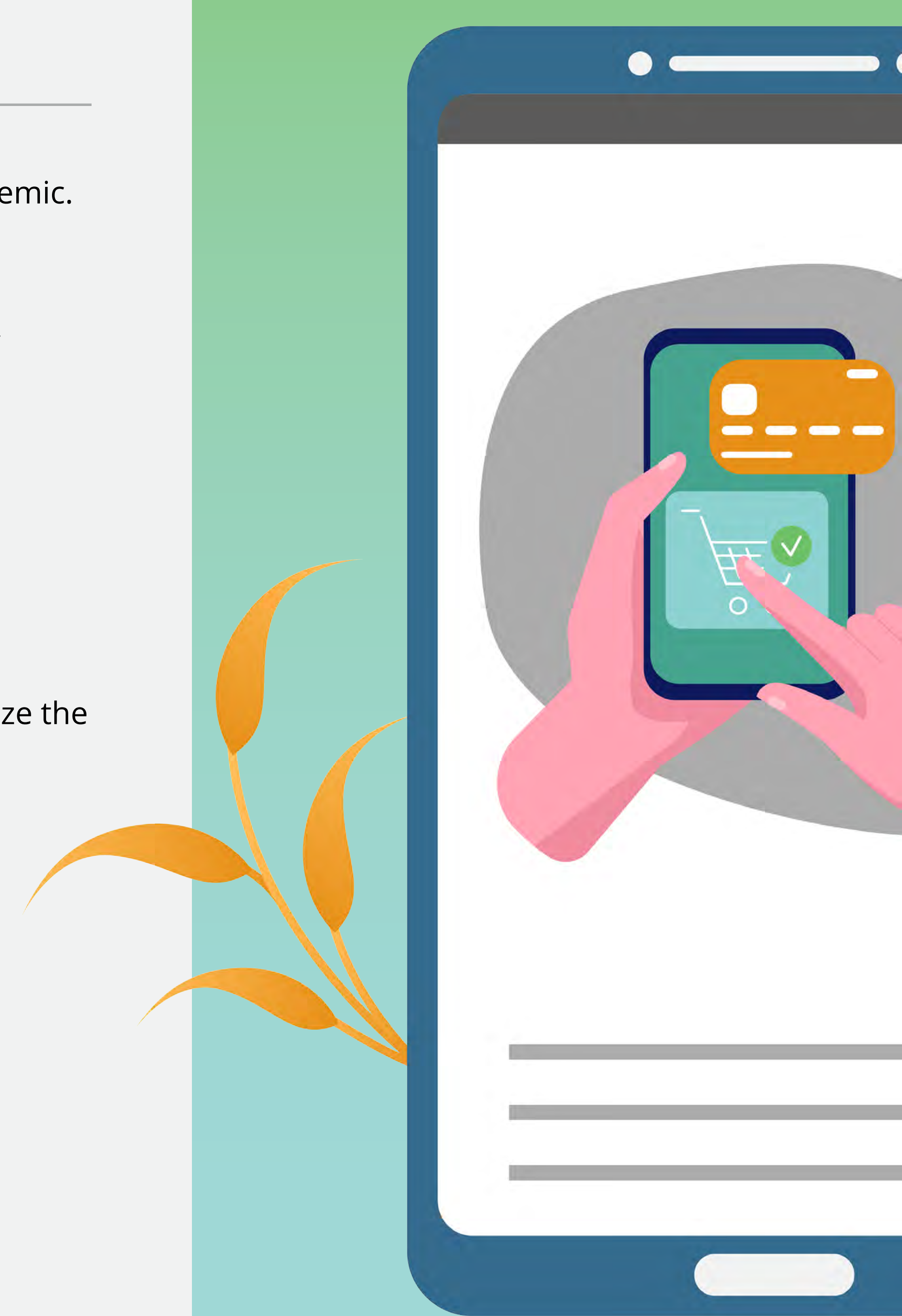
Consumers have spent **12 percent** more time immersed in digital media as a result of the pandemic. Even more importantly, this number is expected to grow.

Some experts estimate that the pandemic accelerated the ecommerce trend by almost **5 years**, causing department stores to mightily struggle as ecommerce sales increased year-over-year by **44.5%**.

E-commerce offers benefits to SMEs that have been unavailable with previous business models:

- Serve a larger customer base
- Access to commercial platforms (Amazon, Etsy, Shopify)
- Cheaper promotion
- Ability to analyze and act on consumer sentiment

By utilizing efficient, effective, and organized **virtual portals**, businesses can continue to prioritize the customer by quickly accommodating to their newest spending habits.



# HIRING IN THE HYBRID WORK AGE



Removing geography from the equation, the talent acquisition pool becomes much wider.

In other words, businesses no longer have to settle—they can strictly focus on making hires that mesh with their **culture**.

The talent acquisition process has changed more drastically over the last year than it ever has before. In many respects, that's a change for the better.

## HR Needs A Human Touch

The duties of HR professionals have shifted and expanded seemingly overnight. Making sure employees are able to access their health benefits is more crucial than ever. The same goes for ensuring timely paychecks.

The focus of their work during this pandemic can be summed up simply: be a support system for the human needs of employees as they adapt to life in a remote office.

“An HR managers’ number one job right now is to keep people up-to-date, be reassuring and build trust.” - **Lisa Rowan**, VP for HR, Talent, and Learning Strategies at IDC

**76%** of employees note that empathy in the workplace can lead to employee engagement and productivity.



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## Prioritize Technology

Hiring applicants who fit seamlessly into your company's culture is crucial to the success of your business. While it can be scary to assess without relying on an in-person interview, hiring the wrong person is scarier.

In the age of remote hiring, being able to easily track applications and documents is more essential than ever.

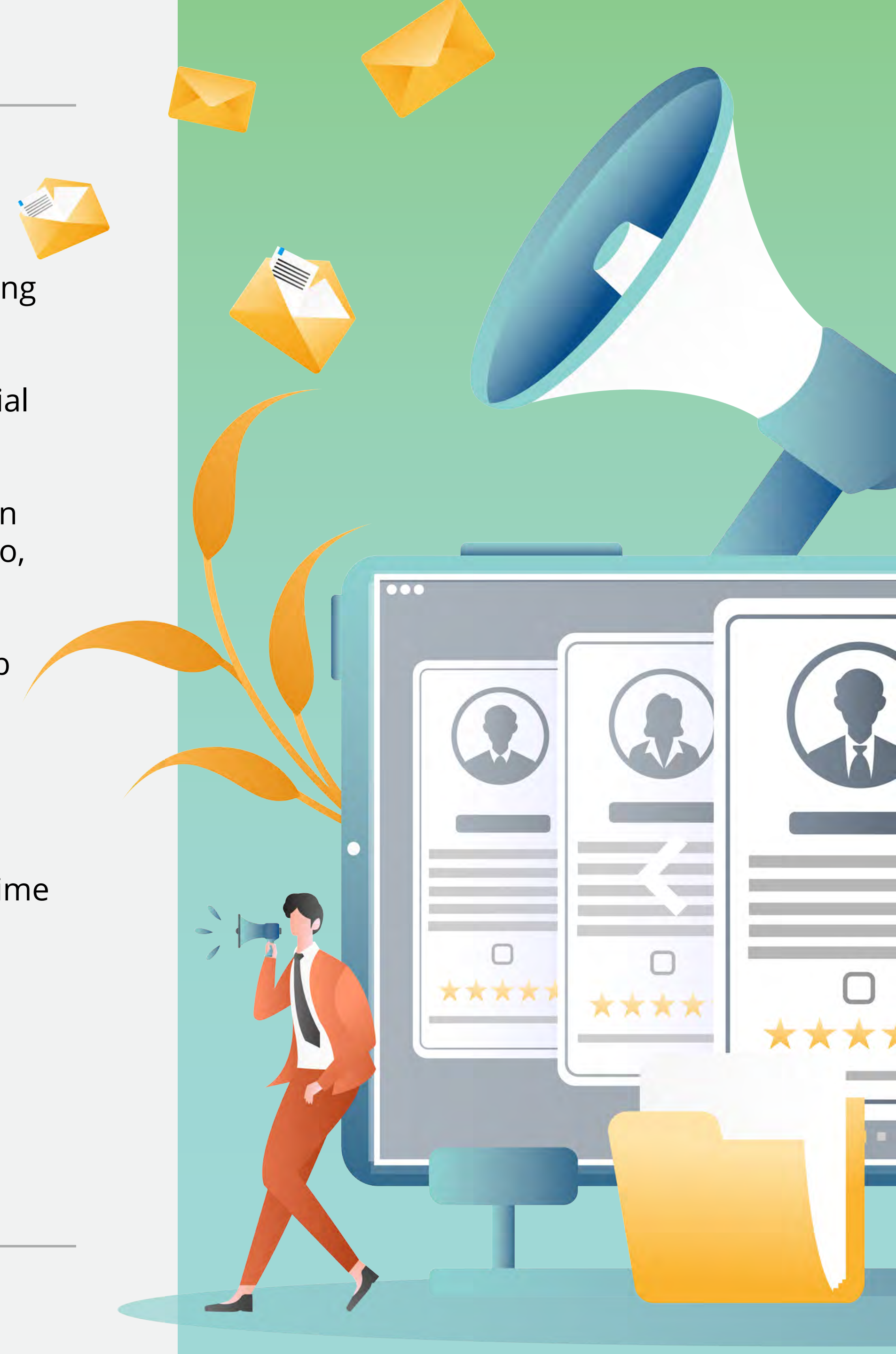
Keeping all of your applicants' pertinent documents (resume, cover letter, samples of work, etc.) in one, easily accessible location helps both hirers and applicants. Applicant ID, health insurance info, and tax forms also become more streamlined.

Employee benefits can be improved by technology, too—**74%** of employees say that having the ability to customize benefits to meet their individual needs is important when exploring a new job opportunity.

Retention is key—**72%** of employees say that loyalty to their current employer would increase if offered customizable benefits packages.

Since the onset of the pandemic, **76%** of US companies have had to let employees go. When it's time to make these difficult decisions, it's best to be concise and streamlined.

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# Taking Action

Success in the hybrid work era will come in many forms. Technology, hiring, and operational management approaches vary drastically by industry—as will the reality of how each organization approaches and defines success for each of their individual employees. Organizations will need to discover and maintain a gradual, individualized, and intelligently prioritized approach that works for them.

Create a comprehensive strategy that accommodates all employees regardless of their geographic location. Start by:

THE MENTALITY  
SHIFT

- Defining when and how employees can safely work in the office based on CDC guidelines
- Establishing communication channels between geographically distanced employees
- Offering workflow flexibility to accommodate to the human needs of employees
- Adapting to changing preferences of employees
- Asking questions, be willing to learn, and keeping company culture intact

Success begins with organization. Start by setting up, organizing, and defining uniform digital protocols for the following areas:

DIGITAL  
ORGANIZATION

- Document Storage
- Calendars and Scheduling
- Customer Relations
- Project Management
- Task Management
- HR Connectivity
- Subcontractor Management
- Accounting
- Inventory Management
- Logistics and Operations Management

With an increase in the volume and severity of data breaches, employees need to be both technologically and mentally prepared to safeguard their work. Start by:

DATA  
SECURITY

- Setting up secured workstations as a company-wide policy (instituting a VPN, 2FA access, and a trusted **business management software**)
- Discouraging intermingling of personal and business information
- Conducting cybersecurity education and training sessions
- Sending frequent newsletters/updates about latest security measures and standards
- Proactively establish a data security chain of command
- Establish protocols and procedures in the event of a data breach

Remote work doesn't just increase employee happiness and job satisfaction, it can increase employee productivity and company profitability—if done correctly. To accomplish this, start by:

- Surveying employees about their desired location preferences
- Analyzing and acting upon **productivity reports**
- Establishing “hybrid” guidelines for HR staff (policies for incident reports, employee feedback, extracurricular activities)
- Encourage daily yet efficient communication such as stand up meetings
- Maintaining a company-wide “news feed”
- Focusing on outcomes rather than on activity
- Facilitating and encouraging autonomy

Understanding customer trends and customer engagement strategies has never been more important. Start by:

- Relaying empathetic messaging (social media, sales calls/visits, CRM dashboards)
- Establishing an e-commerce platform and presence
- Analyzing and acting upon **sales reports**
- Implementing a digital, universally accessible lead tracking system
- Allow all employees to digitally track financial data
- Surveying customers about their experiences
- Integrating sales and accounting data
- Automating the email marketing process

Hiring and recruiting has changed, but for the better. To get the most out of this process, start by:

- Hiring based on **cultural fit** rather than geography
- Implementing an interview management and applicant tracking software
- Investing in new day-to-day technologies (software, hardware, and equipment)
- Digitizing the onboarding process (virtual interviews, video tutorials, document management)
- Taking data security measures when offboarding
- Establish universal digital access to benefits, tax forms, and other guidelines

The future of the workplace is not a one-size-fits-all solution. Productivity metrics, profit margins, and personalized employee workflows will vary across company size and industry.

The hybrid office offers limitless potential—it's important to get started today.

