



6 TIPS FOR MANAGING A REMOTE WORKFORCE

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TELEWORKING: A GROWING TREND

As business becomes more global, and teams can often be dispersed across cities or continents, businesses have begun adapting telecommuting as an added corporate culture benefit and as a way to recruit and retain key talent. As a result, managers may find themselves forced to respond to an all-new set of needs and concerns from their staffs. How does the

international team leader ensure that the necessary lines of communication stay up when there are thousands of miles and half a dozen time zones separating offices?

Managing remote employees is no different than supervising those who are right down the hall from you. How? Video conferencing.

By following a few simple tips, it's actually very easy (even intuitive) to boost productivity, enthusiasm and performance among your dispersed employees.

Questions? See for yourself how this technology can help you transform your business. [Contact us.](#)

Growth of multiple-days-per-week teleworkers (not including self-employed) increased 80% from 2005 to 2012

2005

2012

40%

had job-related tasks that they thought they could perform from home



80%

would like to work from home at least part-time

globalworkplaceanalytics.com/telecommuting-statistics

blogs.hbr.org/2013/02/where-the-green-jobs-really-ar/

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1. COMMUNICATION IS VITAL

“Video conferencing makes it easier to have interaction between remote teams. Some people were skeptical at first, especially individuals in a commercial function. But now, everyone can see the benefits.”

Maurice van Sabben, President,
Nat Geo TV UK

15 FEET APART OR 1,500 MILES AWAY

Whether the employees you manage are in the same office, across the country, or on the other side of the globe, it's just the means of communication that have changed.

Email and instant-messaging are both great ways to quickly issue assignments, touch base with workers and receive feedback, but they lack the personal touch that effective communication requires.

Phone calls are good, but video conferencing is frequently your best option, as it allows more complex dialogues to happen and provides full affirmation that meanings were interpreted correctly.



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2. ADDRESS EMPLOYEE PERFORMANCE

THE BAROMETER OF SUCCESS

Regardless of whether an employee works at the office or from home, the barometer of her success is the same: is she getting her work done in a timely manner? Regularly

assess each employee's performance and schedule video conferencing meetings as required, and you're sure to get great results.



3. ESTABLISH GUIDELINES AND RULES

ACCOUNTABILITY IS KEY

A remote manager's worst nightmare is the idea that an employee is doing the dishes and watching daytime television on the company dime. If you're worried that your workers are ignoring their responsibilities and

goofing around, then establish rules and guidelines about productivity, clocking in and out, attending meetings, submitting their work and more. Make them accountable.



23%

In 2012, 23% of employees did some or all of their work at home

bls.gov/news.release/atus.nr0.htm

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4. INFORMAL MEETINGS ARE IMPORTANT TOO

VIDEO COFFEE BREAKS?

A team works best when everyone is pulling in the same direction toward a common goal—a feeling that can be hard to instill if the team is in wildly different places geographically.

Hence the importance of staging both formal strategy meetings and informal team-building meetings: they make people feel like part of a team and instill a sense of mutual responsibility.

“I have a choice to make every morning. Either I drive for an hour and half each direction from my home to the San Antonio headquarters, or I can do a 30-second commute to my office in my home. I find that using video is a far more efficient way to conduct meetings and interact with my team.”

Suaad Sait, CMO, Rackspace

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5. DIFFERENTIATE CHANNELS OF COMMUNICATION

KEEP IN TOUCH

Sometimes, employees have big questions about assignments or the direction of the company; other times, they might have a quick question or concern that's best addressed in a low-key fashion. Make sure they have different ways of getting in touch with you, from HD video conferencing and phone meetings to simple IM chatting or emailing.



globalworkplaceanalytics.com/pros-cons

"To put it simply, Lifesize allows us to maximize what good people can do by removing two barriers – distance and time. One day, picking up a video call will be as ubiquitous as picking up a telephone, and we are excited to be moving in that direction."

Larry Eisenberg, Executive Director of Facilities Planning and Development,
Los Angeles Community College District

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6. PRIORITIZE MORALE

212 million

the predicted number of
road warriors/mobile
workers by
2015



eweek.com/c/a/Mobile-and-Wireless/Mobile-Worker-Population-to-Reach-13-Billion-by-2015-IDC-238980

THE WORKPLACE IS A COMMUNITY, NOT A HIERARCHY

Anyone who has managed a team knows how important good morale is to productivity, and keeping that up can be difficult when you're managing far-distant employees who know you only as a voice over the telephone.

It is often said that workplaces need to be seen as communities, not hierarchies. It's critical that employers look at things from their employees' points of view and offer relevant information and support. Nothing makes fostering a sense of trust and empathy across thousands of miles easier than high-speed, high-definition video conferencing.

"The video quality is exceptional, the operation is easy, and the end users can now conduct meetings over video anytime, so response time is quicker. Also, they now have more work/life balance. Improved employee morale helps people just work smarter."

Ramon Ribas, Communications Manager, El Mercurio

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EXPLORE VIDEO CONFERENCING

SEEING IS BELIEVING

The important thing to remember about managing employees who work from home or in global offices is that, at the end of the day, you're looking for the same things from them as you are from your in-office employees: productivity and reliability.

There's no two ways about it: the whole world's your office now—but without the right tools for the job, you won't be able to take advantage of this exciting new international marketplace.

We hope that you found our 6 Tips for Managing a Remote Workforce guide helpful and, because we know that "seeing is believing," we would be delighted to arrange an opportunity for you to [experience the power of video for yourself.](#)

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Why One of the World's Most Successful Financial Institutions Trusts Lifesize

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"Video conferencing from Lifesize has improved collaboration. Our teams are working together more effectively across offices, and this helps ensure projects remain on track."

Samuel Pereira, IT Manager, Directi

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