

LAB NOTES

HOW TO FIND & CREATE YOUR “WORK FROM HAPPY”

The rise in technology has made a lot of things easier, including the ability to work remotely. But, some business owners and leaders are hesitant to allow their employees, or even themselves, to work from home.

Marcy Massura, the CEO and founder of a PR and digital marketing company, embraces the work from home (or from wherever!) culture for herself and her employees. She shared some ways employers and employees can change their mindset about where and when they work.

WE BROKE HER TIPS DOWN FOR YOU BY EMPLOYERS AND EMPLOYEES.

BUT, FIRST. MARCY’S CASE FOR WORKING FROM “HAPPY.”


Marcy is a huge proponent of a flexible working schedule for herself and her employees and shared some interesting information to support why she feels that way.

- Studies have shown that working from home even one day a week can save companies *and* employees money.
- Millennials, who now make up more than 35% of the workforce, value flexible work environments. (Pew Research Center)
- Just because someone is at work doesn’t mean they’re actually doing their job.

EMPLOYERS: CHANGE YOUR MINDSET

As an employer, it’s easy to evaluate your team based on how often you see them and whether or not it *looks* like they’re doing work. But, as mentioned above, just because an employee is at work, doesn’t mean they’re working.

So, changing your mindset includes evaluating your team and how you’ll measure what success looks like. And, Marcy knows that not every company is conducive to a work-from-home plan. If you own a retail store, for example, you’re going to need your employees to be at work. But, she challenges other types of businesses, like construction companies, to allow employees to work from home for administrative tasks where they only need a computer – like if they’re doing their expense reports.



*“I don’t need to
see you. I need to
see the work, and
the work speaks
for itself.”*

Marcy Massura



How would you measure your employees' time?

What would a successful work-from-home day look like for your employees?

What are some things your employees could do from home?

Then, Marcy suggests creating a work-from-home contract. Not a legally-binding contract, but an agreement with your employees that they'll have the basics they need to do their job at home. These are things like childcare for their kids, reliable WIFI, a webcam, etc.

What would be in your work-from-home contract?



Finally, Marcy reminds you to ease into it. Test out allowing your employees to work from home one day a month or one day a week and see how it goes. She suggests thinking about how often you really need to see your employees to help change your mindset.

How often *do* you need to see your employees for things to continue running smoothly?

EMPLOYEES: WALK, DON'T RUN

As an employee, Marcy says you clearly can't march into your boss's office and demand to work from home. But, just like she suggests to employers, it's about easing into this mindset. Outline for your boss the tasks that you're currently doing that don't require team collaboration and could be done from home. Talk to your boss about starting off doing these tasks from home once a month or once a week.

What tasks are you currently doing that you could do at home?

What contract would you have with your boss and with yourself to make working from home a success for everyone?

How would you measure your employees' time?

