



EMPLOYEE COMMUNICATIONS & THE DESKLESS REVOLUTION

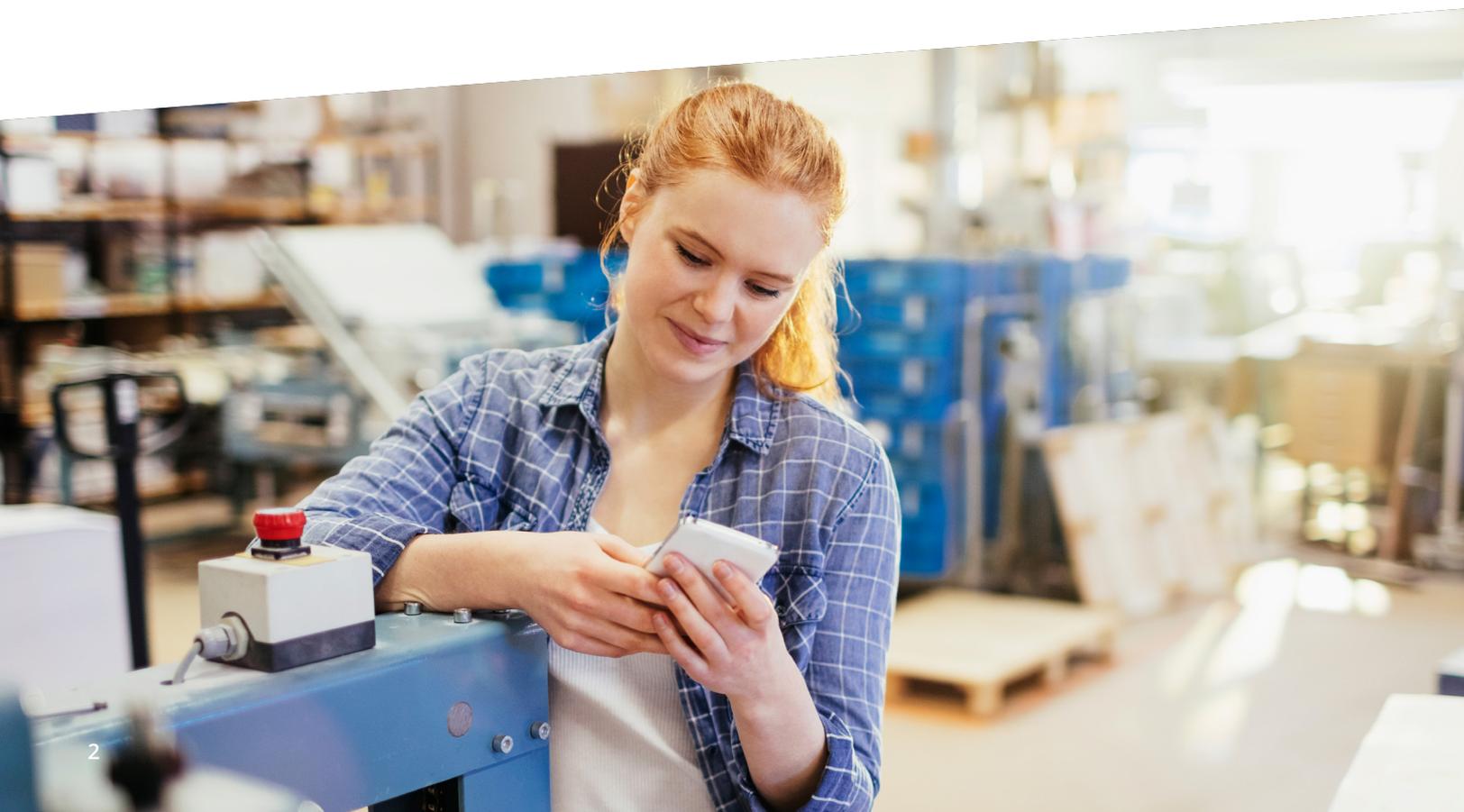
How to engage
employees in this new
remote world.

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THE NEW MODERN WORKFORCE

The deskless revolution has created a modern workforce that falls into two categories: those who work remotely and those whose jobs are simply away from a desk because of the nature of their job. Employees who work remotely now make up to 37 percent of the workforce according to Gallup's annual Work and Education 2015 poll. The second group, often referred to as non-desk workers, includes people who don't have a desk or fixed workspace, such as nurses covering a patient floor, a retail sales person, or production workers in a factory.

Thanks to an ongoing paradigm shift in the way we approach work, people are spending more and more time working from a location other than their office desk. With the latest advancements in technology and communication, we can communicate with employees no matter where they are at any time. What does this mean for corporate communicators? How do we maintain productivity, influence company culture, and engage our employees in this deskless revolution?





ACHIEVING BETTER EMPLOYEE ENGAGEMENT THROUGH MOBILE

Employee engagement is important for every employee, for desk and non-desk workers alike. Employees who understand the purpose and initiatives of the organization tend to also have a deeper connection and sense of purpose at work. That's why it's so important to communicate directly with every employee and provide an environment where people feel connected, even remote workers.

No platform is better suited to support your employee engagement initiatives than mobile. Reach employees where they are, no matter where they are located. You'll have the two-way communication you need to support engagement efforts, encourage participation and improve corporate reach.

4 WAYS TO FACILITATE COMMUNICATIONS IN THE DESKLESS REVOLUTION

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1

REACH NON-DESK EMPLOYEES THROUGH MOBILE

Mobile is the way of the future. Almost the entire growth of digital consumption in the past few years has been on mobile devices, and that trend is only going to continue. In order to guarantee a constant connection with your deskless employees, you must optimize your communication channels for mobile usage or you risk leaving a major percentage of your workforce uninformed and disconnected from the organization. With 72 percent of all employees using mobile devices for work¹, embracing mobile technology is imperative.

2

BUILD A DIGITAL CULTURE

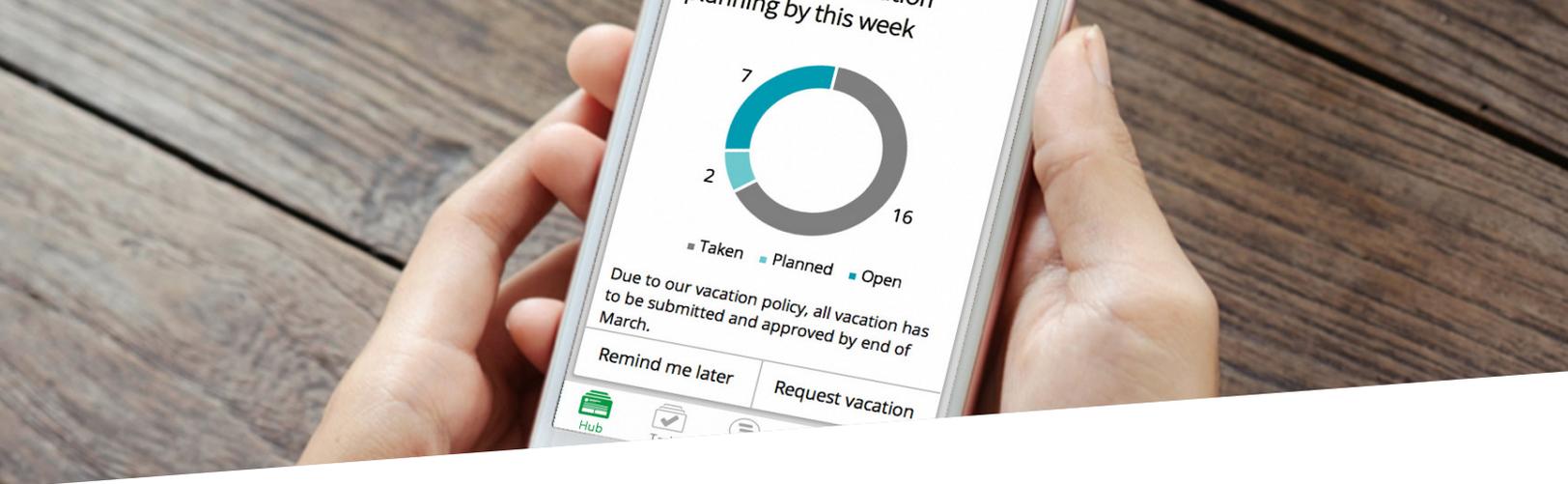
For effective communications, you must focus on adopting technologies that enhance communication across all your teams. Mobile technology is increasingly turning digital interactions into collaboration tools. By focusing on building a digital culture, you not only attract talented, forward-thinking people, but you can also facilitate communications and collaboration among team members. In turn, employees will feel more invested in your businesses.

USE MOBILE TO CONNECT YOUR DESKLESS EMPLOYEES TO THE BROADER ORGANIZATION

Your company's core values are the glue that keeps your corporate culture aligned and humming. When it comes to your values it is vital that you get everyone aligned, including your deskless workers. Use their mobile phones to send frequent and compelling messages around your values and culture. Here are some great tips to keep in mind to ensure your values are ones employees will embrace and internalize:

- **MAKE THEM REAL.** Employees are looking for 'authenticity.' Posting values that are backed by action is a must.
- **MAKE THEM MEMORABLE.** We already have information overload. Keep your value and mission statements simple, short, and to the point.
- **REPEAT, REPEAT, AND THEN REPEAT AGAIN.** Bake your values into everything you communicate. Share stories of your values in action at work and make them easy to consume and accessible to everyone.





4

AN EMPLOYEE MOBILE APP DRIVES EFFICIENCY WHEN COMMUNICATING WITH DESKLESS WORKERS

When you use the technological capability of mobile device — something every employee has in their pocket — those corporate announcements, employee success stories, community programs, and leadership messages will reach everyone in your company immediately.

With an employee app, you'll have the ability and agility to get really important messages out fast, such as an acquisition announcement or other major company news. Don't let your employees read about it in a press release or on social media. By going where your employees are — on their smartphones and implementing an employee app — you'll remove the delays and can send fast, timely updates to every employee.

USE AN EMPLOYEE APP TO DISTRIBUTE:

- Major company news
- Crisis communications and security alerts
- Disaster preparedness / contingency plans
- Regional alerts / office closings / weather warnings
- Facility maintenance alerts

Limeade integrates well-being, engagement, inclusion and communications software into one seamless experience that brings workplace culture to life and helps employees and companies feel more connected.

**TOGETHER, LET'S CHANGE
THE WAY WE WORK.**

Get in touch, we'd love to talk.

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