Employee Communications & The Work-From-Anywhere Revolution

How to engage employees in this new world of work.

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THE NEW WORK-FROM-ANYWHERE WORKFORCE

The work-from-anywhere revolution has created a dispersed workforce that falls into two categories: those who work remotely or transitioned to working from home due to the COVID-19 pandemic and those who are away from a desk because of the nature of their job. Recent findings reveal employees are looking for more flexible work options with 65% of U.S. employees surveyed stating they would work from home full-time after COVID-19 restrictions are lifted if given the option.[1] The second group, often referred to as deskless 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 work-from-anywhere revolution?

[1] *Glassdoor Survey: The Harris Poll,* May 2020

COMMUNICATE DIRECTLY TO ACHIEVE BETTER WELL-BEING

Employee engagement and well-being are important for every employee — for remote and deskless 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, especially with the recent influx of remote employees.

No platform is better suited to support your employee engagement and well-being 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 employee listening, encourage participation and employee connections, and improve corporate reach.

4 WAYS TO FACILITATE COMMUNICATIONS IN THE WORK-FROM-ANYWHERE REVOLUTION

1

Build a Digital Culture to Reach all Employees

Whether they're on a factory floor or jumping between meetings, develop a digitial culture to help employees receive the right information at the right time. In order to guarantee a constant connection with your remote and 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% of all employees using mobile devices for work[2] and the fact that using portable devices for work tasks saves employees 58 minutes per day while increasing productivity by 34%[3], embracing mobile technology is imperative.

2

Take a Comprehensive Approach

For effective communications, you must focus on delivering resources that address the whole employee experience and its impact on employee well-being. This means whole-person well-being activities (physical, emotional, financial and work well-being), whole-company activities led by leaders and managers, along with whole ecosystem integration with well-being partners and HR services. A comprehensive approach to employee well-being fosters improved communication and connection across all employees.

[2, 3] *Frost & Sullivan,* 2016

3

Connect Your Remote and Deskless Employees to the Broader Organization

Reach employees with or without corporate email addresses in a secure way, with a user-friendly app for their personal device.
A central location for the information they need does more than solve a communications problem — it integrates employees as important stakeholders in your company culture and helps all employees feel connected to a home base.

Here are some great use cases for employee communication:

- **Employee Listening**. Send pulse surveys and polls to measure employee well-being.

- **Updates**. Share business news and updates to increase visibility and company-wide alignment — an important step in building employee trust.

- **Personalization**. Deliver relevant content to each employee based on their interests and improvement areas — tied to your organization's unique culture.

4

An Employee Mobile App Drives Efficiency when Communicating with Remote and 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, or miss it in their overflowing inbox. 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.
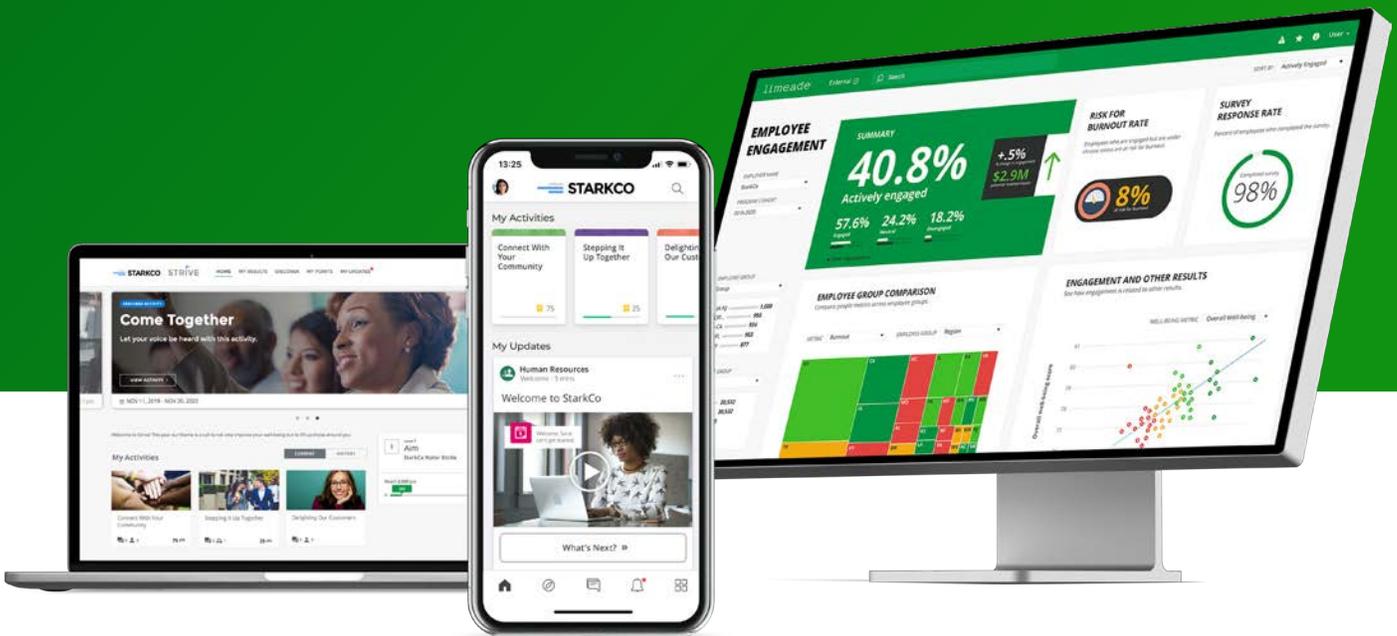
Our customers use Limeade Well-Being to deliver the personalized benefits information employees need to feel connected, including:

- **Benefits wallet**
- **Onboarding process**
- **Vacation balances**
- **Content from providers**

- **Policy Information**
- **Well-being program updates**
- **New activities to join**

- **Local news: office updates, cafeteria menu, company events**

Limeade is an employee experience software company that helps build great places to work.

Our platform unifies employee well-being, engagement and inclusion solutions with industry-leading communications capabilities. Recognized for its own award-winning culture, Limeade helps every employee know their company cares.

To learn more, visit www.limeade.com.

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