



G & G Collective

**Why working 9-5 is as archaic
as Donald Trumps' hair!** pg.7

LET'S GET FLEXIBLE

Blowing up the myths of
flexible working arrangements

pg.4

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FROM THE EDITOR

WELCOME TO 2017 MY fabulous G&G members. I hope you all managed to have some form of rest and relaxation over the holiday period. I had a wonderful break in Sri Lanka, it was full of colour, activity, beautiful wildlife, lush scenery and most importantly lots of down time.

It's the start of another year and you all know what that means.....new years resolutions. Woohooo! Or not. Did anyone else just vomit in their mouth a little bit when I said that? Okay, I lied, I'm actually not one for New Years resolutions. I believe in year round constant growth with small manageable steps. Yes it's the start of a new year, but it's also the start of a new day as is everyday! So why not this year give yourself a break on setting huge, hairy, scary goals and instead aim for small step by step growth? You'll be surprised at just how quickly this can add up to something huge.

So to start off this year, I want to take a different angle. This month we are talking all things flexibility. Do you work flexibly or want to have more flexibility in your life? Then have a read of this month's articles - maybe even use them as a conversation starter at your work.

There are lots of organisations adopting flexible working, but there are just as many, if not more, that are fearful of flexibility for their employees. I have worked implementing flexible working as a HR professional for so many years and I can tell you first hand having these arrangements is amazing for employee engagement. Have a read of this months myth busters around flexible working. I'd love to hear your thoughts about what this looks like at your workplace.



**Some happy snaps
from Sri Lanka**



Suz x

Suzanne Williams

Career, Leadership
& Lifestyle Coach

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MYTHBUSTERS

Blowing up the myths of flexible work, PLUS the benefits you need to tell your boss SO THAT YOU CAN get the flexibility in your life!

WHEN PEOPLE “WORK FROM HOME” THEY AREN’T REALLY WORKING AND THEIR PRODUCTIVITY DECREASES **FALSE!**

There is a common misconception that when people work from home, all they do all day is their house cleaning and kick back and watch netflix. Studies have shown time and time again that when organisations allow their employees to work from home not only does their productivity increase but their employee’s engagement and job satisfaction also increases*.

EMPLOYEES NEED TO BE IN THE OFFICE AT PRESCRIBED TIMES TO DEVELOP COMRADERY AND OFFICE CULTURE **FALSE!**

Many organisations use this as their reason for not embracing flexible working hours and working from home. However, tell me this, if you have a colleague based in another city that you work with day in day out (over phone calls and videos) does this mean that you don’t develop a good relationship with them? Granted it takes more effort to build relationships virtually, however let’s take a reality check – the world is virtual now! Relationships can be built virtually. Face to face social gatherings, meetings and conferences absolutely have a place in our society, but they are definitely not needed every day, or even every week.





EMPLOYEES NEED TO BE AT THEIR DESK IN THE OFFICE TO BE ABLE TO WORK EFFICIENTLY **FALSE!**

This is a hugely common myth that I hear a lot. This comes down to two things 1) major trust issues on behalf of a company and 2) poor measurement of an employee's output. Trust and poor measurement practices really go hand in hand. If an organisation cannot measure the outcomes of its employees without the need for them to be "visible" in the office than you have bigger issues to tackle than you realise.

If John's job in a Call Centre at "Holidays Today" is to sell holiday packages he would be speaking with potential customers over the phone. If John's manager Mary can't track how many calls he has made and how many sales he has made than how can Mary possibly know if John is doing a good job? John might have been sitting at his desk in the office, but for all Mary knows John was on Facebook all day.

If on the other hand Mary can see John's weekly sales figures and tracking of his calls to customers than there is very little difference to Mary if John was making these calls at home, in the office or out in the park getting some fresh air for that matter!

ORGANISATIONS NEED TO TRUST THEIR EMPLOYEES TO WORK FLEXIBLY **TRUE!**

In any relationship, there needs to be a level of trust. This is particularly necessary between employee and employer. For an effective working relationship, the studies have shown over and over that trust is a key factor*.

Adults for the most part want to be autonomous in how they perform their work. If an organisation wants to foster productivity, great team players, efficiency and innovation than they need to implicitly trust their employees.

Again, as stated in the previous point, if an organisation can effectively track an employees' output then there should be no need to question whether or not they are working, regardless of what hours or where they choose to work.



"If an organisation wants to foster productivity..they need to implicitly trust their employees"

WE CAN'T DO FLEXIBLE WORKING AS WE DON'T HAVE THE TECHNOLOGY

FALSE!

While it is true that you may not be able to offer work from home for employees if you don't have the technology set up for them to access, this doesn't mean that you can't implement other flexibility arrangements - such as flexible working hours.

If Sarah works as a graphic designer and has project based work that she needs to complete for her clients, then why does this need to be done between 9 - 5pm? If Sarah finds she is most creative and does her best work in the afternoon, then wouldn't this be more intelligent for her company to let her work at these times? Furthermore, Sarah loves to go cycling in the morning, imagine if she could do this at 6am and then start work at 10.30am and work through until 7.30pm. What do you think this would do for Sarah's overall happiness with both work and her personal life? Yep you guessed it, you'd have one engaged and likely higher performing employee.

"Without trust there can be no loyalty and without loyalty, there can be no real growth"

Fred Reicheld



Why working “9 to 5” is as archaic as Donald Trump’s hair

Back in the 1800’s manufacturing and factory work was booming. Staff were working long, unhealthy hours, sometimes 16 hours a day. In response to this, in 1817 a revolutionary man by the name of Robert Owen coined the slogan 8 hours’ labour, 8 hours’ recreation, 8 hours’ rest.

Many years later one of the first companies to implement this philosophy was Ford Motors. To the delight of Ford this new way of working resulted in a substantial increase in the productivity and efficiency of the staff at Ford Motors. Of course, this change did not go unnoticed and because of Ford’s outstanding results, this encouraged other companies to follow suit and implement the same approach. Thus, the “9 to 5” of the working world as we know today was born.



world has progressed light years since 1914 the mentality of being present in a work environment from 9 to 5, 5 days a week still stands.

Sounds like insanity, right?

In 2016, we live in a world that is always connected. Consumers, clients, managers and colleagues alike expect access to products, services, email responses, technical support, advice and support 24 hours a day 7 days a week. So why is it that we still have the mentality that our employees should work from 9 to 5? Does sitting at a desk for 8 hours a day really represent productivity and reflect the environment we now live in?

The answer is absolutely not!

Unless you’re stuck in a time warp, the times have most definitely changed since the 1900’s.

Employees of today can undeniably be productive and efficient like those at Ford in 1914, but their needs are significantly different, as should be their working arrangements. The modern worker today wants flexibility, freedom, autonomy, leadership, purpose and respect.

Being told to sit at a desk all day to ensure that you can be “seen” to be working does not meet any of these needs.

Now let me ask you, do you think much has changed in the way work is done since 1914? I would hope your response is a resounding yes.

Yet strangely enough, although the

Yet changing some organisations mindsets around this is like trying to get Donald Trump to change his ancient, outdated and horrible hair style.

An employee's productivity today should be judged by the output they are producing, not by how many hours they are present in their working environment. The research speaks for itself and there are pages and pages of it. Organisations that have flexible performance practices have significantly higher financial performance than their competitors (WFD Consulting, 2011). Not only do these practices contribute to huge financial benefits for the company but just as importantly it results in more engaged and happier employees. To give you an idea, the benefits for both organisations and employees can include:

- Increased coverage hours for the business (employees willing to work a huge variety of different hours to service customers)
- Competitive edge for the companies' recruitment and retention of staff (as it is an attractive working proposition)
- Employees using less sick/personal leave (they have more time to schedule personal needs as part of managing their own working arrangements)

- Decreased real estate costs (with more employees working from home – even on a rotational basis, organisations need less desk space)
- Better management practices (results and productivity measured by outputs instead of working hours).
- Less commute time for employees (travelling off peak times or working from home with no travel time)
- Increased morale and feeling of control, accountability and freedom at work

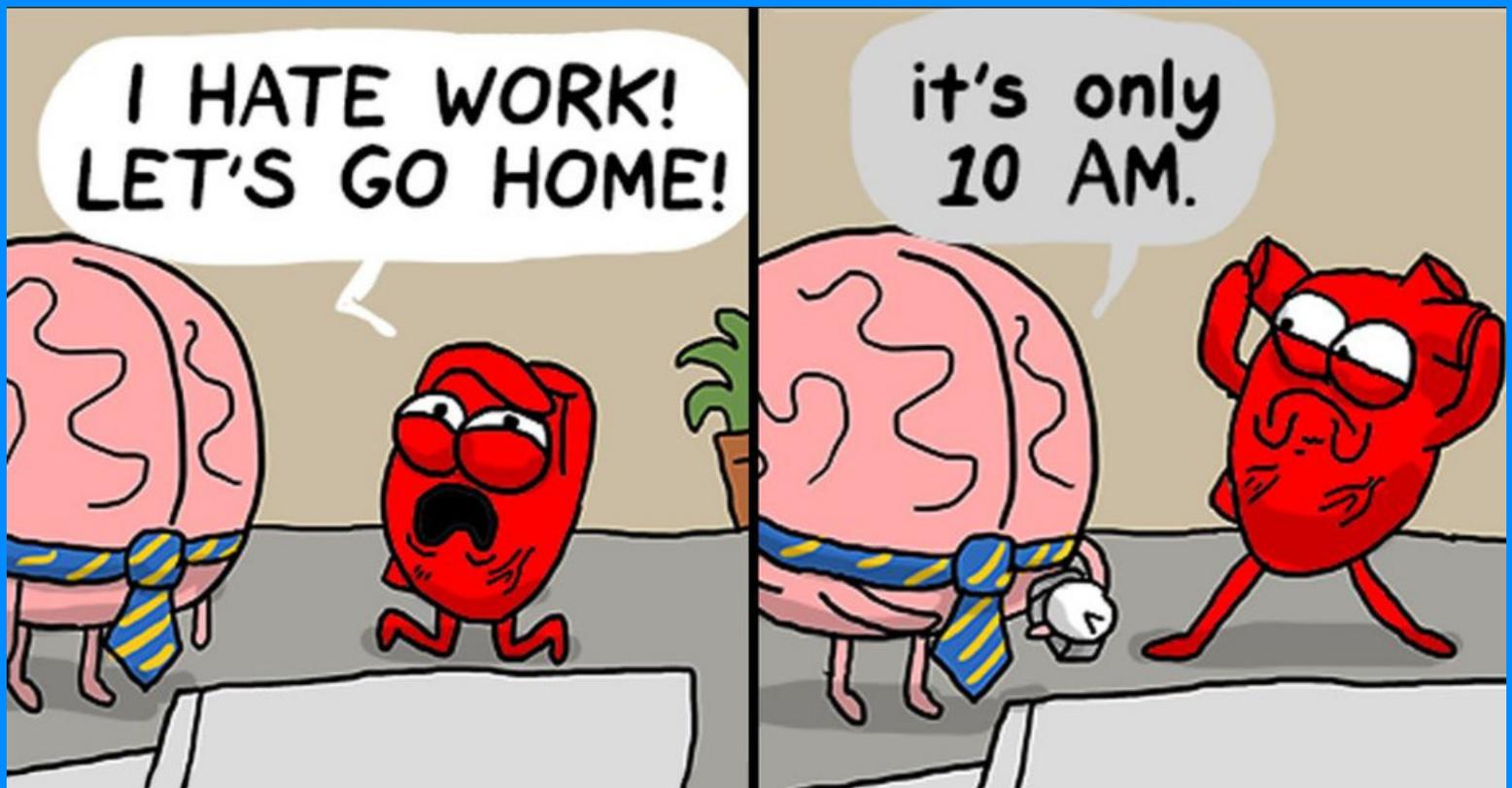
So, the next time you're attempting to make your organisation more cost effective, productive, efficient and profitable spend some time looking at how you could incorporate flexibility into your workplace. Trust me, you won't regret it!

"An employee's productivity today should be judged by the output they are producing, not by how many hours they are present in their working environment"



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*What's in store
next month?*



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