

Remote Work Is the Wild West of Productivity

Are You a Quick Draw?



Employee productivity seems pretty straightforward. Engaged and happy employees are less likely to leave and more likely to be productive. But what does “engagement” mean? What does “happy” symbolize? These intangible phrases can leave employers with no action items. Worse, employers risk misunderstanding employees’ needs. Remote or hybrid work settings further exacerbate confusion. Engagement, happiness, and retention are more intertwined than most companies realize. They are codependent variables that contribute to company success at the employee level. They are vital to a productive workplace.



How can engagement and happiness maximize remote productivity?

It's evident employees prefer remote work. According to a study done by the University of Chicago, over **44% of U.S. employees preferred working from home** in 2020.

The number of remote jobs posted on WeWorkRemote.com grew 753% between 2013 and 2018 - **Nira.com**

And, this number is growing. In a study by **nira.com**, working remotely is a good fit for 91% of employees. More employees recognize the flexibility and monetary savings of working from home. Employees can save \$4,000 or more working from home each year according to **flexjobs.com**. The average employee spends between \$2,000 and \$5,000 a year commuting to work—wow! It's not surprising that people are happier working remotely. Businesses benefit in cost savings as well. No longer paying exorbitant rents, companies can spend more on salary increases and revamping old systems.

“Companies can save up to \$11,000 per employee in terms of overhead costs if they switch to remote work. This is because companies with remote workers pay less in overhead costs such as utilities and resources for in-office employees as well as just needing less office space”
—Dave Rietsema - **Matchr.com** via The Street



Remote work:

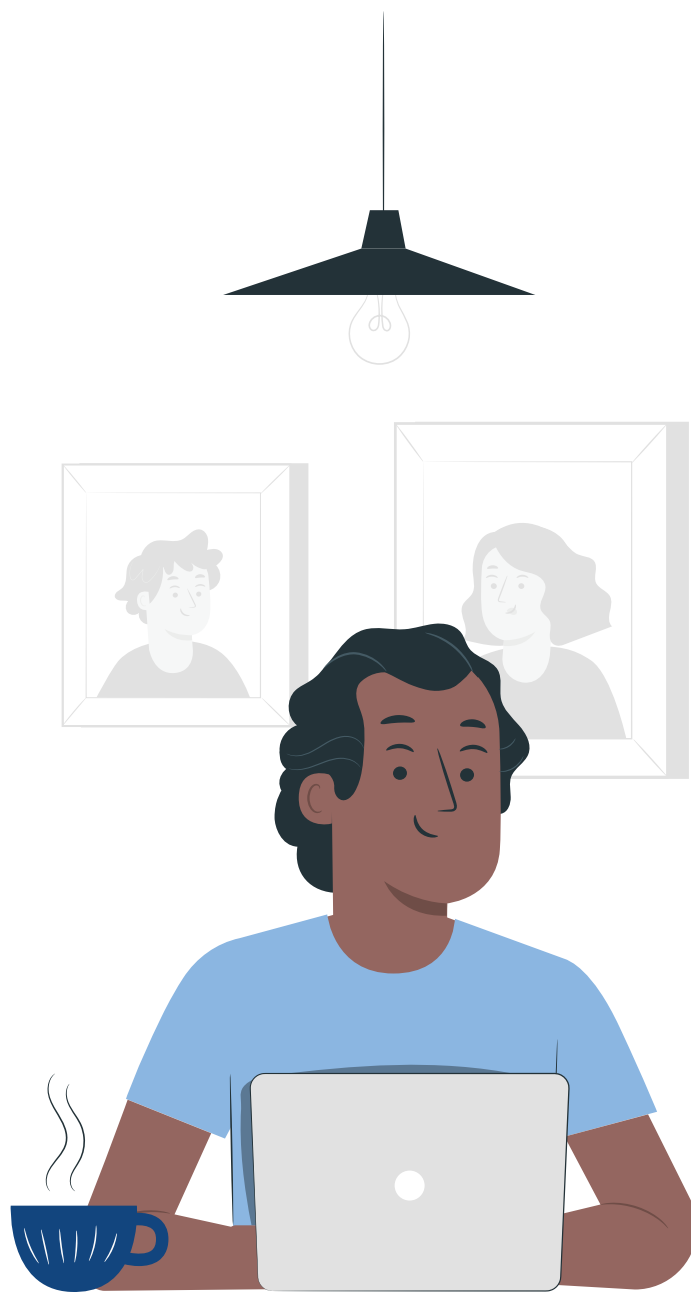
- Boosts happiness across teams by 22% ([Apollo Technical](#))
- Increases geographical diversity of candidates by 20% (LinkedIn 2020 via [financesonline](#))
- Saves the average mid-size company \$11,000 annually (TheStreet.com)

For all the benefits remote work brings, adaptation pains still arise. Growing pains affect organization productivity from the top down. Remote work is requiring new strategies for operations, management, and hiring. The nationwide talent shortage went from being the “Great Resignation” to the “Great Reshuffle”. As of February 2022, the labor force is 62.4% down from 63.3% in 2020 according to the [U.S. Chamber of Commerce](#). Open positions on a team means that team isn’t operating at maximum efficiency.

So much of the shortage is because of overworked hiring teams. They don’t have the resources due to the number of positions to fill. Human resources consultancy Korn Ferry referenced in [Bloomberg](#) points to mindset as number one issue in the U.S. Post-World War II, the U.S. economy was the world’s “most dynamic economy”; the intellectual excellence once widely available to major companies and institutions is trickier to reach despite technological advancement. Remote work flattens this curve and allows companies to hire the best talent from a wider pool. A wider talent pool can mean a fuller team and a more productive workforce - with the right hiring tactics, that is.

We’re here for you

Recruitment requires more resources than ever at a time when budgets are most limited. According to the [Wall Street Journal](#), wages increased 5.7% in January 2022 from January 2021. Higher salaries are taking precedent over resource distribution. This change may sound daunting, but fear not: IsoTalent has your back. We identify top technical and executive talent for your business. Our á la carte model allows us to find you the perfect CFO or UX Designer—all while paying biweekly. Once you’ve found the right fit, you can pause services.



Attracting top talent in a remote worker economy

Recruitment is no joke if you want to bring in a team that fits your culture, goals, and rigor. IsoTalent has your recruiting needs covered. We're cost-efficient: Our hourly rates deliver top-dollar recruitment for a fraction of the cost of traditional models. We don't mess with commission-based recruitment; it's just not our style. Keeping costs low in recruitment is only half the battle, though. We also use the most efficient, straightforward methods to attract talent to your organization.

"Recruiting top talent takes a combination of creativity and diligence."
- [LinkedIn](#)

Problem: *You see international competitors hiring great candidates, and you want access to the same talent pool. You're concerned about compliance.*

Solution: *Hire a recruiter with a global EOR service (like IsoTalent!)*

What is a Global EOR and how can it help with remote hiring?

EOR stands for "Employer of Record". EOR services are a way to quickly hire remote workers without establishing an entity in another country. EORs serve as a proxy entity for your international hire. This allows you access international talent without the costly fees and legal hoops associated with global expansion. Not only do you widen your talent pool, but there are cost savings. American employers are able to save **7.65%** in social security and Medicare they would pay domestic workers. Gain access to talent in all parts of the world - maximize your ROI.

Problem: *You're interviewing a lot of candidates, but none are taking the job.*

Solution: *Match your interview methods with your values and take a people-first approach.*

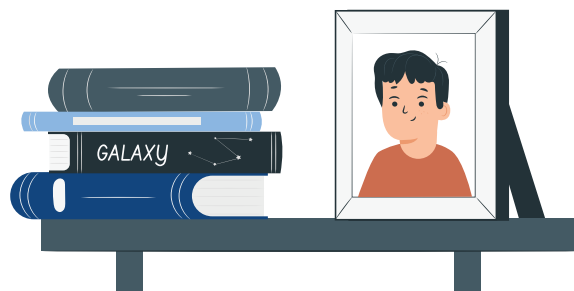
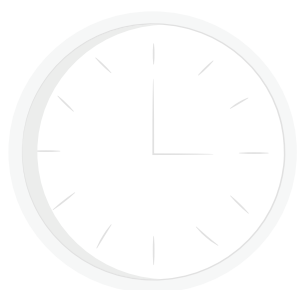


The **number one challenge with remote work** is communication, and this starts before the hiring process. Employers need to communicate company culture to prospective candidates from the get-go. Candidates want to see themselves as a part of something bigger. There are plenty of opportunities for company culture to shine. The position description, interview process, and employee referral programs are all opportunities.

1. Candidates looking for a long-term fit search diligently for roles that are comprehensive. It doesn't matter how "bedazzling" an organization may seem. An under-defined role is much like a misleading first date. It's unattractive. Be sure your candidate knows what they are getting into and can **prepare properly for the interview** so both of you aren't embarrassed.

2. We can't say this enough: Humanize your candidate. Employers get in the habit of turning-and-burning interviews; candidates aren't treated like unique individuals. Jobs are at a surplus and the right candidate is hard to keep. Respecting the candidate's time can catch their attention and be what it takes to close a deal.

3. Reward your staff for finding you the perfect fit: Create an employee referral program. The right candidate may come from a person who is already succeeding in your organization. People love helping people. Give your employees a chance to help their bright, cool friends, and give back to a company they enjoy working at.



Say that you've managed to attract the perfect candidate. You're a great fit for one another and onboarding begins. The catch? The ability to recruit top talent doesn't always yield productivity, even from a great hire. Attracting top talent is the first step toward a highly productive workplace—keeping that talent is the next step.

Problem: *Turnover is eating away at budget and HR resources.*

Solution: *Develop a rubric for attracting (and keeping!) the best-fit candidates.*

IsoTalent knows how valuable your HR department's time is. That's why we've created a unique, on-demand model based on hourly rates. Your company can manage cash flow and find the perfect candidate. And we want to take the tedious search off your plate.

Here are a few key indicators that a person will be successful at your organization:

- They believe in the mission of the organization
- Their past employment reflects company values
- They have a work history that demonstrates they will enjoy their role
- They have a compatible personality with other long-term employees at the company

“Catching and keeping” the right employee decreases turnover and lessens strain on overworked HR departments. Diligent, efficient recruiting

decreases strain on HR and frees them up to focus on the important stuff. IsoTalent eliminates one (very tricky) piece of the recruiting puzzle while saving your company time and money.

As a leader in your organization, your efforts to build a productive team can't stop at headhunting. Even the best fit, most driven, and qualified candidates can become unproductive without the right support. Once you've found a candidate (with our help!) that is a great cultural fit, it's time to ensure that candidate is successful. You've found someone who is good—now it's your job to give them what they need to be the best they can be.

“The reasons for good or subpar work productivity vary by employee. I think employers have lost sight of this as they debate whether working from home is more or less productive than working from an office. The answer to this question depends on the individual employee.”

— Kelby Zоргdrager, founder of [DevelopIntelligence](#)



What can your company do to motivate top talent? 🍷

Problem: *You're hiring some stellar people, but they seem uninspired and depart after a few months or after a year.*

Solution: *Increase your feedback cycles for management and provide new, people-first KPIs.*

Talent and drive are two qualities indicative of a productive employee. Companies hire talent, but drive is either amplified or depressed by the workplace environment. Analytics company Gallup coined a qualitative formula for maximizing productivity. It is:

Per-Person Productivity = Talent x (Relationship + Right Expectation + Recognition/Reward)

Drive is the engine behind a productive person's talent. Drive is the result of strong relationships with management, clear expectations, and rewards for high-quality work. The question remains: How can we manifest drive in a remote environment?



Good management means a better bottom line

“Just 23% of U.S. employees strongly agree that they can apply their organization’s values to their work every day, and only 27% strongly agree that they “believe in” their organization’s values.”

— **Gallup**

An unstable relationship with a manager or coworker can make life miserable. Remote work can lead to feelings of loneliness and confusion. Fortunately, relationship issues encountered in the remote workplace are no more complex to fix than those encountered in person. Once relationships improve, engagement improves. Remote communication just requires updated solutions.

“Simply put, engaged employees are more productive than their disengaged counterparts -- by as much as 17%.”

— **Gallup**

- **Harvard Business Review** suggests businesses should ask employees what they want, and also give them room to explain why. For roles that were once in-office but are now remote there is no one-size-fits-all solution to common issues. More remote and hybrid work satisfaction leads to increased tenure.
- **Gallup** points to transparent expectations and increased communication as actions that increase employee engagement. Better communication increases retention and improves productivity. Frequently measuring the following three KPIs can point to an employee’s likelihood of success in a role. The employee:
 - ◇ Sets and meets goals
 - ◇ Is effective in teamwork settings
 - ◇ Understands how individual output affects the consumer (or bottom line)
- Managers of remote teams can and should prioritize meaningful, frequent feedback. Workers in both hybrid and remote roles who receive feedback a few times per week are 40% to 50% more engaged than those who receive feedback a few times per year. (**Gallup**)



Toast's hybrid/remote work model allows for maximum productivity at work and maximum time to enjoy life. Toast encourages time off, and requires one week off a quarter as well as one mental health day a month.

Utah's own Pluralsight is a remote company that offers tuition reimbursement, bonuses, and unlimited paid time off. With a 4.5 star rating on Glassdoor, according to employees Pluralsight is a great place to work. In fact, **97% of Pluralsight employees** look forward to interacting with their team every day. Pluralsight practices what they preach.

3M introduced "**Work Your Way**", a trust-based initiative that allows employees to work around their schedule. 3M prioritizes getting your work done, not just physical presence. Their global team is an example of the power of international hiring and a productivity-first approach to remote work-life balance.

Remember

To create a productive environment you must focus on the **Relationship + Right Expectation + Recognition/Reward**. Individualize your feedback and understand what personal demands an employee is experiencing. How is their performance? What are their strengths? Help your manager perform their best by tailoring your feedback to their productivity style.

Interested in data-driven ways to find the next fit for your hiring needs? Check out our budget-friendly packages. Happy recruiting!



Recruiting Reimagined

IsoTalent is a job recruitment firm based in the Silicon Slopes area of Lehi, Utah. We help high-growth startups, executive teams, hiring managers, and HR professionals find the talent they need at flexible and affordable pricing. Our low-cost hourly model saves organizations thousands of dollars compared to traditional hiring agencies. Our recruiting services help clients save an average of 40% to 70% to place high-volume, standard, technical, and executive roles.

Hourly-Rate Recruiting

Standard Role

\$110/hr

Technologist Role

\$125/hr

Executive Role

\$200/hr

International Role

\$75-\$100/hr

High-volume placements are billed at the standard rate and typically fill 10x faster than standard averages.



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