



# Understanding Leadership's Role in Shaping the Remote Work Experience

by **blend me, Inc.**

# SPEAKERS



**Jennifer Clarkson**

Co-founder & CEO  
blend me, Inc.  
[@JenCClarkson](#)



**Kaleem Clarkson**

Co-founder & COO  
blend me, Inc.  
[@kaleemclarkson](#)



**Michael Boykin**

Marketing Lead  
Range  
[@mlboykin](#)

# TODAY'S ROADMAP

- The employee experience
- The importance of the engaged workplace
- Why Therapeutic Lifestyle Changes (TLCs) matter
- Your role as a leader
- Your experiences and questions

The employee experience

# The employee experience

The journey your employees experience at your organization directly contributes to the effectiveness and performance of your business.

## **As defined by Gallup:**

[The employee experience] includes everything from major milestones and personal relationships to technology use and the physical work environment. It's the big picture that ties together all of your efforts to attract, engage, and develop your employees. The employee lifecycle includes seven stages that employers must get right for a consistent employee experience: attract, hire, onboard, engage, perform, develop, and depart."

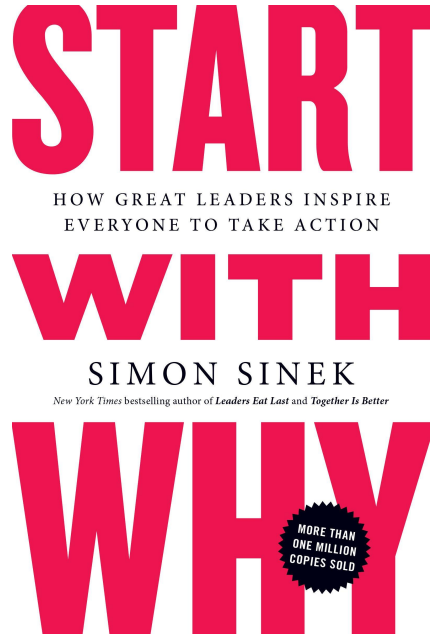
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# Let's start with why



- Maximize effectiveness and productivity
- Reduce costs associated with employee turnover and absenteeism

# The importance of the engaged workplace



# The engaged workplace

A place where people come to work knowing what is expected of them, feeling connected to the people they work with, and working in an environment where they want to be.

# The engaged workplace

Setting  
expectations



Feeling  
connected



Creating a  
healthy work  
environment

# Workplace engagement statistics

- **Disengaged employees cost** US companies approx. **\$550 billion a year** resulting from turnover, absenteeism, burnout, low levels of wellness (*The Engagement Institute*)
- **Highly engaged teams** show **21% greater profitability** (*Gallup*)
- **Highly engaged business units** achieve a **10% increase in customer ratings** and a **20% increase in sales** (*Gallup*)

# Engagement and ROI

Kevin Kruse, author of “Employee Engagement 2.0,” illustrates how engagement impacts the bottom-line:

The ROI of engagement comes from the Engagement-Profit Chain:

## **Engaged employees lead to...**

- ↳ higher service, quality, and productivity, which leads to...
- ↳ higher customer satisfaction, which leads to...
- ↳ increased sales (repeat business and referrals), which leads to...
- ↳ higher levels of profit, which leads to...
- ↳ higher shareholder returns (i.e., stock price)

# Engagement and location independence

Fundamentals for engagement apply universally. However, there should be extra effort for remote employees as they often feel “excluded.”

**Two trending complaints from the remote workforce** (1/3 of global workforce) **are:**

- Isolation and loneliness
- Lack of facetime with coworkers

A recent study from Virgin Pulse reported:

- $\frac{2}{3}$  of remote workers aren't engaged
- $> \frac{1}{3}$  never get facetime with coworkers
  - **40%** said facetime would deepen relationships

*WorkplaceTrends report from Future Workplace and Virgin Pulse  
Buffer's 2019 State of Remote Work report*

# Why Therapeutic Lifestyle Changes (TLCs) matter

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These factors are Therapeutic Lifestyle Changes (TLCs). Important TLCs include:

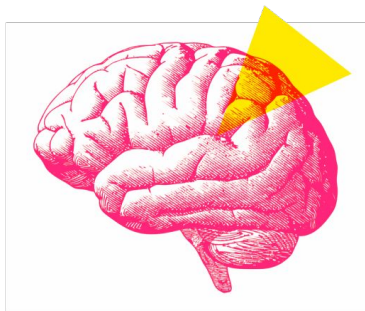
- Exercise
- Nutrition and diet (wellness)
- Time in nature
- Relationships
- Recreation and enjoyable activities
- Relaxation and stress management
- Religious or spiritual involvement
- Service to others



# Why does all of this matter?

Science has proven there are physical and mental effects from some of the most basic daily activities (or lack thereof).

**Lifestyle factors** contribute to and are treatments for fostering individual and social well-being and for **preserving and optimizing cognitive function**.





# Therapeutic Lifestyle Changes (TLCs)

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# Relationships and connection

# Relationships. Why are they important?

- **Happiness**

Good relationships are associated with enhanced happiness, quality of life, resilience, and cognitive capacity.

- **Interdependent creatures**

Grounded in the emerging field of social neuroscience is the idea that we are interdependent creatures, hardwired for empathy and relationship through neuron systems.

- **Spending less time with others**

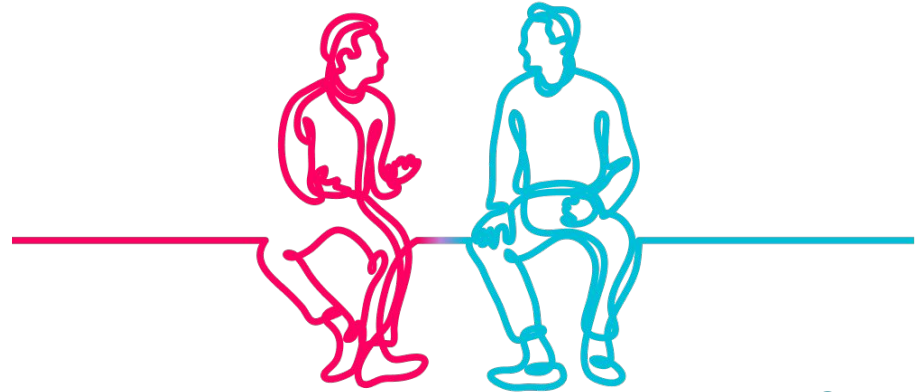
Americans today are spending less time with family and friends, have fewer intimate friends and confidants, and are less socially involved in civic groups and communities. Remote working is also a contributor to this reality.

# Loneliness and isolation

Social isolation may actually be one of the biggest risk factors for human mortality. For example, low social interaction compares to some of the more common risks to our well-being:

- As bad for your health as smoking 15 cigarettes a day
- As dangerous as being an alcoholic
- As harmful as never exercising
- Twice as dangerous as obesity

*"Prescription for living longer: Spend less time alone," BYU*  
*"Loneliness and isolation are as dangerous obesity," BYU*



# Being alone vs loneliness

It's important for team leaders to understand the difference between loneliness and isolation.

**Being alone** describes a state of being, and it's one benefit of working remotely. Isolation is a must for employees to maximize focus and productivity.

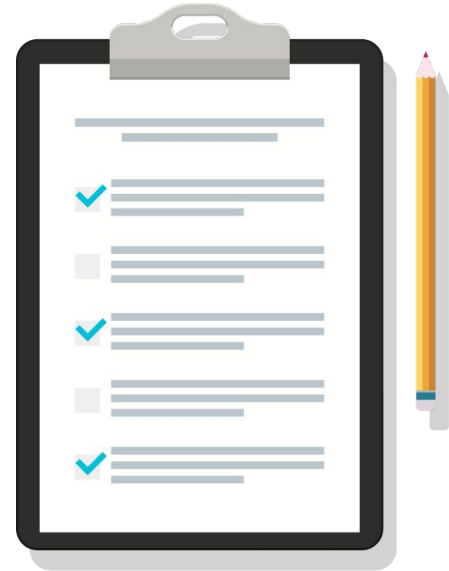
**Loneliness** is the feeling you get as a result of a continued lack of social interaction and human connection. Being lonely is an emotional response to one's circumstances.

# Combating employee isolation: Your role as a leader

# Combating employee isolation

## Best practices and procedures

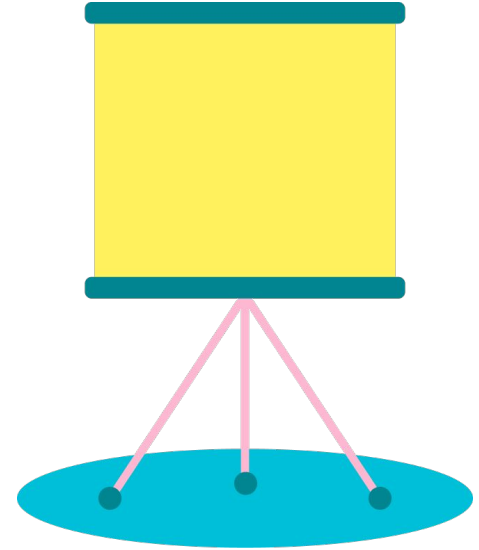
- Communication (preferably asynchronous)
- Remove divisive language (us vs. them, HQ vs. remote)
- Eliminate misperceptions about telework through education
- Provide resources for in-person networking opportunities
- Provide resources for alternative work locations
  - Workfrom, WeWork, Impact Hub, Knotel
- Make sure home offices have necessary equipment



# Combating employee isolation

## 1:1 meetings

- Commit to consistent 1:1 (face to face) conversations
- Pre-schedule with recurring meeting dates
- Provide 360 opportunities for employees to provide feedback
- Get to know your team members on a personal level
  - Donut.com, Icebreaker

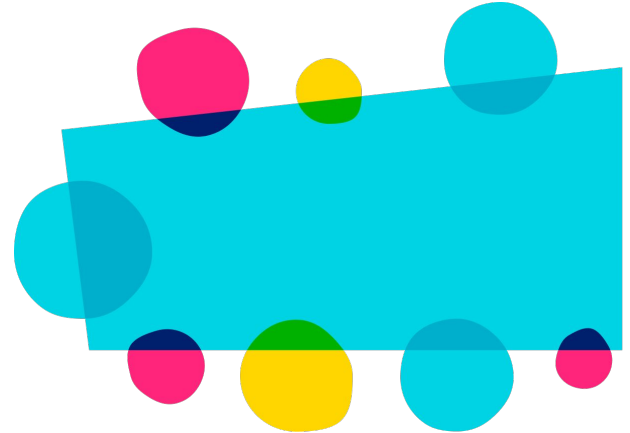




# Combating employee isolation

## Team management

- Scheduled regular virtual team meetings
- Schedule and budget for in-person team retreats
- One remote, all remote
- Have Fun with it!
  - Virtual parties and celebrations for special events



# Combating employee isolation

## Getting started with TLCs and self-care

- Find in-person networking opportunities (e.g, Meetups)
- Schedule time for exercise
- Spruce up your remote or home office
- Schedule virtual coworking time with teammates
- Go outside; Get into nature
- Find a coworking space or regular café

# Combating employee isolation

RemotelyOne.com

- Slack Community
- App to Connect with People
- Events
- Newsletter



## Meet Other Location-Independent Professionals

Our members-only community for remote work professionals. Apply for free today!

Apply Now

[Apply Now](#) [Our Community](#) [The App](#) [Blog](#)



## Slack Community

Rated as a top Slack community for remote workers by Owl Labs.

The RemotelyOne slack channel is a members-only community purely for location-independent professionals. This is one of the largest, worldwide communities inviting remote, distributed, nomad, and telework professionals to build virtual relationships. Members discuss anything from cool products and services, fun places to visit, photos of workspaces, remote-work challenges, and so much more.

Apply for Free ▶



# Effective managers engage

The most effective managers take responsibility for creating an engaging workplace. They create high levels of engagement overtime by continually focusing on and anticipating the changing needs of their employees.

Thank you

Your experiences  
& questions