



**SIX TIPS FOR MANAGING  
A REMOTE WORKFORCE**

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# TELEWORKING: A GROWING TREND

As business becomes more global and teams can often be dispersed across cities or continents, businesses have begun adapting telecommuting as an added corporate culture benefit and as a way to recruit and retain key talent. As a result, managers may find themselves forced to respond to an all-new set of needs and concerns from their staffs. How does the

international team leader ensure that the necessary lines of communication stay up when there are thousands of miles and half a dozen time zones separating offices?

Remote management is no different than supervising those who are right down the hall from you. How? Video conferencing. By following a few

simple tips, it's actually very easy (even intuitive) to boost productivity, enthusiasm and performance among your dispersed employees.

**Questions? See for yourself how this technology can help you transform your business. [Contact us.](#)**

The number of multiple-days-per-week teleworkers (not including self-employed) increased 80% from 2005 to 2012

2005

2012

40%

say they have job-related tasks that can be performed from home



80%

would like to work from home at least part-time

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# 1. COMMUNICATION IS VITAL

“Video conferencing makes it easier to have interaction between remote workers. Some people were skeptical at first, especially individuals in a commercial function. But now, everyone can see the benefits.”

Maurice van Sabben, President,  
Nat Geo TV UK

## 15 FEET APART OR 1,500 MILES AWAY

Whether the employees you manage are in the same office, across the country or on the other side of the globe, it's just the means of communication that have changed.

Nonverbal communication accounts for practically everything that isn't the words used in communication. Eye contact, gestures, inflection, dress and proximity all play important but subtle roles in determining our understanding of a person's meaning.

Video conferencing ensures that no inflection is missed or gesture left misinterpreted, because it engages all aspects of communication in the same format. By communicating

over video with your remote workers, you're in control of shaping your message and effectively communicating it to your team, eliminating virtually all room for miscommunication.



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## 2. ADDRESS EMPLOYEE PERFORMANCE

### THE BAROMETER OF SUCCESS

Regardless of whether an employee works at the office or from home, the barometer of success is the same: is work being done in a timely manner?

Regularly assess each employee's performance and schedule video conference calls as required, and you're sure to get great results.

**80%**

of employees consider teleworking to be a job perk



**36%**

would choose a work-from-home option over a pay raise

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# 3. ESTABLISH GUIDELINES AND RULES

## ACCOUNTABILITY IS KEY

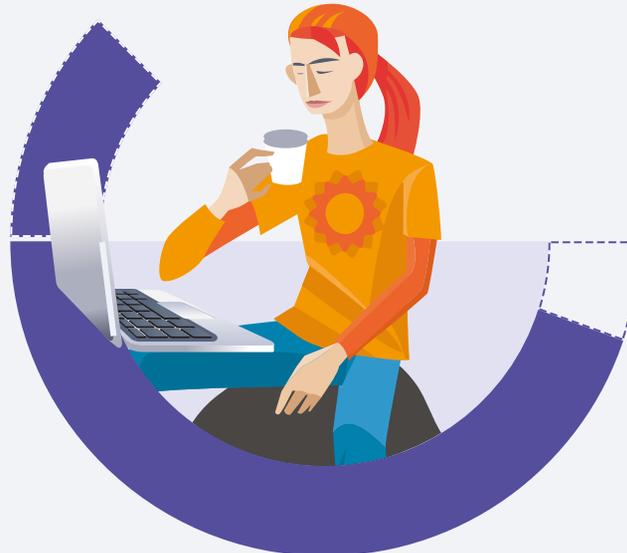
A remote manager's worst nightmare is the idea that an employee is doing the dishes and watching daytime television on the company dime. If you're worried that your remote workers are ignoring their responsibilities

and goofing around, then establish rules and guidelines about productivity. By having them clock in and out, attend video meetings and copy you when submitting their work, you'll make them more accountable.

People performing creative tasks from home are

**20%**

more productive



while those performing repetitive tasks are

**10%**

less productive

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# 4. INFORMAL MEETINGS ARE IMPORTANT TOO

## VIDEO COFFEE BREAKS?

A team works best when everyone is pulling in the same direction toward a common goal—a feeling that can be hard to instill if the team is in wildly different places geographically.

Hence the importance of holding both formal strategy meetings and informal team-building meetings over video: they make people feel like part of a team and instill a sense of mutual responsibility.

Video conference **recording capabilities** can also increase employee connection by providing a way to attend the meeting even when time zone constraints make it impossible to join the live event.

“Lifesize Cloud provides a superb, yet simple video collaboration solution that supports all of the ways our team communicates—both on-the-fly and through scheduled meetings—and at a much higher quality than free services like Skype or Google Hangouts.”

Arran Goffe, IT and Facilities Manager, Bigcommerce



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# 5. DIFFERENTIATE CHANNELS OF COMMUNICATION

## KEEP IN TOUCH

Sometimes, employees have big questions about assignments or the direction of the company; other times, they might have a quick question or concern that's best addressed in a low-key fashion. Make sure they have different ways of getting in touch with you, from HD video conferencing and phone meetings to simple IM chatting or emailing.

### Top seven career fields embracing teleworking:

-  medical and health
-  administrative
-  customer service
-  education and training
-  sales
-  marketing
-  computer and IT

“To put it simply, Lifesize allows us to maximize what good people can do by removing two barriers—distance and time. One day, picking up a video call will be as ubiquitous as picking up a telephone, and we are excited to be moving in that direction.”

Larry Eisenberg, Executive Director of Facilities Planning and Development,  
Los Angeles Community College District

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## 6. PRIORITIZE MORALE



### THE WORKPLACE IS A COMMUNITY, NOT A HIERARCHY

Anyone who has managed a team knows how important good morale is to productivity, and keeping that up can be difficult when you're managing virtual teams who know you only as a voice over the telephone.

It is often said that workplaces need to be seen as communities, not hierarchies. It's critical that employers look at things from their employees' points of view and offer relevant information and support. Nothing makes fostering a sense of trust and empathy across thousands of miles easier than high-speed, high-definition video conferencing.

"The video quality is exceptional, the operation is easy, and the end users can now conduct meetings over video anytime, so response time is quicker. Also, they now have more work/life balance. Improved employee morale helps people just work smarter."

Ramon Ribas, Communications Manager, El Mercurio

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# EXPLORE VIDEO CONFERENCING

## SEEING IS BELIEVING

The important thing to remember about managing employees who work from home or in global offices is that, at the end of the day, you're looking for the same things from them as you are from your in-office employees: productivity and reliability.

There's no two ways about it: the whole world's your office now—but without the right tools for the job, you won't be able to take advantage of this exciting new international marketplace.

We hope that you found our Six Tips for Managing a Remote Workforce guide helpful and, because we know that "seeing is believing," we would be delighted to arrange an opportunity for you to **experience the power of video collaboration for yourself.**

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Learn how video conferencing is transforming how people do business

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