

Startup Remote Work Guide

2019

The future of remote work.

The startup culture of yesteryear is dead. And for good reason.

In a time where job-seekers hold the reigns, employers are on the hunt for the world's top talent—no matter where they live.

As a result, remote working is on the rise, bringing with it a need to establish structure and understanding the complex concept.

We partnered with Ann Arbor cybersecurity startup Censys to share how to navigate and build a successful remote work strategy.

03

The Basics of Remote Work

04

By the Numbers

05

Employer Pros & Cons

07

The Financial Impact

08

How to Make it Work

09

Red Flags



Remote Work 101

Remote Work

Not to be confused with PTO or Sick Days, Remote Work is a tool offered to employees to help create work-life balance. It's offered generously to employees who need it as a part-time or full-time option, or to the company as a whole with a basic understanding of trust and responsibility. Part-time remote employees should follow 3 simple rules:

- Be fully productive, engaged & available
- Not applicable if employee has 2+ meetings that day
- Shouldn't exceed 2-3x each month, unless coordinated with a manager



While unlimited PTO and Sick Days have become the new norm, the average startup employee takes 18.3 PTO days and 6.7 Sick Days each year.

Paid Time Off (PTO)

Unplugged personal time uninterrupted by work responsibilities. This includes vacations, staycations, time with family and friends or self-care days.

Sick Days

If you're sick, stay home. Period. Employees should only work when they can be productive and, more importantly, healthy.

Appointments Flexibility

When it comes to doctors, dentists, CPA or any other appointments, ask employees to block out 1-2 hours on their calendar. If appointments require more time, recommend they take a full PTO day.

By the Numbers

There's something great about having your cake and eating it too, and it's the reason why more and more top talent are seeking remote working opportunities.

Today's job market gives seekers all the power, and candidates know this. That's why savvy seekers are leveraging their expertise in return for flexible works schedules.

Here's what they have to say.



The Breakdown

Employer Pros

Think working remotely is only beneficial for employees?

Think again.

There's a lot for employers to love about working remotely.

Pros

- **Access to the best talent around the country (or globe)**
Say goodbye to pricey relocation costs. Recruit the best talent from around the world, with no strings attached.
- **Diverse perspectives and experiences**
Hiring outside of your zipcode gives you access to talent from different cultures and companies outside of your local region.
- **Hire for the long haul**
Job-seekers are moving back to their hometowns in search of increased quality of life and work-life balance. Remote work offers them the flexibility they need, giving you an employee motivated to stick around for the long haul.



THE GOLDEN RULE

If your company can't feasibly offer remote flexibility to every team member, prioritize roles and lifestyles that can benefit from it most.

Working parents, pet-owners and engineers are just a handful of demographics that commonly need (or favor) remote work flexibility.

The Breakdown

Employer Cons

Let's get right to it—working remotely isn't all fun and games.

It requires trust, communication and clear objectives. Without this, companies run the risk of inefficiencies and frustration.

We're diving straight into the cons of remote working and, more importantly, the solutions.

Cons

- **Risk weakened sense of culture & community**
Managing remote a team requires more energy in creating a sense of community amongst team members.

The Solution

Create quarterly opportunities to engage and unite your team offline, and invite remote members to work out of the office on the company's dime.

- **Potential for poor communication**
Hiring outside of your zipcode gives you access to talent from different cultures and companies outside of your local region.

The Solution

Promote transparency by creating dial-in links for any non-confidential meetings, and ensure each team member has clear and concise objectives each month.



THE GOLDEN RULE

Like anything worth preserving, productive teams require strong communication. This means employers need to be prepared to roll out the red carpet.

That means investing in tools like Zoom, Google Hangouts or Slack for open lines of communication. It also means coordinating off-campus trips to allow team members to interact with each other offline and after-hours.

The Impact

Money matters, especially to your employees.

It's not just a matter of convenience, working remotely saves your team big.

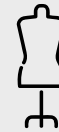
Interested to learn more? Here's a breakdown of how much money your full-time remote employees can save, annually.

Put More Money in Your Employees Wallets

In a nationwide survey of more than 2,060 professionals:



\$686
Gas



\$925
Professional
Wardrobe



\$750
Tax Breaks



\$1000
Dry Cleaning & Laundry



\$767
Car Maintenance



\$1040
Lunch & Coffee



How to Make it Work

Creating a remote work program for your team requires trust, communication and experienced leadership.

We've broken down the most important tips for making it work. Interested to learn more?

Let's dive in.



Things to know

Caution to young startups

In the early stages, it's important that people are in the office as much as possible, because culture is cultivated through face-to-face interactions.

Trust is built after-hours

With people in-and-out of the office, establishing trust between managers and peers requires non-work related interactions.

1. Start from the top

When building your team, hire leaders who have experience managing remote teams. It will be their responsibility to ensure remote workers are engaged, supported and informed.

2. Supply the tools

Whether it's communication apps like Slack or Zoom, or home-office stipends, make sure your remote team has what it needs to stay connected and productive.

3. Set clear objectives

Sounds like a no-brainer, but your employees need to know exactly what's expected of them. Ambiguity is lethal. Make sure your team knows how they're being measured and what success looks like.

Red Flags

Like in any business, knowing what success looks like is important, but recognizing failure is also key.

Get to know the biggest red flags associated with remote work and how to solve for them.

Loneliness

The Issue A lack of face-to-face interaction can create a sense of loneliness within remote workers.

The Fix Offering remote employees stipends to join co-working communities in their area is an easy fix, if your company has the resource. If not, allowing these team members flexibility throughout the day to exercise or run errands helps breakup their day and allows for more human interaction.

Burnout

The Issue For some remote employees, their newfound flexibility comes at a cost. A sense of indebtedness or paranoia surrounding their performance may create a fear of letting up on the gas or the appearance of slacking off.

The Fix Clear objectives and acknowledgement of individual success is important. By letting your team know what they're doing well, you incentivize them to keep up the good work, and more importantly reinforce their efforts.



Uniting for company-wide, in-person interactions is important. Considering a remote work policy?
Reserve a budget for uniting employees for work-related and non-work related events (100% free-of-charge to them).

How to find the right talent

With re:purpose, give you direct access to top talent within Detroit and Ann Arbor startup community.

92% of our talent community responds “yes” to employer introductions.

We give you 24/7 access to the platform, allowing you to connect with candidates on own your time.

85% of partners start conversations with qualified candidates within 2 weeks of signing up.

A new way to hire

What You'll Get

re:purpose

Small, curated list of qualified candidates



Quantity



Quality



Efficiency

What You're Used To

Job Boards

Lots of applications to sift through



Quantity



Quality



Efficiency

Sourcing

Lots of time looking for the right people



Quantity



Quality



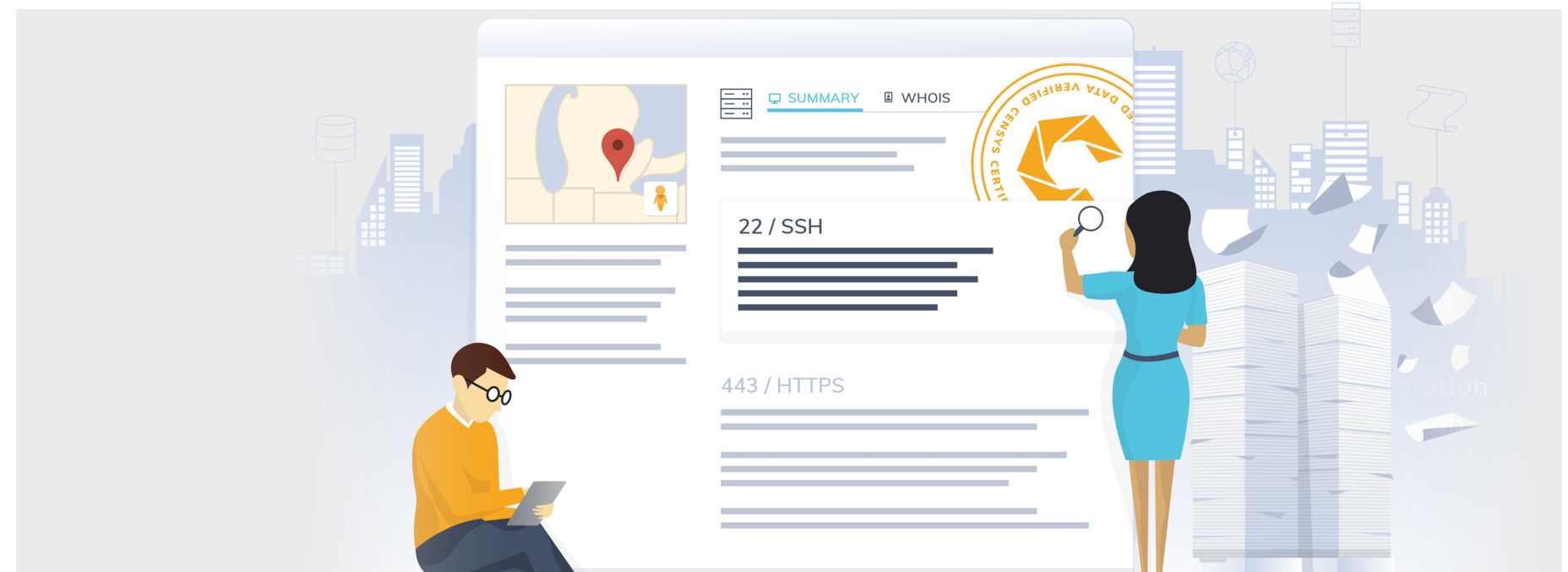
Efficiency




About Censys

Censys is a cybersecurity startup based in Ann Arbor, Michigan. Their innovative technology collects and enriches Internet data so you can find unknown corporate assets and prevent threats against your business.


In 2015, Censys was created at the University of Michigan by experts who went on to create the most widely used tools for internet-wide scanning. Today, Censys has become the gold standard in data-driven security and a shining star within the Detroit & Ann Arbor Startup community.





Have questions?

Reach out to Jasmine Burns,
Head of People at Censys.

 [linkedin.com/in/jasmineburns2](https://www.linkedin.com/in/jasmineburns2)

Review questions and answers

Industry	Information Technology and
Company Size	Services
Headquarters	11-50 Employees
Company Type	Ann Arbor, Michigan
Website	Privately Held https://censys.io

#1 community for startup jobs in Detroit & Ann Arbor.

We connect top talent with purpose-driven startups based on values, experience and culture fit.



Meet some of the team:



Ryan Landau | Founder

With the founding of two startups under his belt, Ryan knows the importance of the hiring process, firsthand.



Allie Cobb | Partnerships Manager

Interested in gaining exclusive access to Detroit's top talent? Shoot me an email at allie@repurpose.co.



Tara Taylor | Sr. Account Manager

Finding the right talent for your team is important. Tell Tara the roles you're looking for and she'll find your perfect match.

Want to tap into the Detroit & Ann Arbor Startup community?
[Chat with Allie](#) or visit repurpose.co for more info.