

# WORKPLACE FLEXIBILITY ATTRACTS AND RETAINS TOP TALENT

## HOW FLEXIBLE WORK ENVIRONMENTS HELP SMALL AND MEDIUM-SIZED BUSINESSES ATTRACT—AND KEEP—GREAT WORKERS

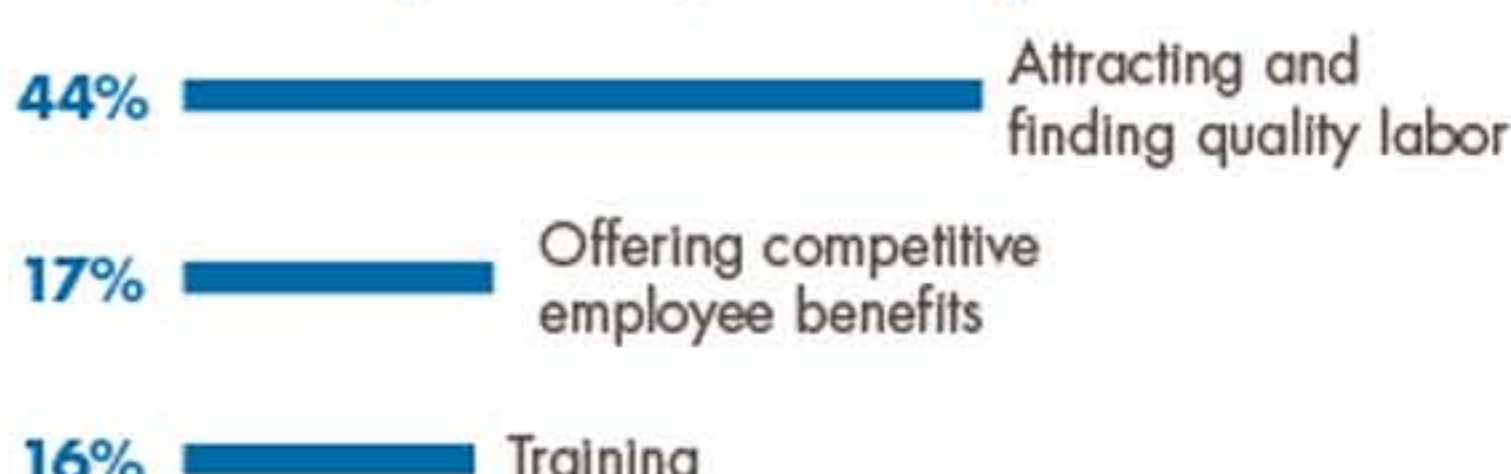
Whether you're in the office or on the go, to run your business, you need to be connected no matter where you are. More and more, the employees you're hiring want the same thing: the flexibility to choose where and when they work and the technology to keep them connected. Providing this flexibility is key to staying competitive in an ever-changing market.

## GREAT WORKERS ARE HARD TO FIND.

By far, finding and hiring talent is the biggest pain point in small-business labor management.



Most difficult aspects of HR/labor management:



50% of business owners plan to hire new or additional staff in the next 12 months, up 8% from 2012.



23% of business owners report using video conference technology to conduct interviews.

SOURCE: PLANTRONICS 2013 SURVEY OF 270 U.S.-OPERATED SMALL BUSINESSES. CONDUCTED BY CORPORATE EXECUTIVE BOARD.

## IT'S ALL ABOUT CHOICE.

Provide choices to attract and keep good employees.



64% of small-business owners report that offering flexible, mobile, and remote work options has assisted them in hiring or retaining key employees.

SOURCE: PLANTRONICS 2013 SURVEY OF 270 U.S.-OPERATED SMALL BUSINESSES. CONDUCTED BY CORPORATE EXECUTIVE BOARD.

Workers with choices of when and where to work are **12% more** satisfied with their jobs. They also report higher levels of job performance and innovation.

Percentage of employees who rank each factor highly:



SOURCE: GENSLER 2013 U.S. WORKPLACE STUDY SURVEYING 2,035 OFFICE WORKERS ACROSS 10 INDUSTRY SEGMENTS.



A Cornell University study of 320 small businesses showed companies that grant employees a choice in how they work grew 4x faster than control-oriented firms and had one-third the turnover rate.

## FLEXIBILITY IS KEY.

A 3-pronged approach provides the optimal working environment:

### 1 Create a variety of spaces in the office.

Employees in work spaces that provide a balance between quiet space for focus and shared space for collaboration report higher measures of satisfaction, innovation, effectiveness, and performance.



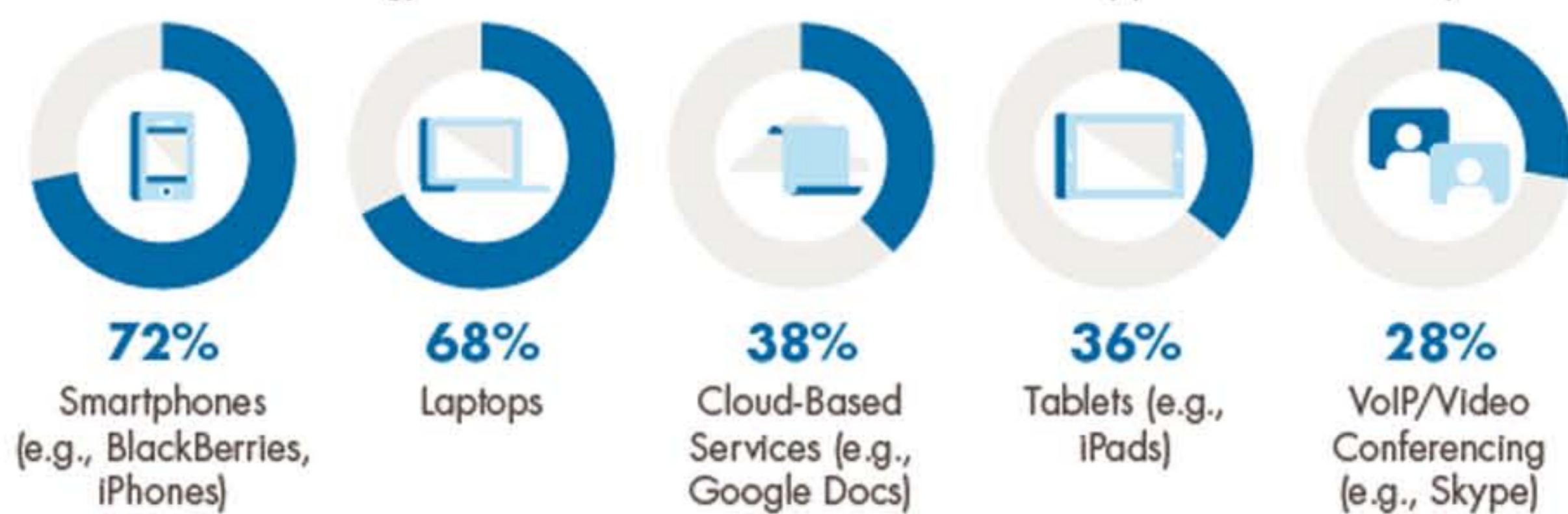
They indicate their spaces are:



SOURCE: GENSLER 2013 U.S. WORKPLACE STUDY SURVEYING 2,035 OFFICE WORKERS ACROSS 10 INDUSTRY SEGMENTS.

### 2 Provide the tools to work anywhere.

Most small businesses provide laptops or smartphones to help workers stay connected, but many also use newer technology like cloud-based services and tablets to support flexible work options.



SOURCE: PLANTRONICS 2013 SURVEY OF 270 U.S.-OPERATED SMALL BUSINESSES. CONDUCTED BY CORPORATE EXECUTIVE BOARD.

### 3 Update the company policy.



Company policy should empower workers to use the space and tools provided to achieve optimal productivity.



Stay updated with the latest communication technology to help your business run smoothly and keep your employees happy.

Learn more about how to provide the right workplace tools at [plantronics.com/smb](http://plantronics.com/smb).