



**A whitepaper on:  
Home Office Works,  
for Those Who Know  
How to Work it**





## Home Office Works, for Those Who Know How to Work it

Even though it seems “remote work” models or the “home office” trend is another pandemic effect, in reality, COVID just came to make the term more popular.

We’ve been observing remote work models since we saw people walking on the moon for the first time but more recently a few years before COVID, **Coworking** spaces became very popular. This type of business or facility is dedicated to serving mainly a workforce sector that is working remotely from their employer or their final client. The business opportunity for this niche was evidently not too small; such is the success of **WeWork**.

By stating that the term became “popular”, I mean that the term became more well known, more likable, or agreed to. For many businesses, going remote was the only option for continuity. So suddenly, home offices turned from being a trendy workplace benefit with limited time frames to being the survival mode of operation for the business.

In our experience, we had to move 2000 employees from an on-site work model to a remote work model in no more than a 3-week time frame.

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## Does it work? Is it sustainable?

I guess everyone will have a different perspective and I truly believe there is no one correct answer. In my experience, it worked and it protected the economy of thousands in our community. There were definitely some hardships and much work to be done as from a human resources professional point of view, the world as I knew it suddenly changed.

Legal background, processes, service value points; so many things needed to be redefined and placed challenges for all professionals working in the HR field. So, making adequations to managing remote work is not necessarily easy but it does represent interesting benefits and as mentioned before, for some cases it was the only available option.



A publication made by BCG mid-2020 demonstrated that many businesses that had shifted to remote work were reporting a 15% reduction in attrition and at least a 15% increase in productivity across the board. Many other publications followed indicating similar trends. It is a fact that both attrition and productivity improved for the operations that Intugo services.

Even though we do not know for a fact if these positive effects were entirely produced by a remote work environment or if it's a behavioral effect of a contracting economy, we now understand that there are demographic profiles that will prefer and adapt better to this type of environment.

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## Is remote work desirable in the long term?

Based on my experience, the answer to this will depend on 3 main variables.

### **First, leadership.**

There is much theory on leadership styles based on years and years of research. Not everybody will feel comfortable with a remote work model as it will push a leader to a less "hands-on" management style and it will require to rely more on digital channels for effective communication.

### **Industry.**

Not all industries saw a positive effect on their business with remote work; once the pandemic is under control it will be time to stop striving to survive and focusing back on maximizing efficiency. For some work environments, there are specific requirements that can only be accomplished by working on site.

### **Recruiting Adequately.**

Not everyone feels comfortable working remotely. Besides family, work has been the most important way of social integration for our society, that's why the term "workplace" is so relevant in many HR subjects. If remote work brought tangible benefits for your business and the business itself had no real restrictions to deliver because of the employee working off-site, then it will be obvious that remote work will have to become part of the strategy mix to optimize productivity. The next step would then be to recruit adequately, screening for candidates with profile attributes that will boost employee engagement because of working remotely; that's the key of it all.

The good news is that after the pandemic, remote work will represent an option that many businesses will be able to assess in their intention of achieving further profitability.