

Assignment #1 Optimizing for the search engines

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Meta:

Title: Frakbar Will Help You Guide Your Remote Employees to Rise to the Challenge of Improving Performance.

Description: Frakbar can help your remote employees improve performance. Pursuing improved performance with remote employees has additional challenges compared to in-house employees, especially in the tech/gaming industry, which we can help you overcome.

Keywords: Remote employees, improve performance

HOW TO IMPROVE THE PERFORMANCE OF REMOTE EMPLOYEES

LEARN HOW FRAKBAR CAN HELP YOU TO FIND *YOUR* SOLUTION

Frakbar has been helping medium sized companies meet the challenges of developing leadership skills in fast moving industries like tech and gaming, where many employees work off-site, since 2008.

Frakbar is highly respected by the companies they work with, and would like to invite you to a free webinar to demonstrate what they can do for you. Please click below for details.

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A SHORT WHILE AGO REMOTE EMPLOYEES WERE RARE

The use of remote (off-site) employees has become increasingly common since the advent of the internet. This is particularly true in the tech/gaming industries.

- Employees don't incur the cost and hassle of moving to a new location.
- It allows employees flexibility in their work hours.
- Employees annually save \$300 to \$500 in gas working from home.
- Employees save over 200 hours/year commute time.

There are positives for employers with remote employees as well.

- Less need for office space, reducing costs in facilities.
- Costs in HR are reduced.
- According to a Stanford study, remote work can lead to "astonishing" productivity.
- The Stanford study also showed that it increased employee retention.

Companies who realize this may offer remote employment as a perk. This is useful for attracting employees with hard to find skills

BUT REMOTE EMPLOYEES PRESENT EXTRA CHALLENGES

The obvious difference in managing remote employees is the physical distance between such an employee and the "brick and mortar" company.

Communication is rarely face-to-face so misunderstandings are more likely. Company culture is weakened. Daily reminders are no longer present as at the home office. Differences and misunderstandings take longer to clear up.

Monitoring employee performance can be difficult, as can giving recognition. The occasional small talk that builds relationships is absent.

SOME WAYS TO MOVE BEYOND SUCH CHALLENGES

Common sense says that with remote employees the primary necessity is to make sure there is sufficient communication. This would require more time and effort than when everyone is in the same building.

Some suggestions based on what others have used are to:

- Use video as much as possible.
- Have longer one on ones.
- Remember to give attention to employee career paths.
- Use frequent surveys to learn about the remote employees' concerns and attitudes.

Or just do lots of research on your own to find out what worked for others.

BUT EVERYONE IS UNIQUE

The thing is that what works for one company might not work for another. There is no one size fits all solution, especially when managing remote employees.

Company cultures are different, employees are different, customers and products are different.

ATTEND OUR FREE WEBINAR TO FIND OUT HOW FRAKBAR CAN HELP *YOU*

The webinar explains how Frakbar can help you improve performance of remote employees. Some things the webinar will cover are:

- How to promote *your* company culture.
- How to manage workplace stress.
- How to track progress. Do this with minimum perceived intrusion by remote employees.
- Motivate employees at a distance.
- How to use tools such as Skype, Slack, and Zoom in the remote environment.

To find out more please sign up for our FREE webinar. There is no obligation. Please click below for details.

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