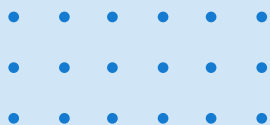
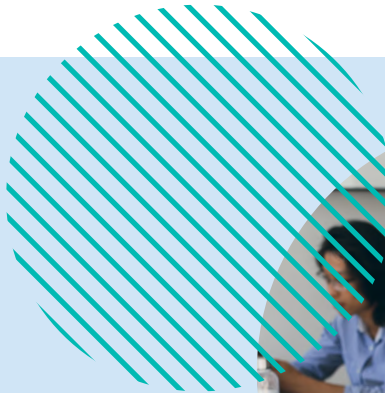


EBOOK

Guide to Workforce Management

Remote, hybrid or fully in-office



Introduction

The modern workplace is rapidly evolving. According to [Accenture](#), 63% of high-growth companies today have already adopted a “productivity anywhere” workforce model, and 73% of all businesses are expected to include remote workers by 2028. This new approach offers several benefits including increased productivity, better work-life balance, reduced stress and increased employee retention.

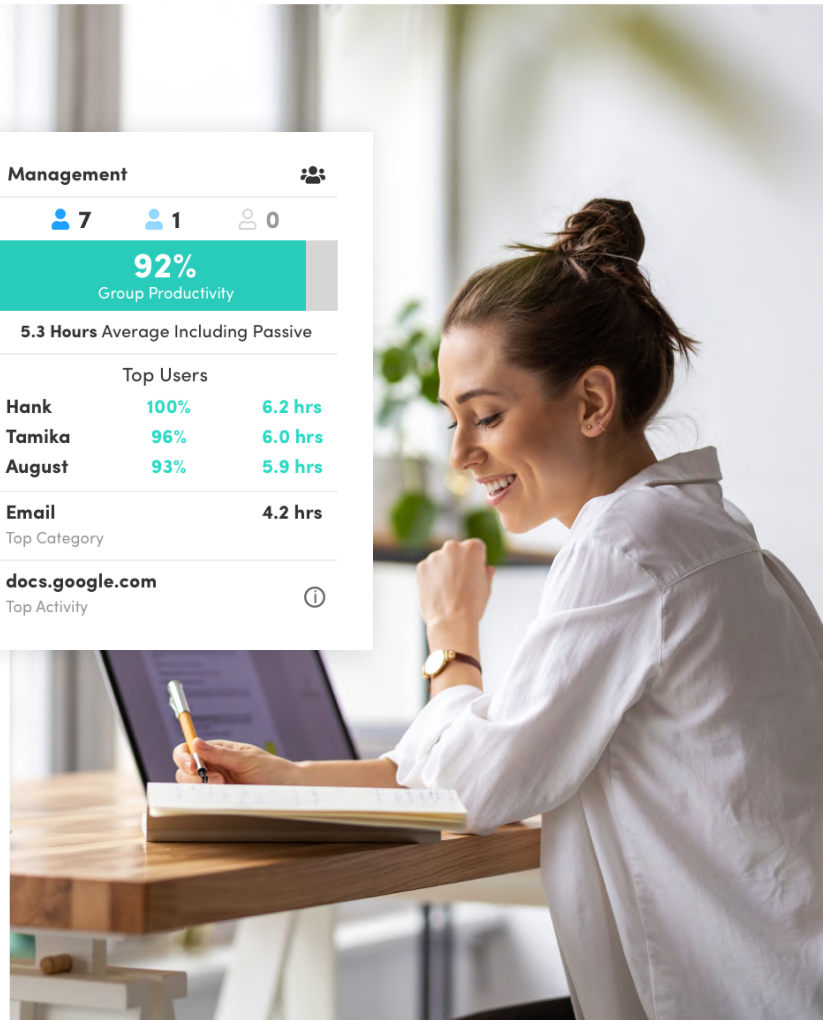
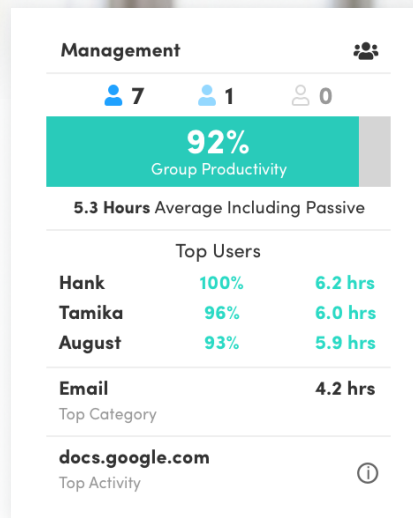
62%

Focus Efficiency % ⓘ

▲ +1.9% WoW Change

Now is the perfect time for organizations to rethink their approach to workforce management and define new ways to understand and measure productivity. They’ve had a false sense of security that if they can see employees at their desks, then they can keep a pulse on productivity. That’s just not the case. There is much more to productivity in the digital age than just being at a computer.

The truth is, [productivity measurement](#) is more essential now than ever – regardless of whether teams are working remotely, together in the same office or some mixture of both.



This guide will equip you with the five workforce management tactics you need to support, engage and motivate your employees – no matter where they work.

Top 5 Workforce Management Tactics That Work

1 Establish a Flexible Work Policy to Help Employees Work Wiser

Designing and documenting a work policy that meets the unique needs of your organization can streamline the transition from other operating models and provide clear guidance for employees. All employees – no matter where they are – can benefit from the data-driven insights pulled from a [workforce analytics](#) solution.

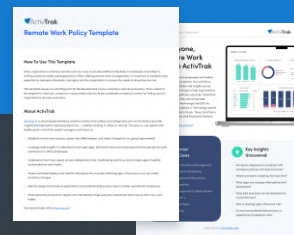
A flexible work policy is your chance to make analysis and productivity improvement integral to your enterprise from the very beginning and set a foundation for a culture of continuous productivity improvement.

It should lay out the guidelines and best practices for your operating model and answer any questions your team members might have about the arrangement.

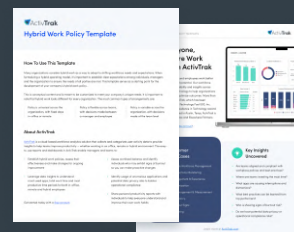
The policy should outline eligibility criteria for hybrid, remote and on-site work and what the expectations are. This includes how many hours they are expected to work each day, what those hours are and if and when they are expected to come into the office. It's also important to include a section with easy access to key resources your employees may need.

To guide you through this process, we've created several work policy templates to help you start defining your own policy.

A comprehensive policy can help strengthen in-person and virtual communication, streamline digital processes and develop workforce management strategies.



 [Remote Work Policy Template](#)



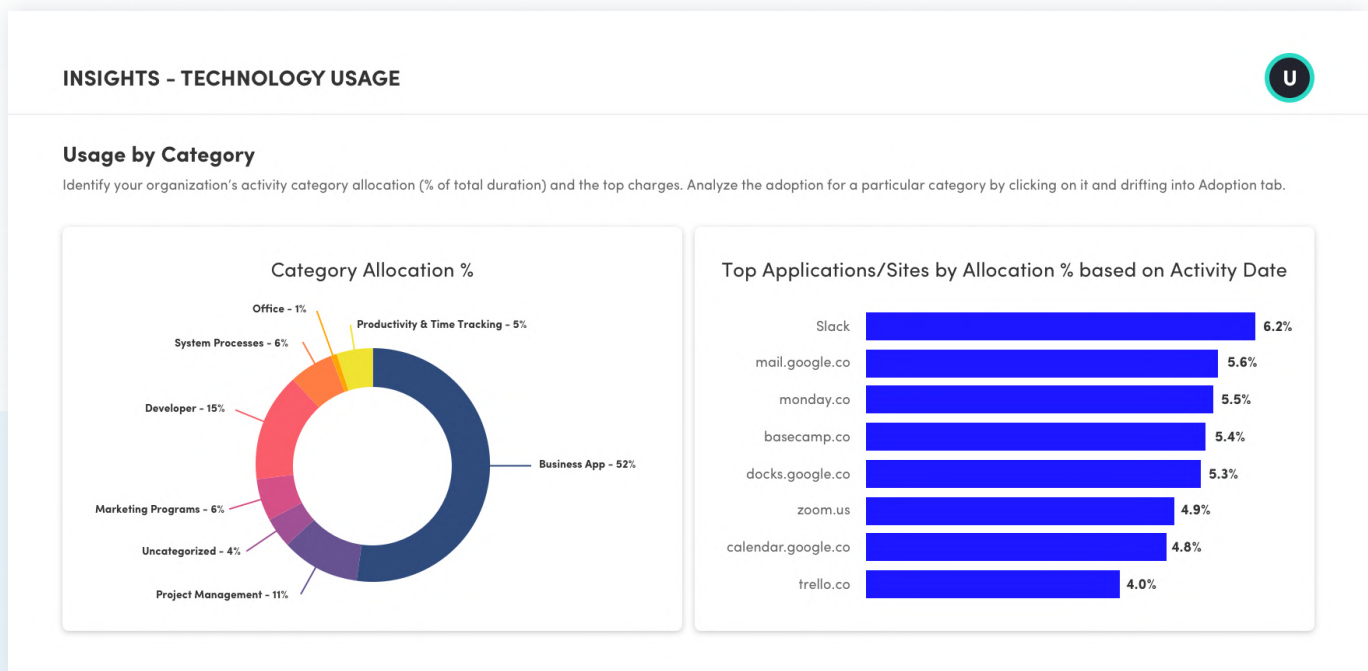
 [Hybrid Work Policy Template](#)

2 Evaluate Support Systems and Fully Integrate Software Tools

A more flexible workforce that includes remote, hybrid and in-office workers introduces new and varied workflows and specific technology requirements. To ensure success, evaluate and continuously monitor your infrastructure to identify and respond to bottlenecks that can impede a worker's productivity.

It's important to carefully choose the resources that your workforce uses. Having too many tools and applications in your technology stack can make work frustrating, and using the wrong tools can cause engagement and productivity to suffer.

ActivTrak can help you determine which [technologies](#) are being under- and over-utilized in your organization so you can make informed resourcing decisions that support your workforce — no matter where they get their work done.



You can also analyze application usage to help manage costs.

Uncovering the applications being used compared to the licenses and subscriptions you pay for across your workforce is critical to improving your team's productivity and your organization's bottom line.

ActivTrak lets you easily take inventory of all the programs being utilized by every employee, providing better control over costs and license [allocation](#).

3 Measure Productivity to Understand How Work is Completed

The rise of remote work has brought heightened focus on the need to monitor output and ensure productivity is consistent across dispersed team members. It is increasingly important to get answers to “how do you work?” instead of “are you working?”.

Tracking productivity via regular team syncs and one-on-one meetings is leveraged by managers to stay informed of progress made on projects and to ensure employees are staying focused on the right tasks and priorities.

Analyzing employee productivity is complex. Why? Definitions of employee productivity can vary by organization, industry, department and even across individual roles. Often, there are no real benchmarks available to help managers understand what defines a productive employee, much less how to measure productive work behavior.



With ActivTrak, employee productivity and the completion of desired work outputs can be easily measured, analyzed and improved. We recommend beginning with these three essential metrics:

Average Daily Productivity

When you measure the average of hours per day spent on productive work, you can start every discussion with a data-driven foundation. Compare your team's Average Daily Productivity with previous weeks to understand what is above or below typical productivity.

Remember that fluctuations in Average Daily Productivity can have both positive and negative causes. For example, a dip in productivity caused by frequent Zoom meetings might look the same as a fluctuation caused by too much social media usage.



INSIGHTS - WORKLOAD BALANCE

ANALYSIS TRENDS

Workload Balance



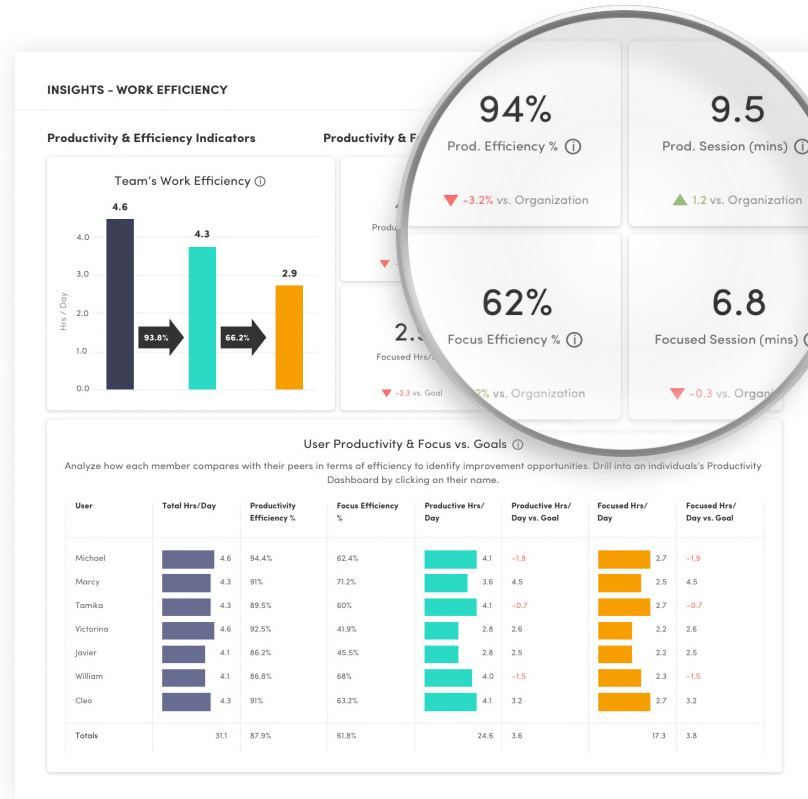
Past 30 Days Utilization Level

This essential time tracking metric compares the number of working hours to a healthy range of non-working hours. Measuring an employee's utilization levels helps you keep an eye out for team members who are working excessive hours and pinpoint those who have the extra room to take on more responsibility.

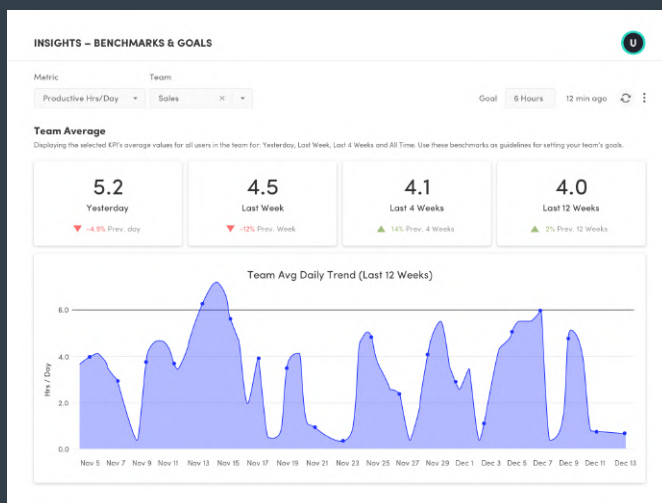
Look at the start and end of the day, number of breaks per day and average break length over a month for rapid insights into employee strain, fatigue and [burnout](#).

Productive Time Composition: Focus, Collaboration, Multi-tasking

By measuring an employee's time spent focusing vs. collaborating vs. multitasking, you can understand how often disruptions happen and how they affect employee productivity. Of course, every role is different – an engineer will have more “focus” time, whereas a sales position will have more “collaboration” time – and you can take this into account by comparing new employees to tenured ones in similar roles. Measuring productive time also helps you determine if additional training or development is necessary for new employees.



Each quarter, ActivTrak's Productivity Lab releases employee [productivity benchmarks](#) based on aggregated data from the previous quarter. Teams can use this data to compare how they are doing and identify areas to improve or reinforce. If you have your own productivity data sets, you can use these to help you:








- Understand how your work environment – burnout, distraction, focus, collaboration time and breaks – compares to others in the industry.
- Inform how goals are set and how decisions are made at your company.
- Implement your plan of action and establish ways to measure success.

4 Monitor for Security and Data Compliance Risks

The safety and security of an organization's internal network are as important as safeguarding the externally-facing firewall from cyberattacks. Employees, contractors, freelancers and third-party suppliers have access to an organization's IP, customer data and other sensitive data as part of conducting routine business. Organizations put security policies and protocols in place in an effort to secure their data, but the complexity arises with identifying insider threats and negligent handling of sensitive data across the organization.

In addition to data breaches, there are specific laws in place that govern how an organization can legally handle sensitive data. Failure to comply can lead to costly fines and severe damage to your company's reputation.

ADVANCED ALARM FILTERS U

Status	Type	Name	Conditions	Risk Level	Screen Cap...	Email Noti...	Display Pop...
<input checked="" type="checkbox"/>		Audit Alarm	(Computer Contains MONICAPC) AND (Url Contains google.com)...	3	—	—	—
<input checked="" type="checkbox"/>		Instagram	(Computer Contains instagram) AND (Url Contains instagram)...	3	—	—	—
<input type="checkbox"/>		Suspect USB Activity	(USB Storage is Inserted) AND (User Contains Name)...	1	—	—	—
<input type="checkbox"/>		Many Open Windows	(USB Storage is Inserted or Written) AND (Computer Contains...	1	—	—	—
<input checked="" type="checkbox"/>		Recycle Bin	(Computer Contains PC) AND (Url Contains google.com)...	2	—	—	—

ActivTrak is also designed to enforce [data privacy and compliance](#) safeguards and protect sensitive data. With the ability to configure alarms and actions in response to risky activities, you and your team can become aware of compliance risks or policy exceptions far in advance. The ActivTrak platform will also notify you of unexplained data transfers, new application usage and other unapproved activities that could put your enterprise at risk.

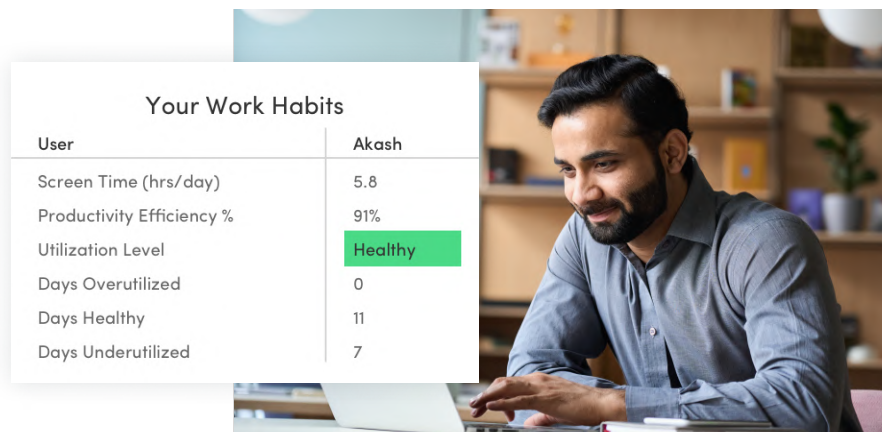
5 Coach with Data to Balance Workloads

In a study by [PWC of the Future of Work](#), more than half of the respondents strongly agree that they seek work-life balance – yet only 34% say they've attained it. It's not uncommon to hear workers talk about how they love the flexibility of working from home – or from anywhere – but complain about working longer hours or forgetting how to unplug.

Certain roles require collaborating with teams across different geographic time zones, thus requiring longer or odd work hours. This could include being available to attend meetings and video conference calls into the late hours of the night or over the weekends, among other inconveniences. This can be difficult to navigate as workers struggle to maintain their personal lives and achieve an optimal work-life balance.

ActivTrak helps employees understand where they have spikes in working hours, identifying unproductive gaps where time can be better allocated. You can then use data insights from reports as [coaching opportunities](#) to drive engagement, change staffing levels (using data to justify the additional budget) and redistribute project tasks to level team workloads, boost success and proactively prevent burnout and turnover risks.

Team members can also gain visibility into their own work data and trends with [personal insights](#), empowering them to take their engagement into their own hands and optimize their work habits.



Help Everyone, Everywhere Work Smarter with ActivTrak

ActivTrak helps digital workforces work smarter and thrive. More than 9,000 customers and 550,000 users have deployed our [workforce analytics platform](#) to gain insights and metrics about digital work so they can measure and optimize productivity and wellness with the employee in mind. Leveraging these innovations, the [ActivTrak Productivity Lab](#) is a global center for productivity research and expertise committed to helping organizations embrace the future of work.

Conclusion and Next Steps

The workplace is changing, and how we think about and measure productivity needs to change along with it. Whether teams are working in a traditional office setting, from home or in a hybrid combination, there is no substitute for having actual data to understand productivity, focus, burnout risk and other key organizational health metrics. And, organizations that make this data available to individuals and managers alike can gain even more benefits by engaging everyone in the process of continuous productivity improvement.



Looking for an immediate solution with a long-term impact?

[Create a free ActivTrak account](#) and start improving your hybrid, remote and in-office workforce now.



Key Insights Uncovered with ActivTrak:

- Are teams aligned and making progress to goals?
- Are employees engaged and productive?
- What apps are causing interruptions and distractions?
- Where are teams investing the most time?
- What best practices can be learned from top performers?
- Who is showing signs of burnout risk?
- Do we have potential data privacy or operational compliance risks?