

Value and Benefits of a Mobile Workforce Strategy

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The most obvious and immediate financial benefit to a company for implementing a Mobile Workforce Strategy is costs savings for leasing less space and purchasing less furniture. There are, however, substantial intangible benefits in the bigger picture beyond these obvious savings. Companies should consider a Mobile Workforce Strategy and provide mobile employees with advanced technology, software collaboration tools and

applications, wireless capabilities and excellent support. Ever evolving wireless technology for laptops, smart phones, tablets and other devices combined with more bandwidth allows employees to work and communicate almost anywhere and at anytime with the office, customers and vendors. These tools will drive productivity, improve job satisfaction and morale, solve problems quickly and accelerate decision-making. Mobile employees enjoy the benefits of lower commuting costs, conserving energy and reducing carbon emissions by using video-conferencing, skype and webinar meetings. Corporations will be able to attract and retain talent, develop customer loyalty and be more agile.

Most mobile workers occupy professional, managerial and executive positions. 75% of mobile workers use their primary work location for face-to-face meetings with co-workers and clients, and to socialize. We are social beings and employees still want to go to the office and be around other people. Mobile resonates particularly with older workers. Older workers, who either want to or have to work more years, want more flexible hours, less commuting time and more family time. Studies find most mobile workers are more than 40 years old and there is a 65/35 male-to-female ratio. Younger workers view mobile work as directly correlated with improved quality of life. Today's younger generation adapts well to cultural shifts in space use and is typically not as fussy about their work area alternatives.

Recent studies find a majority of mobile workers require collaborative (e.g. plug-in space and lounge areas) and small meeting spaces primarily to meet with clients and fellow workers, and not individual work areas (e.g. offices and cubicles). Independent tasks are handled at home or anywhere else, anytime. Individuals and teams are looking for isolated areas with privacy screens to decrease auditory and visual distractions and be somewhat interruption proof. Additionally, 90% of mobile workers said they needed mobile teleconferencing and collaborative technology capabilities, and that laptops and tablets (e.g. iPad and competing devices) are their core technology.

"After labor costs, facilities costs are typically an organization's greatest expense. An effective Mobile Workforce Strategy can positively impact a firm's financial bottom line", according to Joseph Serruya Regional Director of Perkowitz+Ruth Architects in Reston, VA. *"Organizations should perform a workspace usage analysis to align the nature of each employee's responsibilities, decision-making, time in and out of the office and type of space needed".* Employers and employees should corroborate on the type and sophistication of technology, software applications and other tools needed as well as the level of support required. Employers should also determine how employees interact with vendors, clients and collaborate with other employees. Call us to learn more.