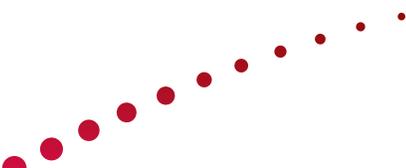




10 Ways to Transform Your Business by Embracing Flexible Work



The era of flexible work is here. It's now. Is your business ready?

You might be more ready than you think. Navigating a turbulent economy has taught us how to work smarter: We trimmed our budgets, traveling only when necessary and learning how to do more with less. Now, as the economy recovers, it's time for these hard-won lessons of the recession to guide us to even greater efficiencies and successes.

With innovative tools and a willingness to embrace new ways of working, we can actually do significantly more with fewer resources. This knowledge couldn't come at a better time: Research from the Citrix Global Workshifting Index shows that 37 percent of organizations offer flexible work environments right now, while another 42 percent are expanding their current flexible work plans. By 2013, an overwhelming 93 percent of organizations will offer a flexible work policy.

Citrix has compiled groundbreaking research from industry analysts and experts to help you equip your business with the tools it needs to adapt to the modern world of mobile work. Conduct business globally while connecting from just about anywhere — whether from the comfort of your home, the seat of a train or the back of a café.

The top 3 benefits flexible work provides:

- Ability to get work done from anywhere
- Increased productivity
- Ability to attract and retain top talent

Citrix Global
Workshifting Index

10 ways to advance your business in the age of flexible, mobile work

1. Build a cohesive distributed team.

The workforce may be more mobile than ever before, but it still takes a cohesive team to move an organization forward. Make sure team members have access to the tools they need to stay connected, productive and engaged.

Take action:

[How to Build Virtual Teams that Get Things Done](#)

[How to Be a Virtual Leader](#)

2. Expand your marketing and sales reach.

A global marketplace presents exciting opportunities, but it also introduces geographic challenges and increased competition. Webinars enable marketing professionals to reach more prospects and deliver higher-quality leads to sales staff. Sales professionals, in turn, can use online meetings to give instant demos, nurture prospect relationships and shorten the sales cycle without ever leaving the office.

Take action:

[The New Formula for Generating High-Quality Leads](#)

[7 Vital Tips for Video Meetings Sales Success](#)

3. Ensure business continuity.

Workplace disruptions come in many forms — from severe weather events to flu pandemics — but preparing for unexpected interruptions in advance helps employees stay safe and productive when they can't make it to the office.

The top 3 reasons businesses adopt flexible work policies

- Reduced IT or business costs
- Greater scheduling freedom for employees
- Improved support for mobile workforce

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Take action:

Business Continuity: Supporting All Employees with GoToAssist

Yankee Group Research: How IT Benefits From and Enables Use of Emerging Technology

Flexible Work: Rhetoric or Reality

4. Socially interact with your customers.

Social media has transformed the way companies interact with their customers — changing a one-sided dialog to a dynamic, public conversation while providing a new channel for customer service and support. Whether you see social media as an opportunity or a nuisance, the only way to manage the noise is to join the conversation.

Take action:

The Best of Both Worlds: How to Leverage Social Media Relationships with Collaboration Tools

How to Develop a Social Learning Lab

5. Collaborate anywhere instantly and brilliantly.

Distance should never impede invaluable face-to-face meetings with employees, clients or prospects. Use high-definition video conferencing tools to bring people together and keep projects on track without the hassle or expense of travel.

Take action:

Speed Up Project Cycles with Face-to-Face Online Meetings

The Business Transition from Room-Based to Desktop Video Conferencing

6. Simplify and streamline with SaaS.

A mobile workforce is only as effective as the tools that support it. Software delivered as a service reduces costs and IT burden because there is no need for maintenance.

Take action:

Best Practices for Corporate Agility: How to Speed Up Your Business with the Cloud

Building Leadership and Strategy: Cloud Services Help IT Expand Business Leadership Role

7. Present like a virtual virtuoso.

We've all suffered through painful presentations. However, in a virtual environment, you simply can't afford to deliver a second-rate presentation. Learn how to engage your online audience.

Take action:

The Top 10 Ways to Keep Online Learners Engaged

The Presentation Genius of Steve Jobs

8. Nurture long-term customer loyalty.

In the 24/7 global marketplace, customers expect instant, effective support that resolves their technical problems on first contact. Whether using an educational webinar or remote support, keep customers satisfied and loyal by ensuring they receive the help they need, when they need it.

Flexible work generates, on average:

- A 37.6 percent reduction in the length of staff meetings
- 6.3 hours per week saved in commute time; resulting in 4.5 hours re-invested in work
- A 43.2 percent decrease in interruptions for managers
- An increase of 90 minutes of planning, goal setting and strategizing per week for supervisors

Diane Stegmeier
Stegmeier Consulting Group

Take action:

Measuring Customer Loyalty and Satisfaction: Benchmarking for Service Desk Success

9. Engage and retain employees around the globe.

To reap the benefits of the burgeoning mobile workforce, companies need to ensure that employees are engaged, productive and aligned with overall business objectives.

Take action:

How to Start, Execute and Maintain a Teleworking Business and Culture

How to Present, Support and Maintain Productive Flexible Work

10. Train smarter, not harder.

A mobile workforce calls for efficient online training that leaves travel hassles and site logistics behind. Online training scales easily and effectively to match real-time training needs and works conveniently for one or many — regardless of location.

Take action:

How to Move Your Training Program Online

How to Deliver the Next Level of Effective Online Training

Conclusion

The age of flexible and mobile work is here. It's time to proactively embrace the strategies, innovative tools and streamlined ways of working that will help you increase efficiency and strengthen your organization as you move forward in our new, improved and agile work environment.

Resources for achieving business agility

http://news.citrixonline.com/online_collaboration_product_reviews/

For more white papers, case studies and on-demand webinars, visit news.citrixonline.com/resources.

For best practices, company announcements and research about modern work styles, please visit the GoTo Blog at blog.citrixonline.com.



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About Citrix

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