

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

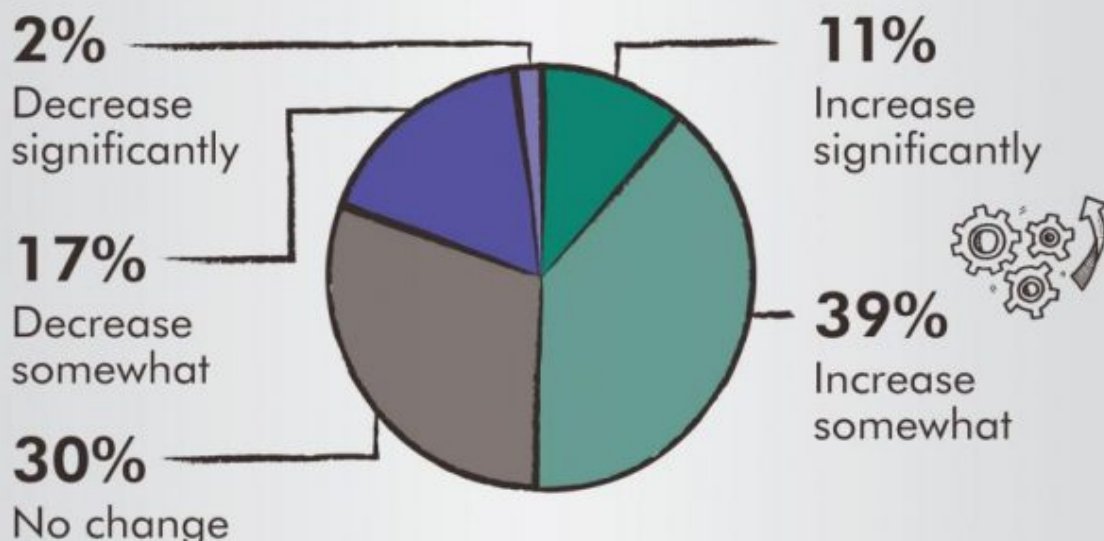
If you have any questions or need help you can email us

new research from staffing firm The Creative Group. Half of advertising and marketing hiring decision makers (50 percent) surveyed feel productivity would increase if ...

Sep. 24, 2018

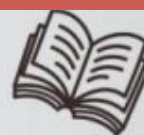
THE CASE FOR A **FLEXIBLE** WORKPLACE

If your company instituted a compressed workweek, what impact do you think it would have on staff productivity?



Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



Whose responsibility is it to see that workers have a healthy work-life balance?



Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

marketing hiring decision makers (50 percent) surveyed feel productivity would increase if their company instituted a compressed schedule, where employees work four 10-hour days. In addition, more than three-quarters of respondents (76 percent) support allowing staff to attend to non-work-related tasks while on the clock in order to boost overall performance.

[View larger version.](#)

“More companies recognize that the best work doesn’t always happen in the office Monday through Friday from 9 to 5,” said Diane Domeyer, executive director of The Creative Group. “A flexible workplace, where employees have greater control over when and where they work, can improve productivity and job satisfaction. It can also be a big draw for professionals, helping companies attract and keep the best talent.”

View an [infographic of how employers feel about flexible work arrangements](#).

Work-Life Balance is a Shared Responsibility

When it comes to achieving healthy work-life balance, most employers want staff to meet them halfway, the survey suggests. Fifty-two percent of creative managers said companies and employees are equally accountable; only 6 percent said it’s solely the company’s concern.

“Savvy employers recognize that staff who are able to take care of personal tasks and pursue outside passions during business hours often bring their most creative and productive selves to the job,” Domeyer explained. “But employees must remember that with freedom comes responsibility. To maintain privileges like a flexible schedule, staff must continue to deliver results and meet goals.”

Visit The Creative Group blog to learn more about [alternative work arrangements and making work-life balance a part of employee retention](#).

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us