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More and more potential employees are looking for jobs that offer greater work flexibility to work where and when they want. If you don't have a work flexibility policy, you may be losing out on top talent in your industry.

Here are some quick tips for building out a policy that gives your employees the flexibility they want with the results you need.

Use Technology That Gives You The Ability To Work From Home

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out the time and effort to do your work.

Having the right technology stack (and teaching your team how to use it properly) is one of the most important steps towards creating an effective work flexibility policy for your company because, as long as people know how to work and communicate from home, you can trust them to do it.

Make Sure Your KPIs Make Working From Home Viable

Every company measures success a little differently. Obviously the most important KPI is going to be somehow tied to sales, but depending on your industry, those sales may be placed in a context of how much it cost to make the sale. Easier, small sales may be more profitable in the long-run than larger, more difficult sales.

Your employee's success shouldn't be measured by how long they're sitting in the office or who went home last. At the end of the day, these kind of old school metrics don't equate to sales or profitable work.

Make sure that you understand what each team member does, how that work is ultimately tied to company profits, and measure their success by how much closer they get the company to earning more money. Make sure the employee understands how their job makes the company money as well so they can focus on what's most important instead of worrying that you're thinking they're being lazy by staying home.

Set Up Expectations About What Work At Home Should Look Like

As long as the employee's KPIs are being met, it shouldn't really matter when or where they work, but it might matter for some of their coworkers.

If you need them to be responsive during “normal work hours,” then include that

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policy, so alter the schedule as needed.

Follow Through With Your Plans & Iterate

It’s worth revisiting your work-from-home policy from time to time to see what is and isn’t working. Ask for feedback and ask for what problems it’s causing people. Always be sure to iterate and test new ideas out to see if you can improve upon the policy that you have.

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