



Benefits of Flexibility . . . The Reality Behind the Strategy

At Balancing Professionals, our strategies for flexibility aren't driven by an idealistic philosophy but by a practical reaction to the reality of a changing workforce and a changing economy. These stats and studies are just the tip of the iceberg of a large body of data supporting the benefits of TRUE Flexibility. And if you want more data, just ask us . . . we take the reality behind flexibility strategies very seriously.

Large Company Case Studies: Decreased turnover, increased productivity

Best Buy's "ROWE" program, which stands for "Results Only Work Environment," allows corporate employees to work when and where they like, as long as they get the job done. Employees don't count the number of hours they work, but productivity for ROWE teams increased over 35%, voluntary turnover dropped significantly, plus they saw improved manager performance, greater employee engagement, and increased customer satisfaction. More than 80% of corporate employees are now part of ROWE.

British company BT Group implemented a program called "Freedom to Work," allowing people to work when and where they want. Turnover fell to under 3 percent, saving the firm £5 million a year. After maternity leave, 99% of BT's female employees return to work compared to UK average of 47%; Sick days average 3 days per year as compared to UK average of 11; Productivity for home-based workers has risen steadily since 1998, as much as 30% per year. [Source: *Off-Ramps and On-Ramps*, by Sylvia Ann Hewlett]

Deloitte & Touche has estimated a savings of \$41.5 million in turnover costs alone by retaining employees who would have left if they did not have a flexible work arrangement [Source: *Corporate Voices*, 2005]

Telecommuting: Environmental and cost saving benefits

A Telework Exchange survey found that if the 79% of **U.S. government** employees eligible to telework actually did, they would save \$13.9 billion in commute costs and spare the environment 21.5 billion pounds of pollutants.

If people actually took advantage of *existing* telecommuting policies, the share of telecommuters would grow from 11 percent to 25%. The total savings from full use of telecommuting would amount to \$3.9 billion in fuel, and time savings equal to 470,000 jobs. [Source: *2005/2006 National Technology Readiness Survey*, Robert H. Smith School of Business, **University of Maryland**]

Capital One Financial implemented a pilot program allowing employees to choose where they work, resulting in the ability to house 800 employees in space that previously housed 300; **Sun Microsystems** saved \$67.8 million in real estate costs in 2006 with over 18,000 employees participating in their telecommute program.

Demographic Shifts: Flexibility essential to attract talent

Generation X and Y, whose combined population will represent 60 percent of the U.S. workforce by 2010, agree that career decisions are primarily driven by their quest for work/life balance (70 percent Gen Y, 63 percent Gen X). [Source: *Fidelity Investments Study*, 2008]

As the baby boomers age the growth rate of the labor force will slow significantly over the next 10 years. [Source: *Bureau of Labor Statistics*]

In spite of a dismal economy, a CareerBuilder survey done at the *end* of 2008 found that one in five workers say finding a new job was on their list of New Year's Resolutions. Flexible schedules was among the 4 most important attributes workers said they'd be seeking in a new position.

59% of professionals with a college degree cited "finding a position with more flexibility" as the top reason they'd leave their current position. [July 2007 online survey of over 1,000 parents by Carolina Parent and Balancing Professionals]

In Monster's 2007 Work/Life Balance Survey, 89 percent of respondents look for work/life balance programs such as flextime and telecommuting when evaluating a new job, but only half of HR professionals consider work/life balance to be an important company initiative.

Part-Time Advantage: Attracting important talent pools, increased productivity

60 percent of employed **mothers** find part-time work to be the most appealing work arrangement. [Source: *Pew Research Center Study*, 2007]

In a study of phased retirement by Watson Wyatt, two-thirds of the 1,000 **workers over age 50** who were surveyed said they would prefer scaling back their hours or responsibilities, rather than retire.

"For the most part, senior managers [of part-time professionals and managers in the study] reported no negative impact of the reduced load work arrangement on the performance of the work unit and noted that individual performance of the professionals and managers had been maintained or actually improved." [Purdue University study involving 400 part-time professionals and managers]