



The Sustainable Benefits of TRUE Flexibility

The *sustainability movement* is about harmonizing people, planet, and profits. Here's how TRUE Flexibility (optimizing when, where, and how we work) is a sustainable business strategy that benefits employers, employees, communities, and the environment . . .

- Access additional talent pools (Baby Boomers seeking phased retirement, opt-out Moms wanting part-time careers)
- Improve workforce productivity, loyalty, and engagement
- Lower turnover costs
- Optimize rent and real estate spending
- Risk management and contingency planning
- Become an "Employer of Choice"



- Increase job satisfaction and productivity
- Work-life integration = optimal care of self, family and community

- Better utilize community talent pool
- Healthier families
- More volunteerism
- Reduce highway congestion

And Some Data to Back It Up!

- ⇒ Flexibility enabled **Deloitte** to avoid an estimated \$27 million in turnover costs in one year.
- ⇒ **Best Buy's** Results Only Work Environment (ROWE), allowing corporate employees to work when and where they like, resulted in an over 35% increase in productivity, decrease in turnover, and increase in customer satisfaction.
- ⇒ 60% of **working mothers** view part-time as their ideal work arrangement. [Pew Research Center, 2007]
- ⇒ 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% Gen Y, 63% Gen X). [Fidelity Investments Study, 2008]
- ⇒ In a study of phased retirement by Watson Wyatt, two-thirds of the 1,000 surveyed **workers over age 50** would prefer scaling back their hours to retiring altogether.
- ⇒ **Cisco's** study of 2000 employees who telecommute revealed \$277 million in productivity savings and an avoidance of 47,000 metric tons of greenhouse gas emissions.
- ⇒ A Telework Exchange survey found that if the 79% of **U.S. government** employees eligible to telework actually did, they would save \$13.9B in commute costs and spare the environment 21.5 billion pounds of pollutants.
- ⇒ A 2009 study by the Work, Family and Health Network found that employees were twice as likely to develop cardiovascular disease if they had a boss who showed little willingness to accommodate family needs.
- ⇒ Work-life initiatives (flexible scheduling, compressed work weeks, telecommuting, job-share) were the top non-compensation benefit valued by ALL age groups. [Western Benefits and Compensation Consulting 2008/2009 survey]
- ⇒ **IBM** estimates that its mobile workforce reduces its real estate requirements by at least 2 million square feet, saving IBM about \$100 million a year.

