

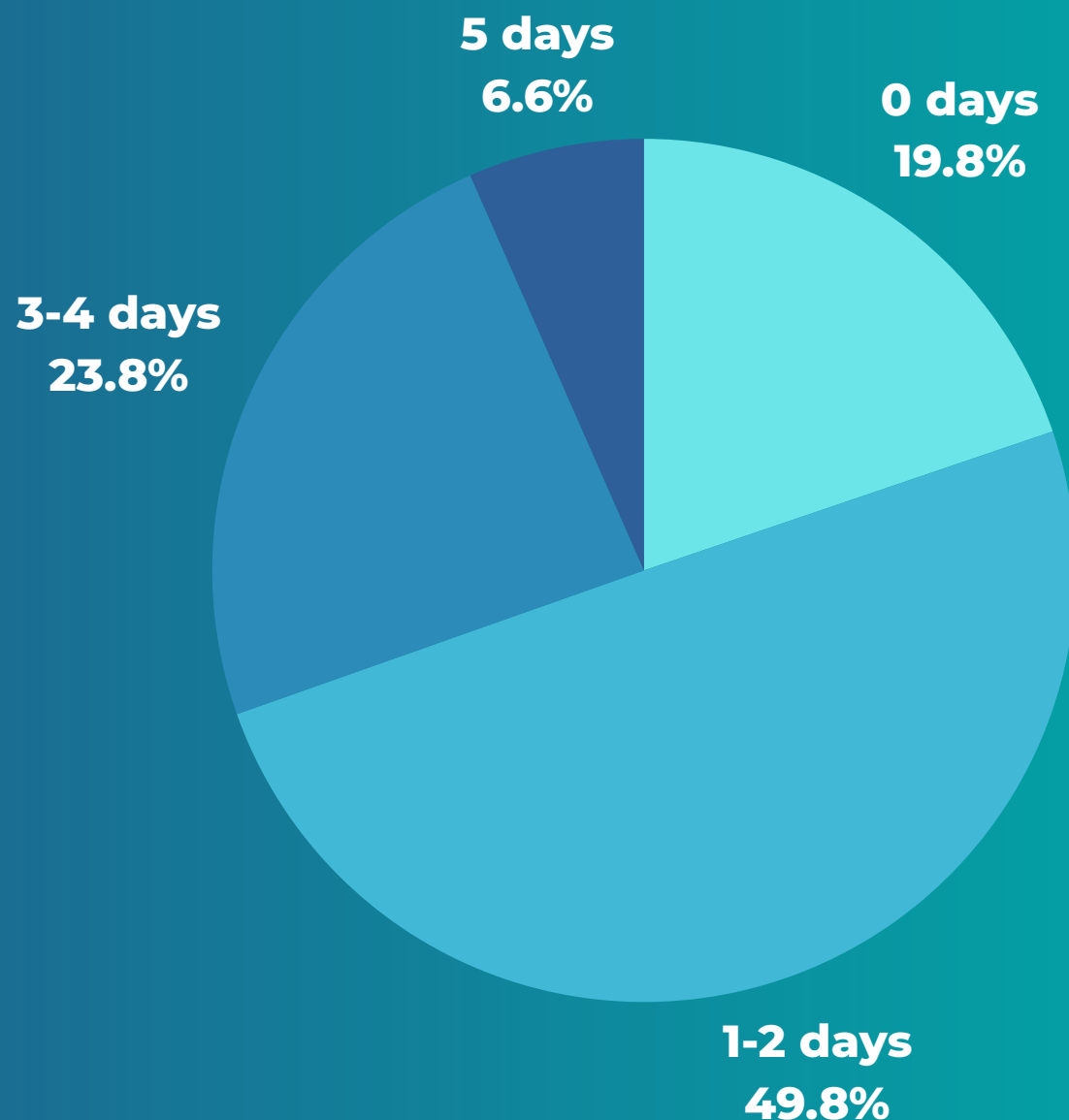
# **How-to Hybrid**

## **Best Practices**

**7 Lessons from 18 interviews,  
6 books & 1 year of research**

# The Harsh Reality

**74% of people want a Hybrid approach to work.  
It is the minority who want Remote or In-office.**



**Based on 273  
responses to the  
question:**

**"How many days do  
you want in the  
office?"**

# The Problems

- 1** How do we offer flexibility without causing organisational chaos?
- 2** How do we decide which days are best in-person and should we mandate it?
- 3** How do we create a culture that gets the best out of in-person & remote work?
- 4** How do we redesign our places & spaces to meet the changing needs of our team?
- 5** Which communication tools should we be using & in which way?

# The Lessons

- 1 Trust your team to decide when.**
- 2 Measure success by results, not time.**
- 3 Create a strong WHY for the in-office days.**
- 4 Allow flexibility with out-of-work arrangements.**
- 5 Define how to use each communication channel.**
- 6 Invest in spaces so your team WANT to come in.**
- 7 Make the most of both in-office & remote days.**

**Now to Action Them**



# The Team Decides



**Let your team decide where they want to work each day. Then support them with coworking access, home office improvements and main office benefits to incentivise each option.**



# Success = Results



**Move past presenteeism and agree clear OKRs for each role to measure success. If you need to be active between certain hours, use a core hours model with 11-3 online & decide the rest.**



# Define a WHY



**No-one enjoys travelling in just to sit in virtual meetings all day. Define WHY you use in-person spaces and ensure the team is in agreement.**



# Be Truly Flexible



**Create a culture that enables out of work commitments like a doctors appointment or picking up the kids to be taken without guilt.**





# Communicate



**Define the purpose of each tool and clearly set expectations on how frequently check-ins are needed and the type of communication that should be set.**



# Invest in Spaces



**Make the office a place your team actually want to come into. Use an activity-based approach, while offering perks like free travel & lunch.**



# Do Hybrid Well



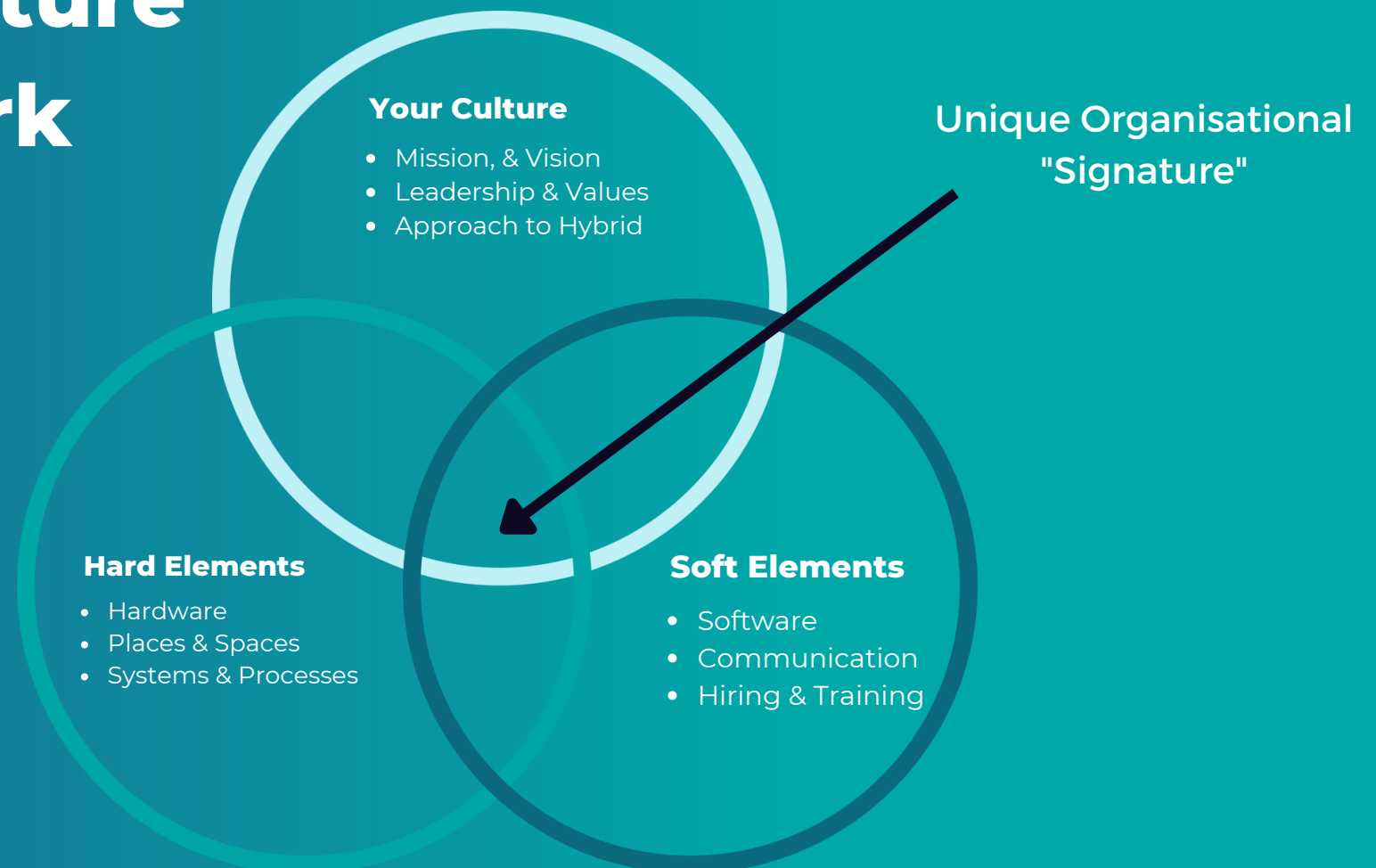
**Use in-person days for collaboration and team building and use remote days for distraction free deep work on solo tasks.**



# Your Signature

Combine these best practices to find a hybrid approach that works for YOUR team. Then use it as a differentiator to attract & retain talent.

## The Signature Framework



# Comms Toolkit

Clearly define which platforms will be used for which type of communication by outlining via the framework below.

## The Comms Toolkit



### Virtual HQ (Remote)

The primary reference point for everyone in the organisation that acts as the single source of truth. Hosts announcements, ideas, feedback, updates and everything in-between.

### Async Collaboration (Remote)

In-context collaboration on active projects across design, copy, code, specs, tasks and more. Allows for commenting and cloud-based changes that are automatically updated.

### Sync Collaboration (Hybrid)

Monthly 1-2-1s, project stand-ups and ad-hoc meetings to resolve complex issues together. Set with a clear goal, agenda and time constraint and used only when needed.

### Sync Culture (In-Person)

Meetups, annual company retreats, project kick-off & celebration to mark key milestones. Focused on inclusion, team building and alignment across the organisation.

### Emergency (ANY)

Direct messages, phone calls or all-hands-on workshops to resolve an critical business issues. Used as a last resort in respect of individual work-life boundaries.

# Need Any Help?



**Connect with me on LinkedIn:**

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