

A stylized globe is positioned on the right side of the cover, partially obscured by a large white circle. The globe features green landmasses and light blue oceans. The background is a solid green color.

remofirst

Freedom of Work is the Future of Work

Navigating the Future of
Globally Distributed Teams

Featuring commentary from Remote
Work Advocate & Revenue Leader,

Hanna Larsson

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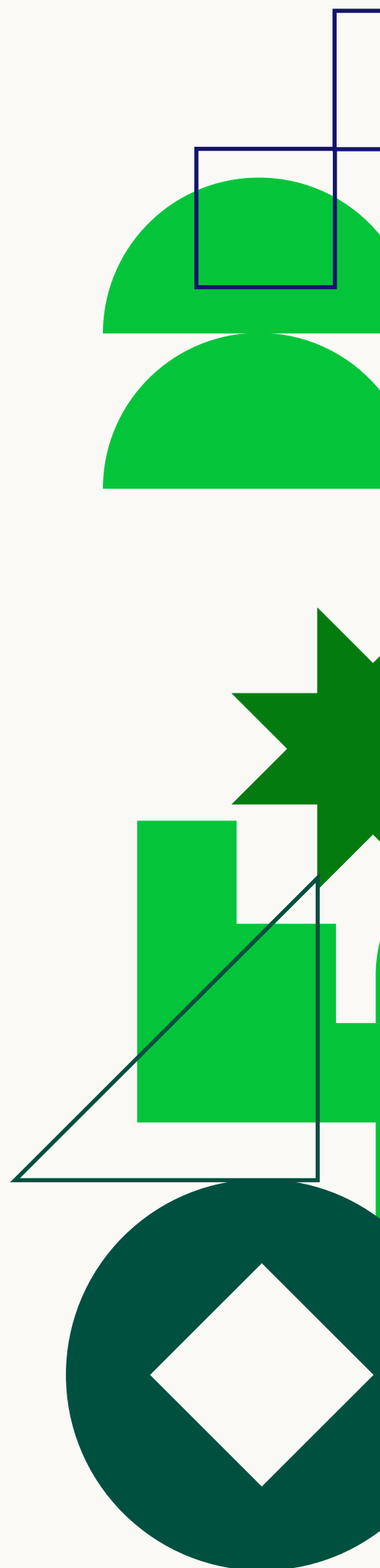


The Changing Landscape of Work

Welcome to the revolution of work, a dynamic era where the constraints of physical offices are dissolving, replaced by an exciting, boundaryless landscape. This is the Future of Work, and it's being powered by the principle of Freedom of Work.

Traditional office setups are giving way to a more fluid, flexible model, driven by advances in technology and a shift in societal values after the Covid-19 pandemic. The last few years have shown that remote work can (and will) succeed, but how do we make it even better?

This new phase of work is about optimizing the way we work remotely, and making changes that will not only increase productivity, but also overall happiness and satisfaction for remote employees. Here, we explore this transformative concept and how it's redefining our perception of work.






The Rise of Remote Work & Distributed Teams

We've come a long way from the days when 'work' was synonymous with a physical office. Thanks to technology, we're no longer bound by geographical location and can build diverse, global teams through remote work.

Remote work has empowered individuals to design their ideal work environments, resulting in improved productivity and job satisfaction. For businesses, this shift has opened access to a wider pool of talent, unrestricted by geographical boundaries.

Unsurprisingly, technology has been the catalyst for this revolution. Collaborative tools have made remote teamwork a reality, enabling effective communication and project management (regardless of location).



The rapid adoption of remote work worldwide is supported by impressive statistics. Owl Labs' 2022 State of Remote Work report interviewed 2,300 workers and found:



If the ability to work from home was taken away, 66% of workers would immediately start looking for a job that offered flexibility, and 39% would simply quit.



The number of workers choosing to work remotely increased 24% from 2021 to 2022. Those choosing hybrid work went up 16%, while interest for in-office work dropped by 24%.



62% of workers feel more productive when working remotely.



Accessible, Global, Distributed Teams

By hiring globally, businesses can access an unparalleled breadth of talent and expertise. Diverse teams also bring together a wealth of perspectives, fostering creativity and innovation.

Freedom of Work means individuals who face barriers in traditional office-based employment can now access new avenues for meaningful employment.

Remote work eliminates the limitations imposed by physical location or the accessibility of office spaces -- by providing equal access to job opportunities, remote work promotes diversity and inclusion, mitigating biases based on factors like appearance or geographical location.

Time Zones

A key benefit of having a team spread across different time zones is the potential for round-the-clock productivity. While one part of the team is signing off for the day, another is just starting. This allows businesses to ensure constant progress and swift service to customers regardless of their location.

However, time zones can also make it difficult to collaborate with colleagues who are more than 8 time zones away. The key to managing this is effective communication. It's essential to establish clear guidelines and leverage technology to facilitate timely and efficient interactions.

Another strategy is for companies to create squads or “hubs” for teams that are located in similar regions. For example, an engineering team can be located across Europe while an Operations team is located in the Americas.



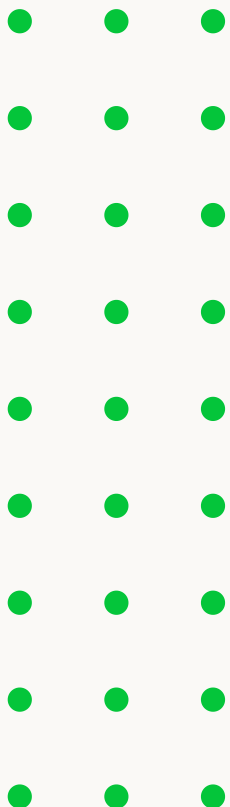


Unlocking Global Talent & Fostering Innovation

Global teams also offer practical advantages. They can be more cost-effective, bypassing expenses associated with traditional office spaces, and they allow businesses to operate across multiple time zones, ensuring round-the-clock productivity and customer support.

Advantages of global teams:

- Teams spanning different time zones can leverage around-the-clock productivity.
- By combining varied viewpoints, global teams can approach problems from multiple angles, leading to unique and innovative solutions.
- Cultural intelligence fosters adaptability and openness to new ideas, enabling teams to develop innovative solutions that resonate with diverse segments.



Navigating Challenges

The Future of Work is not without challenges. Trust, communication, and collaboration can be tricky, but these obstacles can be overcome with effective strategies.

Biggest challenges to Freedom of Work:

- Building a good remote work culture
- Legal and compliance risks for global teams
- Communication and time zone barriers.



Legal and compliance risks can also be more complex with globally distributed teams. Different countries have varying labor laws, and compliance with these laws is crucial. This is where working with knowledgeable legal and HR professionals can ensure compliance with global labor laws.

Remote work can also potentially expose businesses to cybersecurity risks. However, these can be mitigated by implementing strong security measures, including data encryption, secure VPNs, and robust cybersecurity training for all team members.

Building a culture of transparency and open communication, and creating opportunities for virtual team-building can all contribute to a cohesive and productive global team.

Understanding Freedom of Work

Freedom of Work is the heart of this global work revolution. It's about **empowering employees** to work from where they feel most comfortable and productive, thereby creating teams that are **more fulfilled and engaged**.

Freedom of Work principles are already being adopted by forward-thinking companies. These pioneers have successfully established 'work from anywhere' teams, embracing the idea that great work can happen anywhere. From small start-ups to tech giants, these businesses are a testimony to the transformative power of diverse, global, remote work.

The Freedom to Innovate

At its core, Freedom of Work is about much more than the physical location of work. It's about providing an environment that fosters innovation. When a business hires without boundaries, they are introducing different perspectives into their team, which can spark new ideas, improve problem-solving, and encourage creative thinking within the team.

The Power of Technology

None of this freedom would be possible without the technology that powers remote work. The advent of collaborative tools, project management software, and seamless digital communication channels have made it possible to work effectively, regardless of location.



Yet, this is just the beginning. With the continual evolution of technology, the future promises even more possibilities.



Concepts like virtual reality and artificial intelligence have the potential to revolutionize remote work, enhance collaboration, and make distributed teamwork even more effective.

It's a future where businesses will need to adapt and innovate continually – from leveraging emerging technologies like VR, AI, and AR, to adopting hybrid work models, these changes reflect the evolving nature of work. Moreover, with remote work becoming the norm, companies need to establish clear remote work policies and ensure they're equipped to manage a globally distributed team.



Hanna Larsson

Over the last decade, Hanna Larsson has built and scaled go-to-market engines, sales orgs and revenue at disruptive SaaS, Deep tech and HR tech companies.

Freedom of Work isn't just a buzzword; it's a movement that's revolutionizing the business world.

It offers businesses the opportunity to tap into global talent, foster innovation, enhance productivity, and build a truly global brand.

It's also a core tenet of the Future of Work movement, which is focused on supporting work-life balance and employee well-being, acknowledging that healthy, happy employees are crucial to a successful business.

Key voices in the Future of Work movement, like **Hanna Larsson**, have been pivotal in spreading this ethos, underscoring its significance for the Future of Work.

Today she helps founders build and scale high-growth companies, audiences and high-performing teams. She is an advocate for the future of work - how the world of work is evolving and all the opportunities it brings to people around the world to build a better life.

Into the Future of Work

by Hanna Larsson

Many managers struggle to lead distributed teams. Yet, research suggests 26% of employees work remotely. And 36.2 million workers are expected to do so by 2025.

Work is and will continue to be so much more than going to an office. The world is literally our HQ now, and if you're a manager and you lead people, you have to adapt to be able to keep up.

The hybrid remote workplace model is expected to grow from 42% (2021) to 81% (2024). What does this tell us? It tells us how important it is for managers to adopt new ways of leading their teams. Because knowing how to lead distributed teams is becoming the new norm.

Work as we know it has changed. It's been reframed. It's no longer about seeing your employee in a chair working.

It's about trusting your people. It's about setting clear expectations. Focusing on the output. Not hours spent working. It's about communicating clearly. It's about accessing the best talent in the world. And bringing your team together to enable collaboration.

It's about giving your people flexibility. And autonomy to do their best work.

The World is Our HQ.

I joined a startup very early. I built the sales team in EMEA for them. In 18 months we became a sales team of almost 90 people. We were distributed in 22 countries. We had no offices. No company off-sites.

We all worked remotely. Did we do well as a team? Oh yes. Did we build culture together? Absolutely. Did we manage to move the needle together? Hell yes. We scaled revenue with 42x. It's no longer about location. It's about being intentional with leaning in to the new. And defining what work is to you and how you can enable your people to live their best life.



Hanna Larsson
hannalarsson.me



3 things you need to work remotely in 2023:

1. Any location in the 🌍
2. A 💻 with wifi
3. An employer that trusts you 🤝

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Change is the Only Constant



So much has happened in the world of work in the last 3-4 years. We're seeing so many different career paths and lifestyles being built. I believe we are only at the start of this massive shift... Here's some of the changes we have seen in the world of work and the development that continues...



We're taking another giant leap forward with the emergence of AI. GPT-4, and their successors will make us all super humans.



We can work from anywhere.



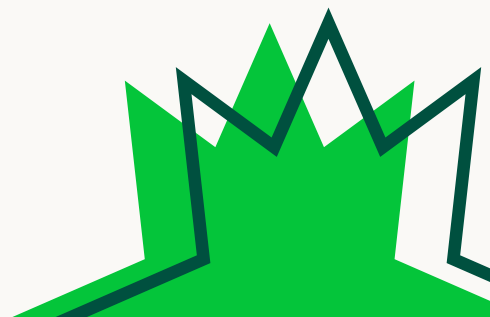
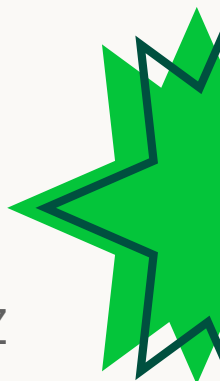
Flexibility has become the norm for most companies.

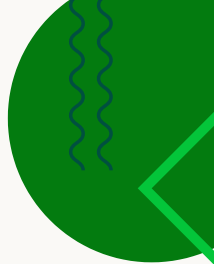



Companies are hiring from overseas which means access to jobs and increased economic opportunities continues to spread across the globe.





The creator economy is literally exploding. Two thoughts on this one: it's not too late to join in + it will be interesting to see how employers will try to attract Gen Z and compete with being a content creator on TikTok or other social media platforms.






 Non-linear workdays are becoming the new productivity hack.


 Async communication allows people to build their career around their life and not vice versa.





 Countries are attracting remote workers with digital nomad visas that benefits the local community.


 Small villages are turning into vibrant hubs.

 The 4-day workweek is proven to be highly successful.

 People are finding their voice on social and monetizing their skills.

 Almost 5 billion people have access to the internet.

 It's never been easier to start a company than it is right now. You can access the world from your bedroom.

 Personal brands have become the fuel for startup growth.



💰 People are building multiple income streams.

👣 Executives and top performers are stepping off the 9-5 to tap into fractional gigs.

🧠 The access to learning is mind blowing.

🚀 The freelancer market is booming.

📄 We see more and more people working with several companies at the same time.

👤 We see people leaving toxic and unsustainable work environments and choosing new career paths.

Here are Hanna's 9 tips for leading distributed teams:

1. Do weekly 1:1's with your direct reports to check in with them and see how they are doing.

2. Be intentional with bringing people together for bonding and knowledge sharing. When we build our relationships stronger with each other and learn from one another we become a team that grows together.

3. Communication is key when you lead a distributed team. Be transparent - communicate and work in open slack channels.

4. Document everything to enable async work. When you work remotely or lead a distributed team documentation is KEY to be able to provide structure. Structure will enable people to work autonomously and efficiently in different time zones and locations. Leaders today need to become aware that everyone works and communicate differently. However, structure still remains the foundation.

5. Regularly check in on the work load and see how you can unblock, support, and enable your team.

6. Foster a celebrative culture in the team - celebrate wins together! This is even more important when you lead a distributed team. Include everyone.

7. Lift each other - make your team feel heard and seen. Give them recognition. Don't forget cross-functional teams too.

8. Foster an ownership mindset in your team. Empower them to work autonomously and own their work.

9. Be quick to remove blockers.

As a leader it's your job to foster collaboration and communication. And last but not least, **BUILD** an environment of **TRUST**.

"The way we work has changed forever."

Your productivity,
when you document
everything



Your productivity,
when you do not
document



Remote work tip from Hanna

The Road Ahead

With global distributed teams, the world is no longer a vast expanse, but a connected workspace. Your next great hire could be anywhere from San Francisco to Sydney, Berlin to Buenos Aires. This new work paradigm offers an exciting vision of what the future could hold – a future where work-life balance is achievable, where diverse, global teams drive innovation, and where businesses can operate without geographical restrictions.

This is the future that Remofirst is passionate about empowering. We're ready to facilitate this global collaboration, ensuring that businesses can hire the best talent, wherever they may be, and in compliance with all legal requirements. With us by your side, you're not just embracing the Freedom of Work, you're shaping the Future of Work. So, let's step into this exciting future together.

Your Freedom of Work Checklist

Assessing Your Readiness for Remote Work

- ☐ We have a reliable and secure technology infrastructure for remote work.
- ☐ Our team is comfortable with using digital tools for collaboration.
- ☐ We have policies in place for remote work.

Planning for a Global Distributed Team

- ☐ We have identified roles that could be filled by remote workers.
- ☐ We have a strategy to attract and retain global talent.
- ☐ We have considered the impact of different time zones on work and communication.

Managing Legal and Compliance Risks

- ☐ We are aware of the legal requirements for hiring internationally.
- ☐ We've considered a partner for managing legal & compliance risks.
- ☐ We have a plan to manage data security and privacy concerns from remote working.

Fostering a Positive Remote Work Culture

- ☐ We have strategies to build trust and collaboration for remote teams.
- ☐ We are committed to promoting diversity & inclusivity in our global teams.
- ☐ We have a plan to ensure work-life balance and employee well-being in a remote work setting.

This checklist is designed to give you a high-level overview of the key considerations in your journey towards embracing the Freedom of Work. Ticking off these points can ensure a smooth and successful transition towards globally distributed teams.

Action Plan for Freedom of Work

To fast-track your journey towards embracing Freedom of Work, here are some quick wins that can make a real difference:

1. Enhance Digital Onboarding

Review your current onboarding process and consider how it can be improved to better serve remote employees. This could involve creating a comprehensive digital onboarding package or implementing a buddy system for new hires.

2. Facilitate Virtual Team Building

Plan a virtual team-building activity that brings together your local and remote staff. This could be a virtual escape room, an online trivia contest, or a collaborative challenge.

3. Review Your Time Zone Management

Are there better ways to schedule meetings and deadlines across time zones? Explore tools that could help streamline this process and make it more transparent for your team.

4. Deep-Dive into International HR Providers

Schedule a call with an Employer of Record provider such as Remofirst to better understand how they can streamline your global hiring process.

5. Initiate a Remote Work Culture Survey

Create a survey to understand your team's experience with remote work. Use the insights to refine your company culture and support systems for a global distributed team.



Hiring remote teams shouldn't be difficult. That's why Remofirst is the best platform to manage your international HR and help you hire remote employees.

Let Remofirst hire your full-time employees on your behalf in 150+ countries. No need to spend months and tens of thousands of dollars setting-up a local entity if you have Remofirst.

Set up payroll and benefits all at once. Premium Health insurance (medical, dental, and vision), Equipment (laptops, monitors, chairs), Visas or Work Permits, and Financial benefits are all easy to supply and manage.



Employer of Record

Remofirst hires your full-time employees on your behalf in 150+ countries, so you don't need to set up multiple legal entities to hire talent around the world.



Global Payroll

Remofirst organizes your team's global employees and compiles your international payroll into one simple approval process.



Healthcare & Visas

Give your global employees the health insurance they deserve. Finding and obtaining the proper visa for your employees can be hard — our team handles everything, making it quick and easy.

Visit:

www.remofirst.com