

Staking Your Claim: The New Work from Home Frontier

All the communication, with all the people



Culture eats strategy for breakfast.

Peter Drucker

Why does culture matter in an office of one?

From Indeed.com

Corporate culture is an organization's values, ethics, vision, behaviors and work environment. It is what makes each company unique, and it impacts everything from public image to employee engagement and retention.

Communication is key to culture.

It matters because

- You might not always be an office of one; sub-contractors
- Your clients are your “people”
- If you still work for a company, then you need to be part of the culture even when you aren't physically there
- It's the best way to secure referrals



Key communication take-aways

- Do what you say you will
- Return calls, texts and emails promptly
- Be aware of generational differences and individual differences
- Don't be afraid to ask questions
- Determine co-worker and client's "best" communication vehicle
- Confirm what you heard

They don't think I'm working...

How communication can help or hinder



Is this a legitimate concern OR a mindset?



Confirm how much permission you have for flexible hours if you are an employee



Explain your approach

What is your typical response process

What are your typical work hours

Establish your comfort level with reaching out outside *normal* hours

What to do if you reach out during evenings or weekends.



What symbolizes that you ARE working

Meeting deadlines

Being responsive to instant messages

Letting people know when you are out

Delivering on or before deadlines
- outcomes

Does this need to be a meeting?

Face-to-face is hard to beat, but you have options

- Evaluate the purpose
 - New and complex vs. updates
 - Networking is needed or a highly technical topic
- Evaluate who will be involved
 - People who've never met or a long-term, solid team
 - A handful or a large crowd
- Meet via a virtual platform even for one-on-one; seeing faces!
- Don't forget phone calls
- Shorten the time by being prepared
 - Send information ahead of time
 - Give a hard deadline to the meeting

Asynchronous work life

Communication

- Use delayed send tools
- Confirm your approach to responding to emails, texts, or Ims
- Weigh the importance of the information
- Be mindful of time zones
- Normal work hours are not always the same

Schedules

- Share *your normal* work hours
- Let people know when you will be out for an extended time
- Use auto reply email message
- Use clear deadlines or due dates for tasks – mutually agreed
- Divide specific tasks in writing

Let's Keep Talking

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