



CREATIVE FUTURES

FLEXIBLE WORKING

Dave Coplin:

When I say flexible working, most people hear working from home. And while home is one of the locations that you might work from, true flexible working, proper flexible working is about actually thinking about the tasks that you have to do that day and then figuring out where's the best location for you to do those tasks from. So if you need to meet with your colleagues, do you know what, you probably should be in your office. If you need to spend time with your customers, you should be with your customers. If you're working on a research project and you need some quiet time to think, I would bet you the last place you want to be is your office, and maybe the last place you wanna be is your home. So flexible working is about making this mindful choice. And we live in a world today where we have enough technology and bandwidth, and yet still people feel that they can only work when they're inside that container of their office.

Chris Bunch:

We like to strike a balance with working from home. We like people to be in the office where possible it just means that everybody feels a bit more connected to each other if you've got a question you can go and tap someone on the shoulder. However, having said that, we only hire people that are smart and that we trust, and if people want some peace and quiet, to go and do some complicated programming or write a lengthy report, then it makes sense to work from home. And if you've got a 3g connection in the industry we work in essentially you can do it.

Monica Parker:

And one of those compelling reasons can be cause you love the people you work with. Another one can be that you create a space that does everything for you, you know, the Google model, your dry cleaning, your food. And another can be fun, you know, that it is just a fun place to be. The truly progressive businesses, the ones that are going to last sort of the test of time probably do try to inject that sense of having a family environment and one that has a good dose of fun as well as, you know, work hard, play hard.

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