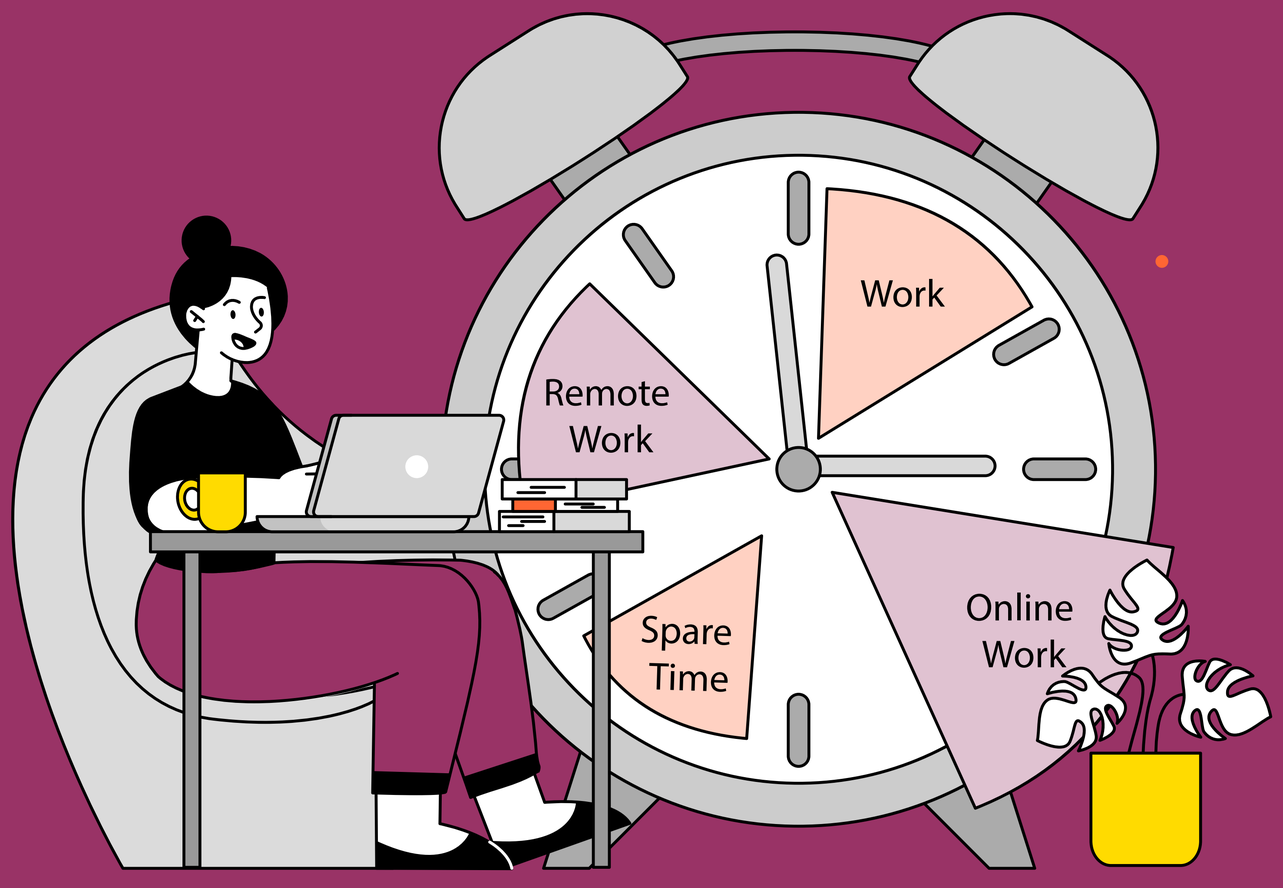
MRS Evidence Matters

A guide to hybrid and flexible working



Hybrid/flexible working

Introduction

Why hybrid working can be challenging

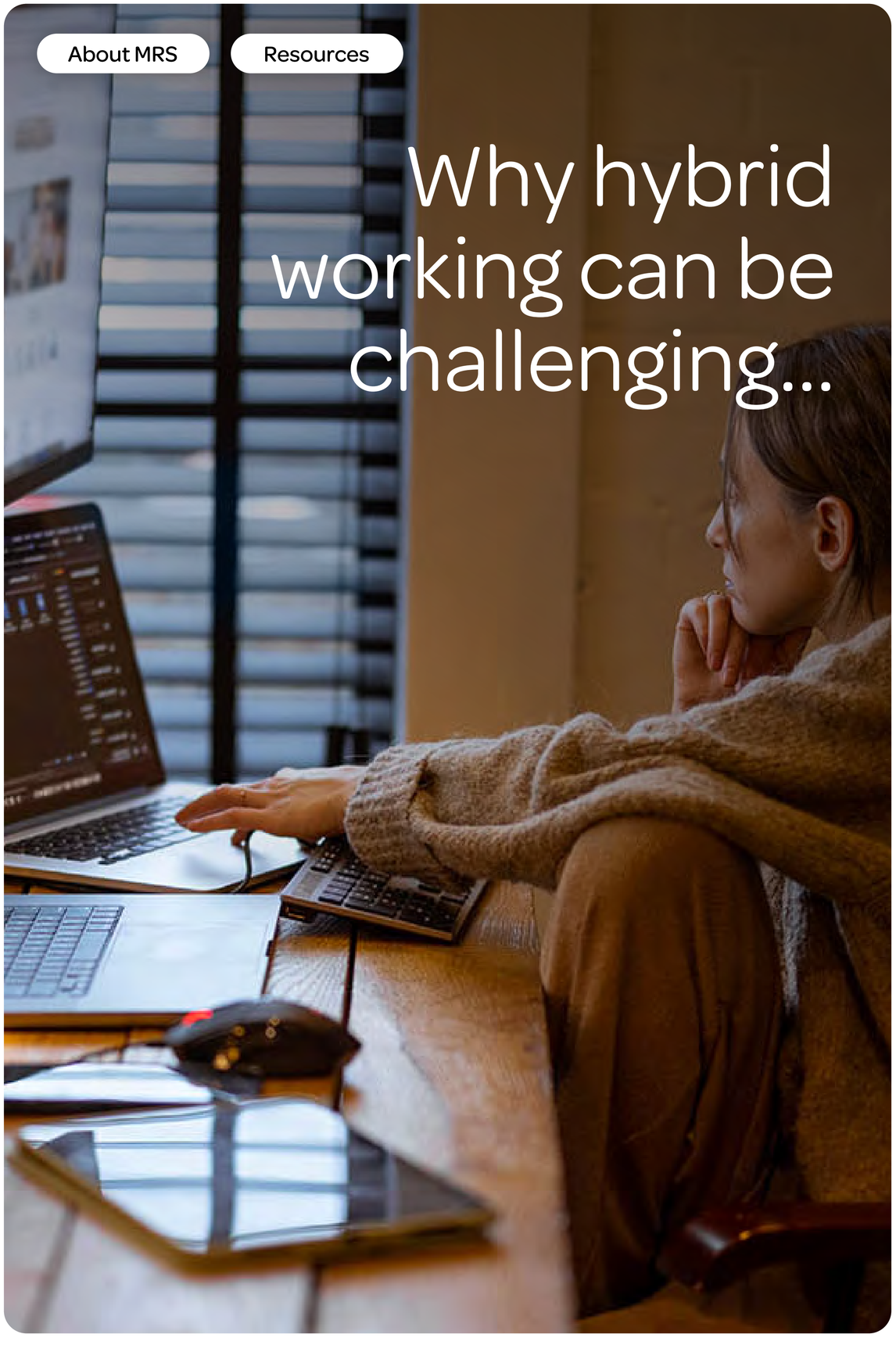
Top tips for successful hybrid working

Since the pandemic, working practice and structure have changed a lot and the approach to hybrid working is continuing to evolve within the market research sector.

Achieving a good balance between in-person and remote working while keeping both team members and senior management happy, is a challenge impacting a lot of companies currently.

While there is no one size fits all solution, this document outlines the challenges companies are experiencing and some potential tips for more successful working structures going forward.

Get started →



Why hybrid working can be challenging...

Disparity in preferences and approaches to hybrid working amongst staff. This can be impacted by:

- **Working style**
  if they work better at home or in the office, perceived benefits of being in the office.
- **Personal circumstances**
  where they live - shared house, distance from office, and child responsibilities, conditions like autism / ADHD / anxiety.
- **Financial constraints**
  cost of travel, childcare, dog care) especially given the cost of living / reduced bonuses or pay rises
- **Personal priorities**
  some avoid commuting time to focus on life outside work, whereas others place more importance on socialising in the office

Evolving policies around hybrid working

- Companies are continuing to review and amend their office requirements and often haven't settled on their long term approach, post pandemic
- This can be both unsettling for existing staff and cause issues when recruiting if requirements change soon after an employee joins the company

Difficulties enforcing or encouraging more days in the office

- Monitoring office attendance without being too authoritarian
- Overcoming staff resistance and the impact on wider issues with retention

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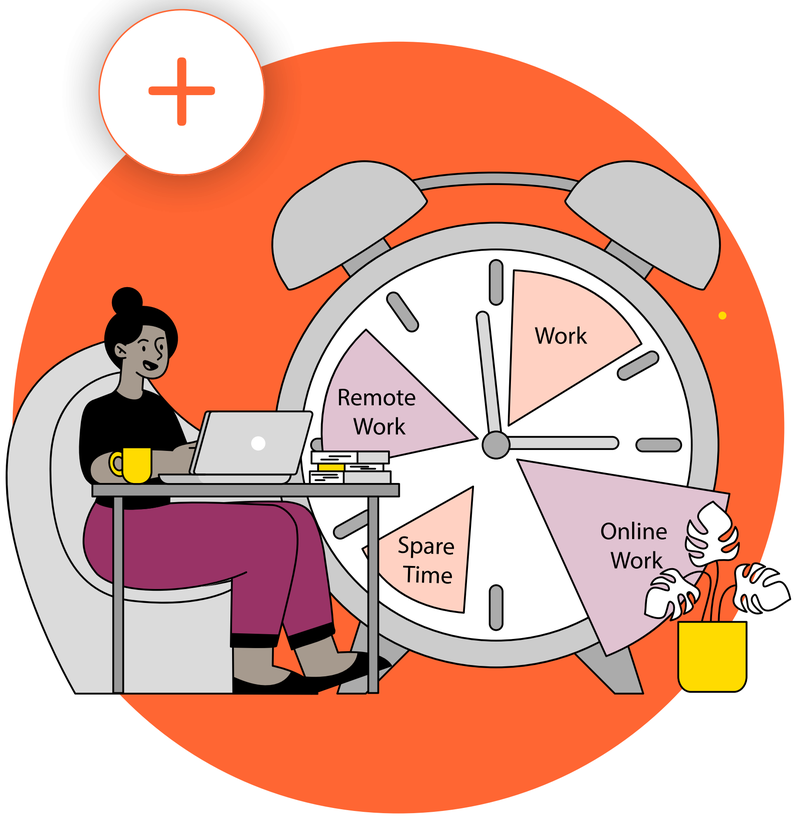
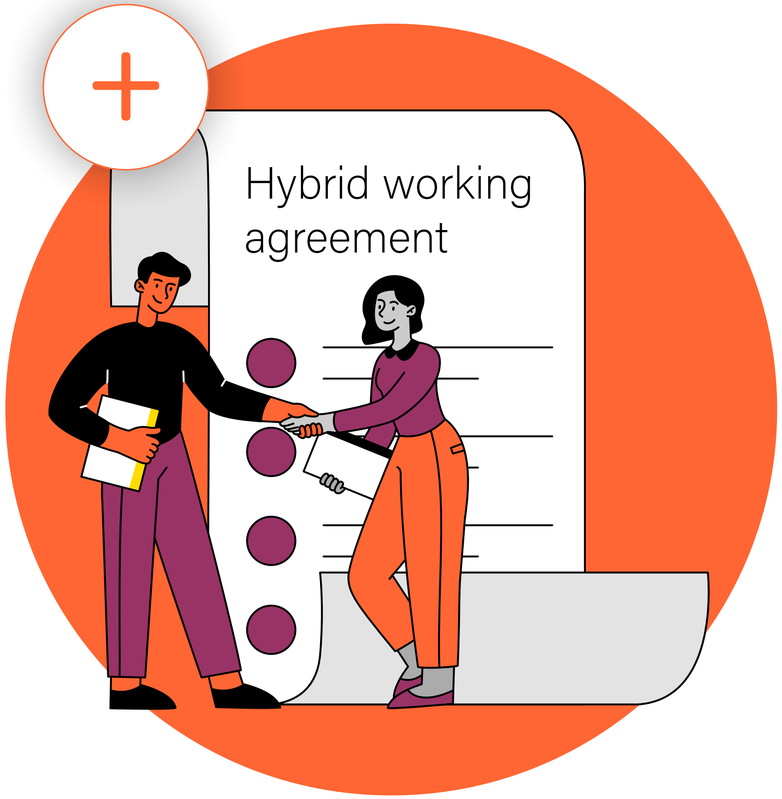
Top five tips for successful hybrid working...

01 Empower your staff through flexibility:



02 Communication is crucial:



03 Practice what you preach:

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Top five tips for successful hybrid working...

04 Make the office enticing and meaningful:

05 Don’t ignore the importance of remote connections in building a consistent culture

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