



# The Small Business Guide to Effective Remote Work

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**WORK  
PLACE  
LESS<sup>®</sup>**

# Vision

A workforce that thrives in a flexible  
and digital-first future





**WORK  
PLACE  
LESS<sup>®</sup>**

# Mission

Build the capabilities to perform and grow at every stage of an organization or individual's remote work evolution



# WORKPLACE LESS®

Training programs that enable flexible work

**W**  
**ASYN**  
**AT**  
**WORK**

**Y/**  
**GO**  
**PLACE**  
**LESS**

**Y/**  
**GROW**  
**PLACE**  
**LESS®**

**Y/**  
**LEAD**  
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**Y/**  
**TRAIN**  
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**Y/**  
**WORK**  
**PLACE**  
**LESS**

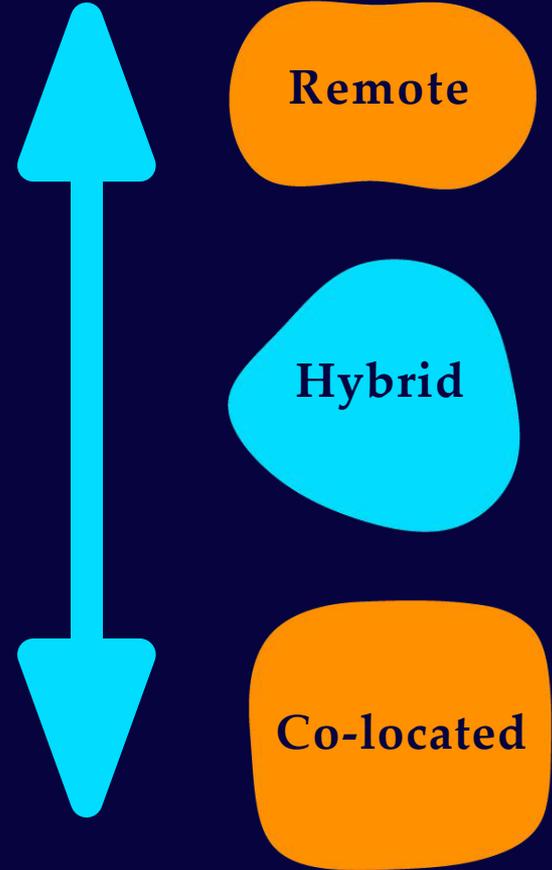


# placeless *adjective*

place·less | \ 'plās-ləs \

Definition:

1: lacking a fixed location





# Workplace Flexibility

# Types of Flexibility



		1	2	3	4
Location		In office every day	Structured hybrid	Flexible hybrid	Fully remote
Schedule		Set schedule every day (9-5)	Condensed workweek	Nonlinear workday	Work whenever
Job		Accept work as assigned	Offers job sharing and other options	Control over workload	Accept work as desired
PTO		Accrual	Allotment	Minimum	Unlimited



80%

of global desk workers want  
location flexibility (e.g.,  
remote, hybrid)

94%

want schedule flexibility (e.g.,  
non-linear workdays, 4-day  
workweek)



7 out of 10 employees would  
take flexibility and autonomy  
over a promotion



# Top 3 Factors in New Role Acceptance



Compensation

Job Fit

Flexibility



## Benefits for Employers

### Productivity

**2/3**

of [employers](#) report increased productivity among remote employees

### Retention

**95%**

of employers say remote work has a high impact on employee retention



### Recruitment

**77%**

of [Zenefits survey](#) respondents evaluating future job opportunities rate flexible work arrangements as a major consideration

Flexible remote work policies  
cited as the #1 factor that  
has improved company  
culture over the past two  
years





Fully remote SMBs are nearly **twice as** likely to strongly agree that they've maximized the positives and minimized the negatives of flexible work compared to hybrid companies, and report better outcomes in:

-  finding and retaining talent
-  building culture
-  achieving high performance





**Remote small businesses have a  
competitive advantage — if  
you're able to offer flexibility,  
do so!**



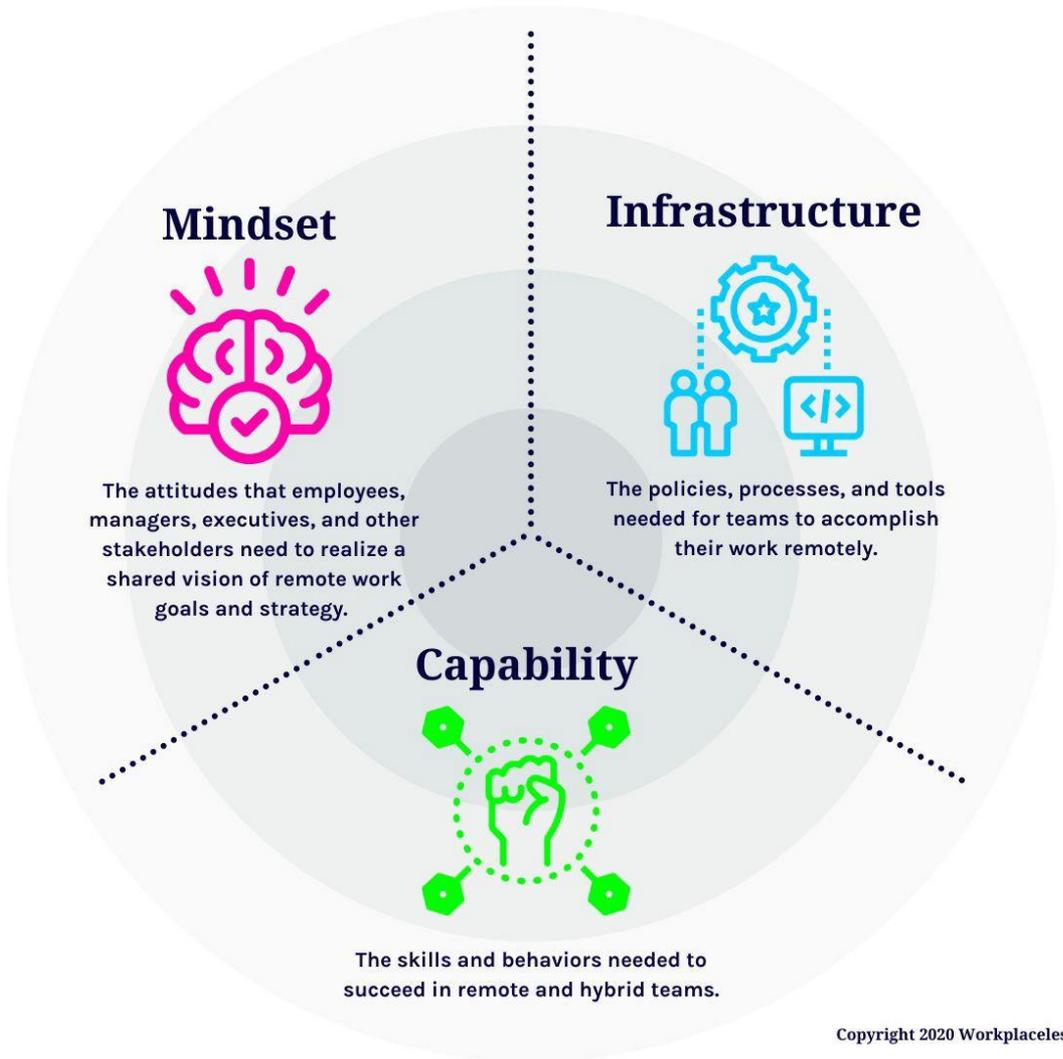
# Effective Remote Work

# REMOTE EFFECTIVENESS FRAMEWORK

## 3 Pillars of Success in Remote Work



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# Mindset



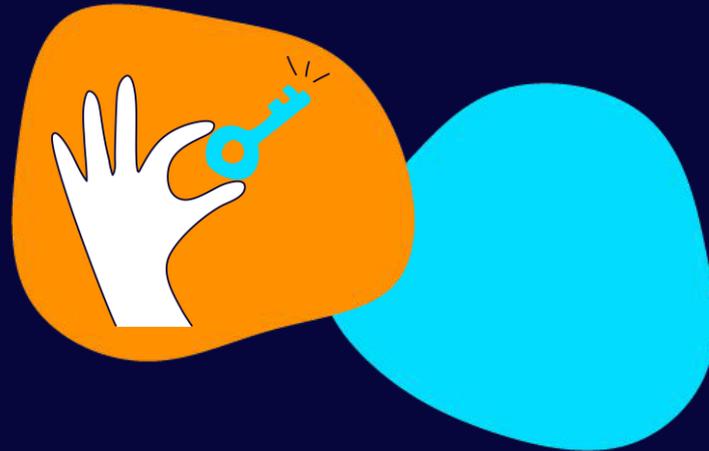


# 5 Principles of a Placeless Mindset

1. Embrace location independence over physical presence
2. Empower autonomous work with flexible schedules
3. Impact productivity with asynchronous communication
4. Be open and transparent
5. Trust your colleagues and employees



**Capability = skills and behaviors**





**Small  
Business  
Owners**

Remote worker

Remote leader

Remote business owner



# Resilience

 Adapting to overcome adversity

 Leveraging psychological safety to create trust

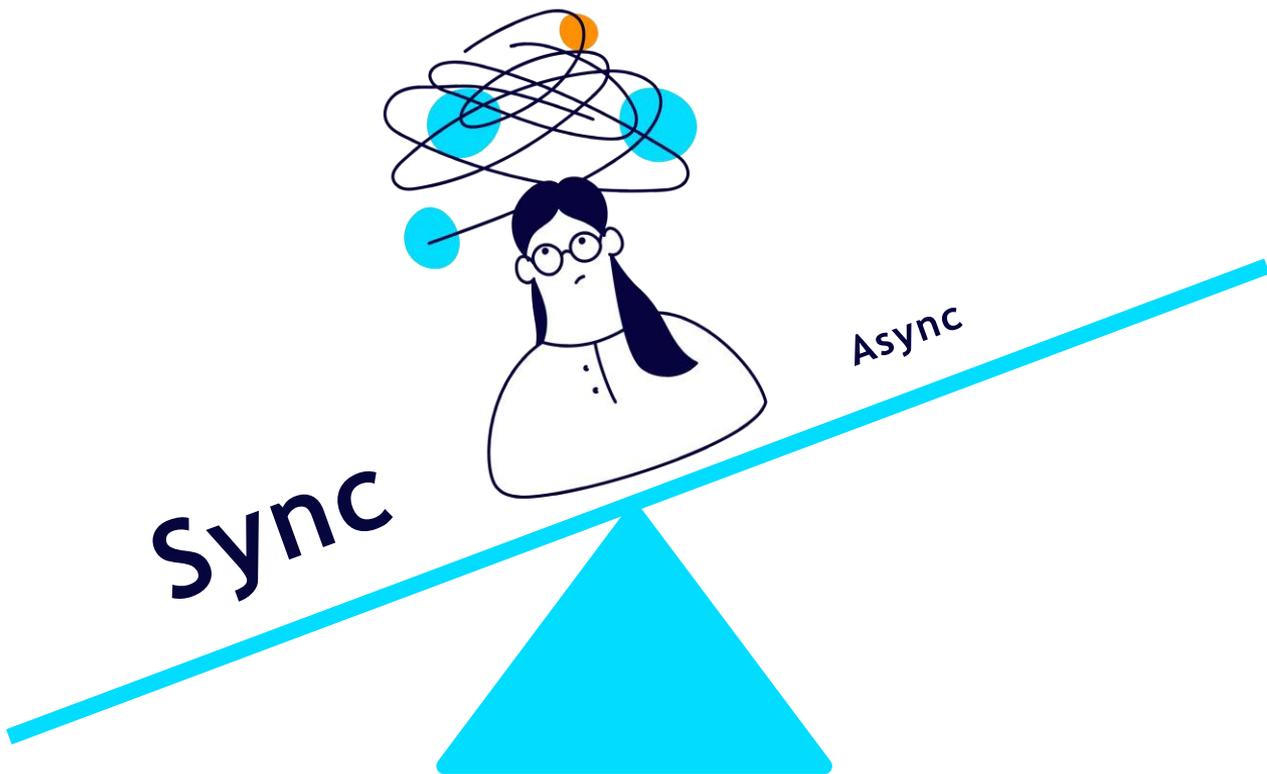
 Igniting the belief you can work well together as a team



# Communication

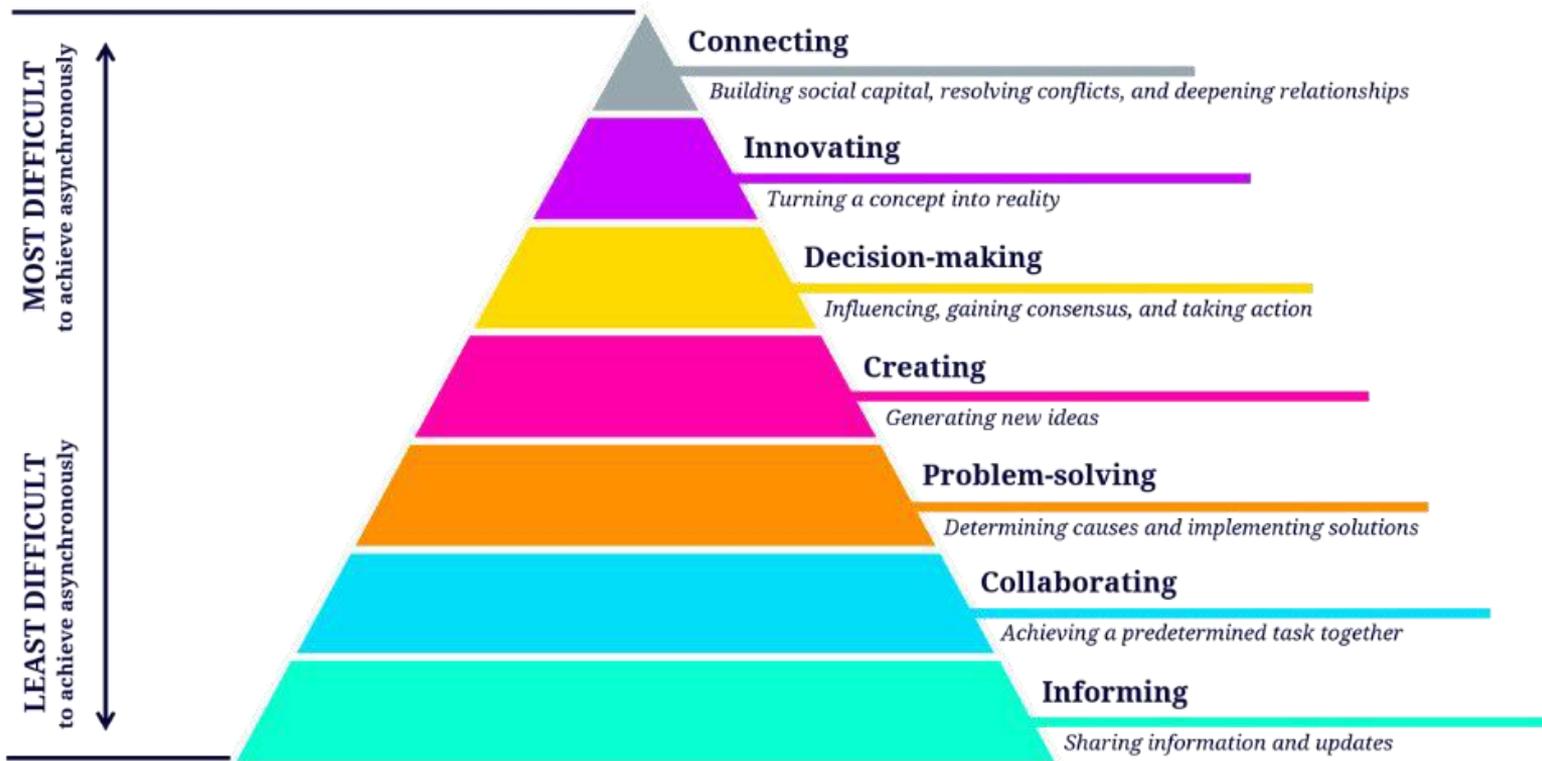
 Optimizing outcomes with balanced communication

 Leveraging asynchronous communication to preserve energy and improve productivity





# PLACELESS TAXONOMY



# Inclusion

 Ensuring connection to one another and to the company through strategic sync and async interactions

 Combating proximity bias



# proximity bias

pro·xi-mi-ty bi·as      /pɹɑk'sɪ.mɪ.ti/ /'bɪɪəs/

phrase

Definition

the tendency to favor people and ideas that are closer to us in time and space

Example sentence

Shifting to virtual meetings in hybrid work environments helps to mitigate proximity bias.

Synonym:

distance bias



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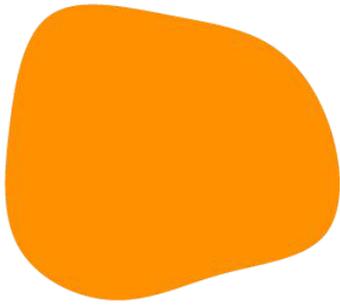
Remote Work Dictionary





# Infrastructure





# Policies, Processes & Agreements





## Remote Work Policy



A document that outlines an organization's remote work norms, expectations, rules, protocols, and resources

★ Sets everyone (business, managers, employees) up for success by setting clear expectations for flexibility



# Remote Work Policy

- ❑ Company Policy
- ❑ Protocol
- ❑ Schedule
- ❑ Performance Expectations
- ❑ Equipment & Expenses
- ❑ Working Environment
- ❑ Remote/Flexible Work Handbook
- ❑ Team Engagement
- ❑ Worker Support
- ❑ Policies and Resources



## Communication Charter



A document outlining an organization's communication channels, as well as norms about frequency of use, response times, appropriate content, and other expectations related to the use of those channels

★ Reduces communication overload, misunderstandings, and micromanagement



# Communication Charter



Priority	Expectations		Example	Non-Example
<b>Urgent</b>	Tag @person or @channel and write URGENT	Response time needs to be ASAP	No link for client meeting	General inquiries about hiring
<b>High</b>	Tag @person or @channel	Response at earliest availability	new lead or potential customer	Making a personal connection with a partner outside of scope
<b>Normal</b>	response is not immediate	Respond during daily message checks	updating a team member on a meeting	preparing agendas for internal meetings
<b>Low</b>	response may not be required		Sharing of general information	Tasks involving current customers

## Single Source of Truth



A document or database that houses all of the information you need to know about a particular function; this might include documentation of decisions, work history, processes, tasks, etc.

★ Improves efficiency by making information immediately accessible

# SSoT

- ❑ Purpose
- ❑ Owner
- ❑ Context
- ❑ Definitions
- ❑ Guidelines
- ❑ Updates
- ❑ Relevant links





## Performance Rubric



A method of documenting objective expectations for an employee, with clear information about what it would look like to approach, meet, or not meet these expectations

★ Ensures equitable outcomes for all employees, regardless of location



# Performance Rubric

Area	Responsibility	Meets expectations	Approaches expectations	Does not meet expectations
Communication	Communicate with clients	Responds to urgent requests as soon as possible, responds to or delegates other requests within one business day.	Responds to requests within 2 business days.	Does not respond to client requests within 2 business days.
	Communicate with team members	Follows expectations outlined in the communication charter 100% of the time.	Follows expectations outlined in the communication charter 90-99% of the time.	Follows expectations outlined in the communication charter less than 90% of the time.
	Closes communication loops	Determines and communicates action items within 24 hours. Resolves problem and communicates with client/team immediately when resolved.	Determines and communicates action items within 3 days, and communicates with client or team when resolved.	Does not determine action items. Does not resolve, or resolves problems within 3+ days of notice. Does not communicate with client or team when resolved.

## Decision-Making Process



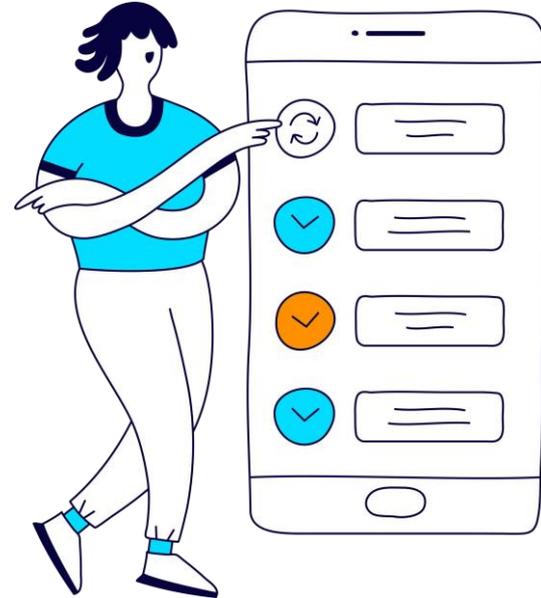
A process for making decisions that incorporates asynchronous steps, which reduces reliance on access to people to make decisions

★ It ensures decision-making is consistent, thorough, and inclusive



# Decision-Making Process

1. Plan (Async)
2. Brainstorm (Async)
3. Align on Priorities and Criteria (Sync)
4. Identify & Rate Options (Async)
5. Decide (Async)





# Flexible Work Enablement Action Plan



[www.workplaceless.com/small-business](http://www.workplaceless.com/small-business)

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# Small Business Bundle

Goplaceless

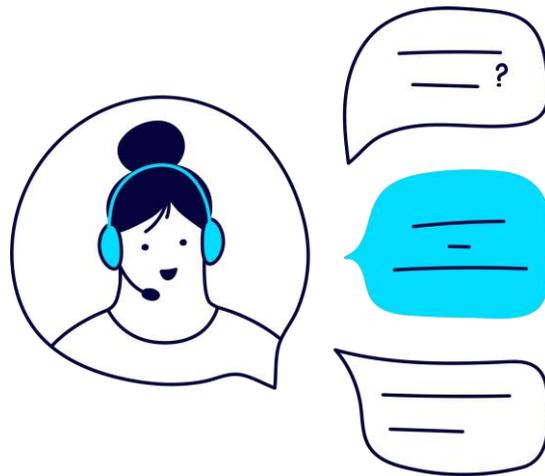
Leadplaceless

Hybrid Team Success Toolkit

[www.workplaceless.com/small-business](http://www.workplaceless.com/small-business)



# Questions



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