

Remote Work

Remote Work

*Design processes, practices and strategies
to engage a remote workforce and boost
business performance*

Chris Dyer
Kim Shepherd



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First published in Great Britain and the United States in 2021 by Kogan Page Limited

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2nd Floor, 45 Gee Street
London
EC1V 3RS
United Kingdom
www.koganpage.com

122 W 27th St, 10th Floor
New York, NY 10001
USA

4737/23 Ansari Road
Daryaganj
New Delhi 110002
India

Kogan Page books are printed on paper from sustainable forests.

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ISBNs

Hardback 978 1 39860 038 6
Paperback 978 1 39860 036 2
Ebook 978 1 39860 037 9

British Library Cataloguing-in-Publication Data

A CIP record for this book is available from the British Library.

Library of Congress Cataloging-in-Publication Data

[to follow]

Typeset by Integra Software Services, Pondicherry
Print production managed by Jellyfish
Printed and bound by CPI Group (UK) Ltd, Croydon CR0 4YY

*This book is dedicated to a few special people
recently lost from our lives.*

*Chris would like to dedicate his portion to his dearly
departed mother-in-law Anita Caruso.*

*Kim would like to dedicate her portion to her departed brothers:
Jeff Timms and Scott Leggette.*

CONTENTS

List of figures xii
About the authors xiii
Foreword by Marshall Goldsmith xv
Acknowledgements xvii

Introduction 1

01 Go home and work 4

Looking for silver learnings 4
Creators, ideators, implementers 9
References 13

02 Coming to terms 14

What remote is *not* 14
Old-school resistance 16
Deliberate design 16
Culture: the key to performance 20
References 21

03 Spoiler alert – CEOs beware 22

It starts at the top 22
Challenge your brain 24
Measuring the intangible 25
Step back to assess 26
Servant leadership or visionary leader 27
Work *on*, not *in*, your business 27
References 29

04 Scrumming Swiss cheese 31

Numbers tell the truth 33
Deliberate structure 34
Welcome to the ‘why not?’ world 39
References 40

- 05 Who is in your orchestra pit? 41**
- SWOT: Entering the matrix 43
 - DiSC: by the Spear of Athena! 45
 - StrengthsFinder: accentuate the positive 49
 - Stay fluid 54
 - Pulling it all together 54
 - Remote makes it easier 55
 - References 55
- 06 Why not remote? 57**
- Structural obstacles 58
 - Cultural obstacles 61
 - Ready for a renaissance? 63
 - References 63
- 07 A collision of intelligence and creativity 65**
- Utopia is possible... 66
 - Yes we can 67
 - Agility and technology 69
 - References 70
- 08 Top-down leadership: why remote is best for leaders 71**
- Flipping conventional thinking 71
 - Time: my gift to me 74
 - Time: my gift to my team 75
 - Goals vs busywork 75
 - Having your team's back 76
 - Autonomy, mastery and purpose 78
 - Competitive advantage 79
 - References 85
- 09 Company health: why remote is best for the company 87**
- Top *and* bottom line 88
 - Enhanced operational strength 89
 - Unpouchable staff 90
 - Growing painlessly 94
 - Increased productivity 95
 - Business as (un)usual 96
 - References 101

10 People health: why remote is best for your people 103

- Bottom up instead of top down 104
- The world of personal excellence 105
- Great people are born, not made 106
- What is your personal Utopia? 108
- Deliberately supportive 116
- References 116

11 Who can work from home 118

- Personality types 119
- Characteristics and skills 120
- Helping existing staff through the transition 124
- Screening for remote success 124
- Fishing in new talent pools 125
- References 127

12 Who can lead from home 129

- Leading from the background 129
- What leaders worry about 133
- Characteristics of strong remote leaders 136
- Attracting strong remote leaders 137
- Keeping strong remote leaders 138
- Brave new world 142
- References 142

13 Who are you as a company? 144

- Culture defined (sort of) 145
- Seven pillars of culture 148
- References 155

14 Getting started 157

- Break it down to build it up 157
- Appreciative inquiry in 4-D 162
- Five I's of appreciative leadership 164
- People, process, tools and technology 165
- Find your champions 168
- Looking ahead 173
- References 173

- 15 Meetings and measurement 175**
Meetings: communication and culture 175
Measuring performance 180
Decision-making 182
Organization charts and beyond 184
Staying on point 186
References 186
- 16 People, processes, tools, technology... and momentum 188**
More on cognitive bias 189
Decision-making revisited 191
People, process, tools and technology 193
References 202
- 17 Profit and people 204**
Let's talk money 204
Let's talk people 212
References 217
- 18 Questions you should be asking yourself 219**
Questions about going remote 219
Questions about business strategy 222
Questions about operations 225
Questions about culture 229
Questions about leadership skills 234
References 235
- 19 Story time 237**
Fish and focus 238
The pyjama solution 239
Big drama, simple solution 240
Three yards and a cloud of dust 241
Insights from a zip line 242
Simplify the sea lion way 243
The year of saying yes 244
Talking in tongues 245

Walking the walk	246
Stories unite the team	247
Make a splash for \$10	247
Octopus networking	248
What makes sense <i>now</i>	249
Scale yourself with a mini-me	250
Up next	251
References	251

20 Paying it forward 253

The movement	253
Tipping points	254
Courage and inspiration	257
Looking back	261
Looking (and paying it) forward	262
References	263

<i>Index</i>	264
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LIST OF FIGURES

Figure 2.1	Design what you want, or deal with what you get	17
Figure 7.1	Design what you want, or deal with what you get	68
Figure 8.1	Traditional work	72
Figure 8.2	Remote work	73
Figure 14.1	Levels of understanding	168
Figure 16.1	People-process-tools-technology	194

ABOUT THE AUTHORS

Chris Dyer

Chris Dyer is a recognized performance expert. Constantly intrigued by what makes some businesses and individuals more successful than others, Chris has dedicated years of research to uncovering what drives productivity and profits. He is the author of the bestselling and award-winning book *The Power of Company Culture*, which was released in 2018 by Kogan Page. He is also the Founder and CEO of PeopleG2, a background check company that has appeared on the *Inc.* 5000 list of the Fastest Growing Companies five times.

Chris was named the #1 Leadership Speaker by *Inc.* Magazine in 2019 and has been a sought-after speaker and consultant for many years. As a consultant, Chris works with leading organizations to help them transform their cultures to boost performance and gain an even greater edge in the marketplace. He is also a recognized Remote Work Expert, helping startups to Fortune 500 companies with their remote work strategies and leadership. A certified SCRUM Master, Chris is highly adept at helping teams work through obstacles and find solutions quickly and effectively. He leverages this experience in all aspects of his work, which has been shared by outlets including the BBC, *Forbes*, *Inc.*, *The Telegraph*, *Fast Company*, and NBC.

A passionate talent management enthusiast, Chris is the host of *TalentTalk*, a popular weekly business podcast that features interviews with top executives about their strategies for hiring and promoting talent.

Kim Shepherd

A recognized thought leader by organizations nationwide, including the Human Capital Institute and the National Association of Women Business Owners, Kim is a regular speaker at national events on the topics of building virtual companies, the importance of cultural glue, and attracting 'A' players.

As the CEO of Decision Toolbox, Kim took the company virtual in 2002 with more than 100 team members working across the United States and three countries. This unique business model played a key role in the company

being awarded the Alfred P. Sloan Award for Business Excellence in Workplace Flexibility three times. Decision Toolbox was also a three-time winner of *Inc.* 500/5000 Fastest Growing Private Companies, two-time winner of OCBJ Fastest Growing Private Companies and eight-time recipient of the HRO Baker's Dozen Award for Customer Satisfaction.

Kim was named the National Association of Women Business Owners 'Innovator of the Year' and was the recipient of the WomenSage Family Matters Award. She currently serves on the board of Habitat for Humanity – Orange County, and has served on the boards of Girls Inc. and Working Wardrobes.

Prior to beginning her career in business, Kim was a national television correspondent for 10 years with ESPN, NBC Sports and several syndication TV magazine productions.

FOREWORD

I have spent my life helping successful executives achieve positive, lasting change for themselves, their people and their teams. I am blessed to work with CEOs at Fortune 100 companies like Ford, Coca-Cola, Best Buy, Walgreens and GlaxoSmithKline. When I consult with senior executives, I am with them every step of the way, helping them stay on track.

No matter what level of management or leadership you're at in your profession, every leader needs help! That's why I am pleased to present this book, written for every leader. *Remote Work* focuses on resilience in a new business environment and gives you the tools you need to thrive through crisis and change. Leaders need this book and its powerful insights now more than ever.

Few events have challenged business leaders like the COVID-19 pandemic. Hopefully, when you're reading this, it is past us. The fact is, though, that the pandemic has made remote work a part of life. Kim and Chris both launched successful companies in times of crises. So whether you're still working to refine your remote organization or just starting out, you can probably benefit from their wisdom and experience. *Remote Work* delivers that insight in a practical, step-by-step approach. Keep the book handy, and Chris and Kim will be with *you* every step of the way.

Challenging times separate great leaders from good ones. I was with Alan Mulally, former CEO of Boeing Commercial Airplanes, as he joined Ford Motor Company which, at the time, was losing billions of dollars each year with a stock price that floated around \$1. They were on the verge of collapse. When Alan left in 2014, the stock price was over \$16 and the company had turned the corner, returning as a leading car manufacturer in the United States. Anyone can have passion and be an example when times are good. It's when times are hard that great leaders stand out.

Leading a remote company, or even a company that is partly remote, is different than leading a company with all the employees on site. To do it well, a lot of things will need to change – structure, culture, the way you run meetings and even your own leadership style. Kim and Chris have been through it. They took on the challenges, drove lasting change and created successful companies. *Remote Work* has inspiring stories, but most importantly, it is a meat-and-potatoes guide. I was so pleased to discover the go-to blueprint for

leaders of any company, large or small. It can help you build a company that is better in just about every way: better leaders, better employees, better performance. And that gives you a competitive edge.

Here are some of the questions you may be looking to answer:

- How can I be sure that I'm making the best use of the talent?
- How do I know my employees are working if I can't see them?
- Will my current tools and technologies be effective when we go remote?
- Will my company culture survive when everyone is working from home?
- How can I help my employees succeed in their remote environment?

You can expect Kim and Chris to help you answer these questions and more, based on their years of personal experience.

In addition to drawing on their own experience, Chris and Kim interviewed a variety of proven leaders from diverse organizations, from global enterprises to non-profits. Those leaders provide insights, ideas and success stories from their own experiences making the remote transition.

Kim and Chris will also be there to guide you even after you've finished the book. They've created a platform where you can become part of the ongoing conversation. There you'll be able to share your own experiences and learn from others.

From my unique experience, I have learned that great leaders possess three important qualities: the courage to take a critical look in the mirror, the humility to admit that they can do better, and the discipline to do the hard work of getting better. *Remote Work* gives you the structure and tools, and provides inspiration and motivation. The rest is up to you.

Marshall Goldsmith
Thinkers 50 #1 Executive Coach and *New York Times*
#1 bestselling author of *Triggers*,
Mojo, and *What Got You Here Won't Get You There*.

ACKNOWLEDGEMENTS

So many incredible people came together to make this book possible. First and foremost, we have to thank Tom Brennan, Founder of Prowrite, for shaping our words and conveying our stories to make this journey sharable. Thank you to Kim's mother and sister, Bobbi and Kaleigh, for foregoing their morning phone calls while writing the book took precedence, and to Nita for her loving words of encouragement. Thank you to Chris's wife Jody and children Luba, Dmitri and Vladimir for accepting less time during this process and always providing loving support.

We thank the incredible business minds who shaped our growth: Dave Berkus, Adam Miller, Bob Kelley, Mimi Grant, Jay Barnett, Loren Miner, Nicole Cox, Jackson Lynch, Retired Major General Melvin Spiese, Courtney Seiter, Julie Fletcher, Sarah McVanel, Dr Aaron Lee, Jessica Hubbard, David Harder and a stable of brilliant authors who we reference throughout the book.

We also thank our team of proofreaders: Jody Dyer, Sharene Cleavland, Loren Minor, Kimberly Roush, Celine Williams, Lisa Perrine, Laura Neaubauer, Sarah Denton, Melissa Brunson, Sarah McVanel, Todd Milan, Nita Willis-Guell and Kristina Renee.

A special thanks to our Kogan Page team: Anne-Marie Heeney and Lucy Carter.

