

*Webinar on*

# **Setting Up a Modern Remote Work Culture**

# Learning Objectives

- *Know the key attributes of a modern work culture*
- *Understand the strategies necessary to successfully enable remote working tactics*
- *Identifying different employee types, as a leader, to best engage with each of the company employees*
- *Become a respected leader by knowing the needs of the workforce and proving your ability to adapt to a changing market and workforce*

# Areas Covered

- *How to be agile, and why agility is such an important trait to be successful*
- *Not fearing changing, or accepting change, but embracing it in full stride to create a firm of the future*
- *Talk the talk is great, but you also have to walk the walk – top-down example setting of the company mission and culture*
- *The infrastructure that is needed for remote working*

In this webinar you will learn how to become a respected leader by knowing the needs of the workforce and proving your ability to adapt to a changing market and workforce.

**PRESENTED BY:**

*Susan Fahey Desmond - Susan Fahey Desmond is a principal with Jackson Lewis PC. She has been representing management in all areas of labor and employment law for over 30 years. A noted author and speaker, Ms. Desmond is listed in Best Lawyers in America and has been named by Chambers USA as one of America's leading business lawyers.*

On-Demand Webinar

Duration : 90 Minutes

Price: \$200

# Webinar Description

It's all integrated; having a modern work culture, utilizing technology to the best available, being flexible, having proper succession planning, having a vision, and treating people as humans rather than a resource. It's all part of successful leadership. Employees are contribution focused, wanting to work with a purpose, and don't value jobs so much as they value missions they agree with. They want to work for an employer that is doing good in the world and contributing to a better future. The belief is that personal aspirations should have a sense of alignment with the mission of the organization, whether it is via the service the company provides or the product the company delivers. Creating a work culture that makes employees feel valued and like they are contributing to the company mission is important.

This culture that embraces and adapts to technology, mobile, and remote working, social media strategy, and investment in systems is one that employees will really appreciate, and therefore business leaders must be keen to see their company act in such a way.



Also, for the record, this is not just for employees, but it is in the best interest of the business! There is countless thought leadership of the benefits of this Modern work culture, yet many antiquated leaders believe what has worked in the past will continue to work for me, and refuse to acknowledge the need for any evolution of business. Migrating to cloud platforms is more essential and necessary now than it has ever been before. Business owners should take this transformation process very seriously, and by that, I mean converting to the cloud is not the time to skimp on resources.

Companies that acknowledge that employees value personal alignment with the mission and being impactful contributors, empower their employees at all levels! Empowerment is the most productive type of dynamic that a leader can provide their employees with. Of course, this needs to be done in a wise manner, and every employee doesn't necessarily deserve or possess the talent required for all empowerment, but to be productive, they must feel empowered, especially those that know they are talented. Leaders at these types of companies will allow their top young talent to attend meetings that may have previously been "above them". They'll allow them to head initiatives they are passionate about and often create "committees" to create an ecosystem within the company.



Time and time again, industry leaders throw up their hands, unsure of how things went wrong. Many times, it's not doing something wrong that caused things to go bad, but lack of action! The future comes at us quickly and having a company culture that enables quick adaptation, agility, and innovation is necessary in order to succeed in constant change that is brought on by an ever-evolving society. Developing a modern work culture is the first step to creating a company that can handle the changes that come with the future.





# Who Should Attend ?

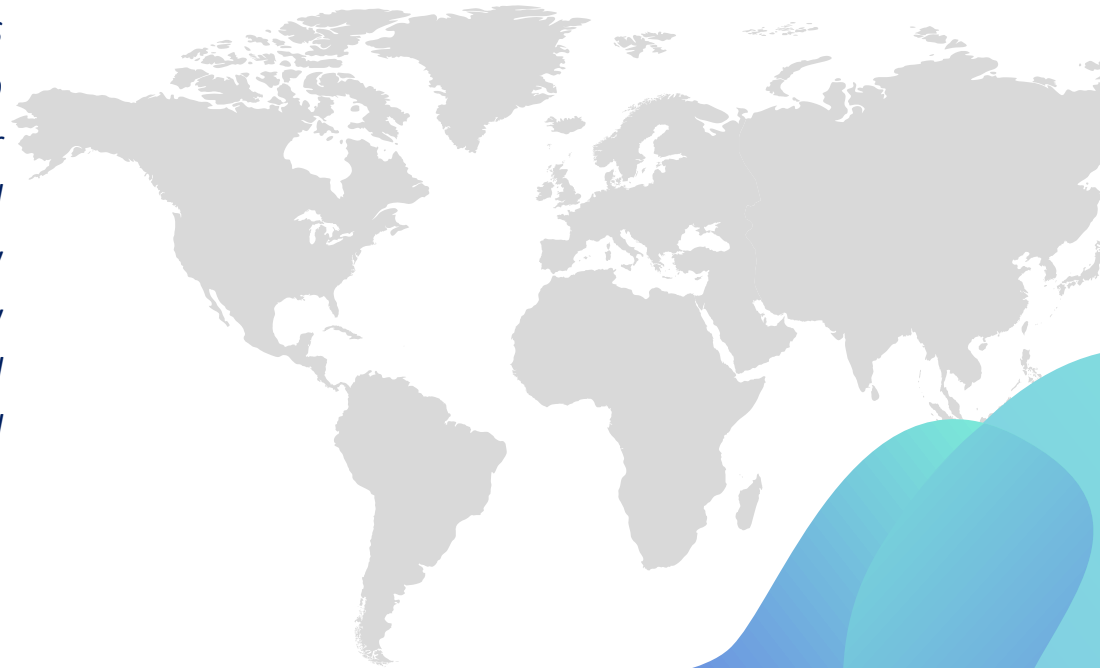
- *Chief Executive Officer*
- *President*
- *Vice President*
- *Chief Operations Officer*
- *Director*
- *Senior Manager*
- *Partner*





# Why Should You Attend ?

*We've seen it happen to Sears, Blockbuster, and Radio Shack...don't let it happen to your company! If you don't have a work culture that is built on adaptation and agility, with a focus on using technology to promote innovation, you'll be "gone with the wind". It is critical for work cultures to enter the 21st century, especially in a time of rapid innovation, where companies that are not built on a culture of agility and technology will quickly fall far behind. Leaders need to invest now in keeping up to date with technological advancements and continuously move toward building a workforce that is armed and ready to take on the future.*



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