

## FOR IMMEDIATE RELEASE

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## **WORKPLACE 2020** ***How Companies Should Prepare for the Evolving Workplace Over the Next Decade***

**New York, NY** (January XX, 2010) – The workplace has changed greatly since 2000 and will continue to evolve at an even greater pace into this next decade—but how? How should your company keep up or risk being superseded by the competition? **Lori Dervavich**, a business advisor who provides C-level executives, HR directors and boards with essential workplace performance solutions, provides tips to help stay ahead of the curve during the next decade.

“While we can’t be entirely sure how long it will take the economy to recover, there are many other transitions in store for workplaces in the coming years that we can be sure about,” said Dervavich. “In 2020, the workplace will look entirely different than it does now. By staying ahead of the curve, companies will be able to effectively prepare and smoothly transition into the next decade.”

Dervavich identifies **five key issues for companies and their employees to embrace over the next decade:**

### **Offer a Flexible Work Environment**

Employees are increasingly asking for a flexible work environment, especially younger generations. How can companies create a successful flexible work environment?

- The key in determining if this method can be successful is to review employees’ work schedules to see if it is possible for them to work from home a few days a week.
- If the employee needs to be in the office to complete their work, an option could be a 10 hour day, four day week schedule.
- Update the company’s technological capabilities to include web conferencing and interactive remote meetings. This does not have to have a hefty price tag.
- Create detailed job descriptions and have strong communication and accountability measures in place
- Expectations and deadlines must be explained and enforced so you won’t be left second-guessing whether your employees are getting any work done

### **Learn to Bridge Intergenerational Dynamics**

The combination of baby boomers delaying their retirement and more millennials entering the workforce will create communication issues. Companies must train employees and create programs to show these generations how to work together effectively. The primary characteristic of baby boomers is that they are very goal-oriented and celebrate their accomplishments and achievements, while millennials want to know the overall goals and how their work will contribute. This generation wants to learn and they want to make a difference; to them, work does not equal life.

What can managers do to create a unified and productive workplace?

- Make sure to provide all employees with the most up to date technologies and resources
- When working with baby boomers, provide training to get up to date and stay up to date on the latest technologies
- Provide the necessary training so they don’t feel inferior or intimidated
- Encourage these generations to interact - establish a mentoring program so both generations can learn from each other
- Create team projects that encourage collaboration and minimize hierarchies

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### **Operate in a Highly Collaborative Work Environment**

Managers must change their management styles to become more collaborative. The old way of managing is for a manager to set the goals/objectives, dole out the work, establish deadlines, fix what is wrong and have all the answers. The collaborative way of managing is far more effective and takes pressure off of managers, since employees want to know how their work contributes to the bigger picture. Collaboration allows employees to take ownership of their work and to be held accountable for its correct completion. Managers should encourage employee input for what they would like to work on. Managers should ask employees to outline the steps in how and when they will achieve their goals.

### **Integrate Corporate Social Responsibility**

The principle of making a difference and helping others is extremely important to the millennial generation.

More so than just donating money to non-profit organizations, companies should create ways for employees to get involved, as people are increasingly looking for meaning in their jobs. Companies should set up optional events that will get employees involved in non-profits. Examples include taking a trip to a shelter to serve lunch, helping build a home for Habitat for Humanity, filling care packages for U.S. troops, etc. These examples should be optional so employees don't feel like they are required to participate. If managers don't get a lot of employee participation at the first event, continue with the project - the word will spread and more employees will participate next time. The key is to be consistent and have opportunities to serve regularly.

### **Employee Engagement**

Companies need to live and breathe the statement that their employees are their biggest asset. Managers must be creative in finding ways to engage employees that go beyond cash rewards. In this economic climate, money may be the best reward, however, managers should talk to employees to find out what they really value and reward accordingly. Do they like to exercise? Think about a gym membership. Shopping? Try gift certificates. Volunteering? Give them a day off to do it.

There are many ways for companies to ensure that their employees are engaged and active, such as:

- Share the company vision, both short and long term. Give employees a roadmap and live the vision – it's not a piece of paper to hang on the wall.
- Be transparent. Be truthful with employees about how the economy is affecting the company. When you communicate the full picture, they will understand where changes are coming from and why.
- Seek employees' input and opinions. Give them ownership of their work. Do not micro-manage, but be available.
- Praise employees frequently and sincerely. Provide ongoing feedback and be sure to follow-up on what you say you're going to do. If you need to deliver negative feedback, keep it about the facts and discuss how to do things differently in the future. If your employees don't feel appreciated, they will find a company that will show them appreciation.
- Don't create obstacles for your employees. Make sure they have all of the information, equipment and resources to get their work done.
- Don't assume the career paths your employees desire. Ask them about what they enjoy doing, what they'd like to do more of, etc. Create a development plan that can accommodate and encourage this development as it fits into company goals.
- Encourage team interaction. The more friends employees have at work, the less likely they are to leave the company.

### **About Lori Dernavich, LLC**

A highly sought after and trusted business advisor, Lori Dernavich helps businesses and their employees become more successful by equipping them with the skills needed to improve communication and accountability. Her unique expertise and objective voice make companies more profitable by delivering customized solutions and the tools to implement strategies for ongoing employee performance success. Lori Dernavich, LLC was founded in 2002.

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