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DMMK1-CE9035 (Writing Across Media)  
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Assignment #4 - Speechwriting

Planning Sheet:

Topic - Return to Office (Remote vs Hybrid vs Traditional In-Office)

Speaker - the CEO of a fictitious tech company called E-coCart Solutions

Key Publics/Audience - Internal Members of E-coCart Solutions (Board of Directors, Management, and Employees)

Benefit Statement/Proposition - The value of hybrid working environments

Tone - Confident, Empathetic, Transparent, and Optimistic

Readability Range - Fairly difficult to read (10th to 12th grade)

As you all know, the past few years have presented us with unprecedented challenges. Our transition to remote work was essential in maintaining our operations and ensuring the safety of our team members. However, while adapting to the ever-evolving landscape, we must remain flexible and responsive to our needs.

Last year, during one of our virtual team meetings, I had the pleasure of hearing from Madison Franco, a digital content coordinator who had recently joined our marketing team. Madison shared her experience of onboarding to the company remotely, a scenario many of us are familiar with. What struck me most about Madison's story was her determination to make the most of her remote onboarding experience. Despite the distance, she actively sought out and embraced opportunities to learn, grow, and contribute to our company's mission.

Madison's early company journey is a testament to the adaptability of our team members. It reminds us that, even in the face of uncertainty, we can thrive by embracing change with an open mind.

Effective July 2024, E-coCart Solutions will transition to a hybrid work model. Our goal with this new hybrid model is to strike a balance that allows for collaboration in the office while providing the flexibility many of you have come to value in remote work.

We understand that one size does not fit all. Each of you has unique work preferences depending on your circumstances. While we will require a minimum of 60% of your work days per month to be in the office, we encourage you to adjust your remote days to align with your needs - so long as it doesn't compromise your role requirements or team dynamics. For some, this means three days in-office and two days remote. For others, this means the first half of the month in-office and the second half remote.

### Why Hybrid?

#### 1. Clear Work-Life Boundaries (Hybrid)

- Reduces the risk of burnout aka “Zoom Fatigue”
- Restores company-wide respect for employees' personal time

#### 2. Increased Social Interaction (In-Office)

- Builds a sense of community and a loyal connection to company culture, values, and mission
- Fosters inclusivity and compassion through exposure to diverse perspectives and backgrounds

#### 3. Hybrid work allows for the “best of both worlds”

At the forefront of everything we do here at E-coCart Solutions is collaboration, adaptability, and modernity. The hybrid work model embodies the future of innovative work solutions. In the spirit of our company's values, let us embrace and navigate this transition with confidence and an open mind.