# **Creative Visions: Informal Analytical Business Report**

**Date:** April 11, 2024

**To:** The President, Creative Visions

**From:** Human Resources Director, Creative Visions

**Subject:** Informal Analytical Business Report on Hybrid Work

## Introduction

Creative Visions is one of the corporations with collaborative and in-person approach of functioning. But for the sake of uprising talks in the company about the application of hybrid model of work for the employees, I have tried to give an overview of this type of initiative through an informal business report on this. Through this report, I have tried to gather ample amount of data to predict about the advantages and disadvantages of the hybrid type of work for our employees and company both. This report would aim to cover all the parameters needed to clear the confusion regarding this particular model, considering the current levels of the company and employee suitability.

## Advantages of Hybrid Work

There are a lot many factors of this work-form which looks to have a positive impact on the employee’s working environment and smoother facilitation of the corporation. Following are some key points of advantages of the hybrid model.

### Increased Flexibility:

Employees get more flexibility or freedom in their choices of time schedules or management, which help them getting on with a healthy work environment. As they would no longer be bounded by any fixed time period type terms, it helps them to operate their works more stress-free and with developed work and life balance. As said by J. M. Barrero, Covid-19 was a big social experiment in the field of workplaces. During April to December in the year 2020, Americans were found to have worked at about half of their paid work hours done from home (Jose Maria Barrero, 2021). So, this clearly defines the importance of flexibility of work for employees.

### Enhanced Productivity:

As employees are far from many types of hindrances, distractions or work pressure working remotely, they are usually seen to be more productive and efficient that way. According to a survey conducted by Kokot where one hundred respondents were taken into look, the majority of them expressed that their productivity is often higher when they work from home (Kokot, 2023). So, company can certainly benefit if the employees give more production in these environments. Monteiro also suggested that telework may increase firm’s productivity, especially in creative jobs, seeing greater efficiency in telework (Monteiro N., 2019). Thus, it is at least clear that, hybrid model brings more work done in relatively less period of time as it helps employees getting focused on work without traditional office noise or tension. And all this could be much beneficial for faster growth of corporation.

### Cost Savings:

Application of hybrid model of work can help the company in saving much expenses which usually get used in the traditional in-person office work style. Usually, the company have to spend for office spaces, it’s facilities, cleanliness and many other maintenance charges. Not only to the company, but in the case of saving economy, hybrid model helps employees too. As they are travelling relatively much less, adding they don’t have to produce hard copies of everything they’re working into as it has to be sent through internet that way and many other expenses are diminished in this way. Hence, it is clearly seen that there are some huge economic benefits in adopting the hybrid model of work.

### Employee Retention and Recruitment:

A company ready to provide hybrid work options can be found more promising in the competitive approach, to different talented ones around the globe seeking for this sort of workplace. It can really help in achieving a great brand image. Also, the research conducted by Kokot, where 100 respondents were asked and analysed, majority of them agreed to working environment in hybrid model is better and they have more advantages this way (Kokot, 2023). As, employee retention is one of the key focuses of a corporation to maintain healthiness in the company, hybrid model is beneficial in this sector too.

## Disadvantages of Hybrid work

Till now, many benefits of applying the hybrid model have been seen. But there are some negative possibilities of hybrid model too, which should also be considered before implementing this variation in the company. Following are some disadvantaging factors of the hybrid model:

### Collaboration and Communication Challenges:

Creative Visions till now is known for its comparatively better collaborative approach, in the market. And this is what looks to fall off, if we’re talking about the application of hybrid model. Due to the remote work, there becomes a big communication gap among the employees and the bosses, that often leads to delayed decisions and applications of projects. As mentioned by Mull, the lack of informal interactions can affect the juniors in a firm very negative when they have not settled a much informal relationship (A., 2021). In the 100 IT employees survey by Kokot, majority of whom voted 4 on 5 for the hybrid system of work also described that communication problems are most common working remotely, as they are not even informed of their work getting accessed or not and many other concerns (Kokot, 2023). Thus, Implementation of this model creates this interaction gap a much.

### Monitoring and Performance Management:

In the traditional method of workplace, the head of the company overlooks the performance of the employees better in-person meetings and surveillance. But, In the hybrid model of work, it can be much difficult to trace the individual accountability of employees. Also, due to lack of physical interaction, it can be hard for the managers to rank the performances of better ones to minor ones.

Hence, it becomes one of the negative factors of this work type too.

### Security and Data Privacy Risks:

One of the negative impacts of hybrid model includes Security and Data privacy risks as working remotely can lead to data breaches, system getting hacked for sensitive information and many other software tensions. Thus, prior to the application of this model, setting up ensured security of company’s data becomes much important. Also, maintenance of the system made for data protection is too complex when everyone is at their own remote sites.

### Managerial Challenges:

The Management of a hybrid organised team can be really difficult. The company would have to focus more on strong leadership skills and efficient communication strategies. Some up or down in the management would lead to unhealthy ideas in the firm like inequality or favouritism or neglection. Popovici said that hybridisation will poses a threat to company’s retention rates as it directly challenges the levels of job satisfaction and environment of employees (Popovici, 2020). Hence, Management can also get hampered after the application of this model.

## Recommendations

Communication Strategies could be applied if going in for the hybrid model of work which can help maintain information and data among the employees thoroughly. This can be comprised of regular contact system for the employees for getting daily updates and feedback channels. Also, setting up technology infrastructures like cyber security tools can help preventing data breaching. Also. Prior to the application of the model, some awareness courses should be set up in the company, to let everyone know about the running of hybrid model of work from their remote places.

## Conclusion

Looking up to the above cases and possible outcomes of the hybrid model, it can be seen as while it offers many advantages like flexibility, cost savings, etc, it also faces many difficulties in the field of communication, security, decision-making and plan implementation. So, it’s application can bring much benefits to the company, but having ensured about the challenges it can face further.

## References

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