



Your Global Growth Playbook:

How to Build and Scale a Successful Remote-First Company



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Intro

By the end of 2022, 31 percent of all employees worldwide will be working remotely (in a mix of hybrid and fully remote workforces.)

A recent PWC report showed that 78 percent of business leaders believe that remote work is here to stay. So, the question is, how do you leverage this shift in the global workforce to achieve success for your company?

The answer is to embrace this change by introducing and building remote-first teams. This guide will explain what a remote-first company is and how you can quickly pivot to this workforce model.



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What is a remote-first workforce?

A remote-first workforce is when working remotely is the primary option for a company’s employees. This means that team members are not required to perform their jobs from a centralized office on a permanent basis. Instead, employees work from another location, such as a home office or coworking space.

Remote-first companies prioritize asynchronous communication and location-independent processes.

Hybrid	Remote-first
Some employees work outside of the office on certain days.	All employees can work outside of the office.
Most of the daily business operations are done in person in the office.	Business operations are tailored around a fully remote experience.
Teams use synchronous communication – phone calls and, in-person meetings.	Teams use asynchronous communication – messaging apps and email.



How to build a remote-first company

A remote-first workforce is an ideal model on which to build a global team. Companies are no longer limited to hiring locally – they now have access to a vast, diverse global talent pool.

Transitioning to a remote-first model can be a win for everyone – there are massive benefits for both the company and its employees.

Going remote-first isn't a one-size-fits-all process, though. That's where we come in. At G-P, we help companies unlock the power of global teams by streamlining the transition to a remote-first workforce through our SaaS-based Global Employment Platform™.

Here are some key tips for building a successful international, remote-first team.

Create an unrivaled recruitment and onboarding process.

It is no secret that first impressions are crucial. No matter how much effort you put into excellent company culture, if your prospects and new hires have a bad onboarding experience, they will be less likely to feel motivated and engaged. At G-P, we ensure a comprehensive onboarding process for our new hires that includes immediate job-specific training. We use [Lessonly](#) and [15Five](#) to effectively foster and manage workplace culture during onboarding.

Remain compliant as you grow.

As your global remote-first team expands, it's important that your company is compliant in each country



you have employees in. Every country has different labor laws, compliance requirements, payroll, and benefits rules. Breaking these laws can result in severe penalties. By working with G-P, you receive 24/7 access to the most experienced team of global HR experts who will help you avoid costly compliance risks, so you can focus on growing your company internationally.

Foster and build your company culture across borders.

One of the biggest challenges remote-first workforces face is building a company culture of positivity, inclusion, and engagement. It's important that you have clear company-wide values and an understanding of how to achieve them. At Globalization Partners G-P, individual experiences and stories are greatly valued – it's not just about achieving goals and objectives. Team members are encouraged to practice

informal communication and take time throughout their day to connect with their colleagues.

Encourage asynchronous communication.

Communication is the basis for every day-to-day activity in your company. Remote-first companies use asynchronous communication. Simply put, asynchronous communication is when you send a message without expecting an immediate response. This type of communication allows for conversations to occur on platforms where employees can respond when they're ready and where materials are always available across different time zones. Slack is one example of a popular platform that facilitates asynchronous communication.



Benefits of a remote-first workforce



Cost savings: A remote-first workforce enables companies to lower their overhead costs drastically. For example, a Global Workplace Analytics [study](#) showed that when employees worked from home just half of the time, companies saved up to USD 11,000 per team member. So, if employees were to work remotely full-time.

Remote-first companies save money on:

- Office rent
- Utilities (electricity, water, Wi-Fi)
- Supplies and equipment
- Building maintenance
- Transportation allowance and parking space



Improved employee satisfaction: Remote-first employees enjoy the flexibility of deciding where and when to work. They avoid time stuck in traffic and can work when they are feeling the most productive – which contributes to a better work-life balance.



A broader and diverse talent pool: Recruiters and HR professionals have a much wider selection of talent in a remote-first workforce. They are no longer limited by geography or time zones and can choose from an international talent pool.



Reduced carbon footprint: Establishing a remote-first workforce is a more sustainable and environmentally- friendly way of working. Reducing the impact of the daily commute is the most immediate and obvious climate benefit of remote work. Transportation [accounted for 29 percent](#) of greenhouse gases emitted in the U.S. in 2019.



Increased productivity: A study by [Stanford](#) of 16,000 workers, conducted over 9 months, found that working from home increased productivity by 13 percent. Remote-based employees are now saving time by avoiding commutes to the office or traveling from meeting to meeting across town. Remote teams can use this time to complete pending tasks and improve their productivity. Employees can also work when they are feeling the most productive, be it morning, noon, or night. Remote-first companies can hire team members around the globe, so they can stay open for business 24/7.



Examples of remote-first companies



Shopify

“Work from anywhere. Organize your work and life in a way that’s energizing and purposeful for you.”
– Tobias Lutke, Founder, and CEO at Shopify



Robinhood

“Over time, it became increasingly clear that our employees were happiest and did their best work when they had the flexibility to determine where and when they work best.”
– Cindy Owyong, Vice President of Inclusion, Equity and Belonging at Robinhood



Twitter

“If our employees are in a role and situation that enables them to work from home and they want to continue to do so forever, we will make that happen.”
– Jennifer Christie, Vice President of People at Twitter



Pinterest

“As we analyze how our workplace will change in a post-Covid world, we are specifically rethinking where future employees could be based.”
– Todd Morgenfeld, Chief Financial Officer at Pinterest



Dropbox

“Dropbox is becoming a virtual-first company. Remote work (outside an office) will be the primary experience for all employees and the day-to-day default for individual work.”
– Drew Houston, Chief Executive Officer at Dropbox

How G-P's technology can help implement a remote-first plan

The best way to build a global remote-first workforce is to create seamless, compliant integrations that allow for international, remote workforce recruitment, hiring, and management.

As your partner in international expansion, we at G-P are committed to breaking down barriers to global business by making fast and easy to hire anyone, anywhere – without requiring local branch offices or subsidiary setup.

Our market-leading Global Employment Platform™ **accelerates time to revenue** by simplifying and automating entity access, payroll, time and expense management, benefits, data and reporting, performance

management, employee status changes, locally compliant contract generation, and more.

Our comprehensive solution is also fully compliant with employment, tax, and licensing laws in 180 countries and counting, so you can grow globally with confidence.

What else does our platform enable you to do:

- Reduce the cost of administration benefits.
- Streamline your global payroll.
- Minimize compliance, legal, financial, and HR risks.
- Expand globally within days.

Start to finish: A matter of days



187
Countries



Locally compliant
employment
contract



Your employee,
our payroll



Locally compliant
benefits



Your employee is
100% assigned to
work for you

Sources

[Latest Work-at-Home/Telecommuting/Remote Work Statistics - Global Workplace Analytics](#)

[CEO Panel Survey: How business can emerge stronger \(pwc.com\)](#)

[Gartner Forecasts 51% of Global Knowledge Workers Will Be Remote by the End of 2021](#)

[The 5 Remote Workforce Evolutions of 2021 \(globalization-partners.com\)](#)

[Sources of Greenhouse Gas Emissions | US EPA](#)

[Stanford - DOES WORKING FROM HOME WORK?](#)



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