10 Ways to Advance Your Business in the Age of Workforce Mobility

Navigating a turbulent economy taught us how to work smarter. And now it's time for the hard-won lessons of the recession to guide us to even greater efficiencies, resourcefulness and success as the economy recovers.

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One of the prevailing lessons of the recession is that – with innovative tools and a willingness to embrace new ways of working – we can actually do significantly more with fewer resources. This knowledge couldn't come at a better time: IDC predicts that by the end of 2011, nearly 75 percent of the U.S. workforce will be mobile. Citrix Online has compiled groundbreaking research from industry analysts and experts to help you advance your business in the Age of Workforce Mobility. Now is the time to mobilize your organization and move forward with these 10 strategies.

1. Build a cohesive distributed team:

The workforce may be more mobile than ever before, but it still takes a cohesive team to move an organization forward. Make sure distributed team members have access to the tools they need to stay connected, productive and engaged.

Take action:

Leading Virtual Effectiveness: Strategies for Effective Communication in a Distributed Workforce

Flexible Work: Rhetoric or Reality

2. Expand your marketing and sales reach:

A global marketplace presents exciting opportunities, but it also introduces geographic challenges and increased competition. Webinars enable marketing professionals to reach more prospects and deliver higher quality leads to sales staff. Sales professionals, in turn, can use online meetings to give instant online demos, nurture prospect relationships and shorten the sales cycle without ever leaving the office.

Take action:

Delivering Quality Leads, Not Just Quantity: The Interactive Value of Webinars

How to Turn a First Call into an Instant Online Demo

3. Ensure business continuity:

Workplace disruptions come in many forms — from severe weather events to flu pandemics. Preparing in advance for unexpected interruptions helps employees stay safe and productive when they can't make it to the office.

Take action:

Business Continuity: Managing a Workforce Disruption with Remote Access

Forrester Research: The IT Help Desk Is on the Critical Path for Disaster Recovery

> "The one-third of companies that do support flexible work arrangements most frequently cite their belief that such programs: (1) enable people to work more effectively; (2) help attract and retain talent; and (3) increase productivity."
>
> James Ware
> Charles Grantham
> The Work Design Collaborative
>
> Flexible Work: Rhetoric or Reality

4. Socially inter@ct with your customers:

Not only have "Twitter" and "Facebook" entered mainstream vocabulary, social media channels have opened up a new two-way terrain for listening and engaging with prospects and customers, as well as opportunities to provide a new channel of service and support.

Take action:

The Best of Both Worlds: How to Leverage Social
Media Relationships with Collaboration Tools

5. Collaborate anywhere instantly, brilliantly:

Distance should never impede invaluable ad-hoc brainstorming sessions with employees, clients or prospects. Use collaboration tools to bring people together instantly and keep projects on track without the hassle or expense of travel.

Take action:

Work Design Collaborative: Connecting and
Engaging Teams in a Distributed Workforce

The Power of Virtual Collaboration in Project Management

6. Simplify and streamline with SaaS:

A mobile workforce is only as effective as the tools that support it. Software delivered as a service actually reduces costs and IT burden because there is nothing to maintain or support.

Take action:

Best Practices for Corporate Agility: Your Guide
to Making Distributed Work "Work"

Perceptions about SaaS: A Closer Look at
SaaS Purchasing Behaviors and Attitudes

7. Present like a virtual virtuoso:

We've all suffered through painful presentations. Online presentations, however, can have devastating results if they fail to engage — in a mobile environment, you simply can't afford to deliver a second-rate presentation.

Take action:

Tim Wackel: Anatomy of a Lousy Pitch

Up Your Engagement Quotient: 10 Practical Presentation Skills

Mobile work generates:

- A 37.6 percent reduction in the length of staff meetings.

- An average of 6.3 hours per week in commute time; in turn, re-investment in work by an average of 4.5 hours.

- An average decrease in interruptions of 43.2 percent for managers.

- An average increase of 90 minutes of planning, goal setting and strategizing per week for supervisors.

Diane Stegmeier
Stegmeier Consulting Group

8. Nurture long-term customer loyalty:

In a 24/7 global marketplace, customers expect instant, effective support that resolves their technical problems on first contact. Keep customers satisfied and loyal by ensuring they have access to the anytime, anywhere help they need, whether that be through an educational Webinar or remote support.

Take action:

People + Process + Technology: Creating a Winning Formula for Customer Support

Knowledge is Power: Leveraging Surveys to Improve Customer Retention

9. Engage and retain employees, near and far:

To reap the benefits of the burgeoning mobile workforce, companies need to ensure that employees are engaged, productive and aligned with overall business objectives.

Take action:

Justin Levy: Business Impact of a Workshifting Culture

10. Train smarter, not harder:

A mobile workforce calls for efficient online training that leaves travel hassles and site logistics behind. Online training scales easily and effectively to match real-time training needs conveniently for one or many — regardless of location.

Take action:

Five Keys to Getting Started with Interactive Online Training

Web Conferencing Training Trends 2010

Weathering the recession was certainly no small feat, but now it's time to proactively embrace the strategies, innovative tools and new ways of working that will help you increase efficiencies and strengthen your organization as you move forward in the Age of Workforce Mobility.

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