

# Management Minutes

**SToP** and Read a Minute...

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*This electronic publication is designed to provide you with information, tips and techniques on managing your staff. Each publication should only take a few minutes of your time to review.*

**Topic: De-centralization & The Global Footprint,** by Roger D. Welch, Co-Founder/Sr. Consultant, Remote Imaging Solutions, [rogerdwelch@gmail.com](mailto:rogerdwelch@gmail.com)

The talent pool in cities around the country hasn't dried up and getting to that talent pool has never been easier. Human Resources Departments are more than capable of finding, enticing and hiring quality employees. They're just limited to finding those people within the commutable distance of a central office. Forward thinking business leaders are removing those constraints.

Long past the simple work from home once a week perk of the recent past, businesses are beginning to grasp the power of a de-centralized office. One without an expensive physical investment involved in housing every employee under the same roof. A geographically disperse footprint that increases the talent pool by hiring across the US cuts down on the costs associated with a large corporate campus while allowing managers to find that one great employee that is worth 20 average ones.

The shift is an easy one, leveraging the vast array of remote capable technologies the sales teams have leaned on for years, such as:

- 1) VPN connections to connect laptops to the central servers
- 2) iPhones, blackberries, and PBX call routing centers
- 3) Video Conferencing
- 4) Web Portals, Wiki knowledge centers, & Electronic Content Management that announce, collect, route, deliver, and tract the history of every bit of business critical data as it moves from hand to hand.

The key is not to let any fear managers may have of keeping up productivity across an absentee workforce to outweigh the benefits. In our results focused climate, with the tools available in the current marketplace, it is easier to manage remote workers. Through minor shifts in philosophy, management is taken care of by the emails, written goals, and histories of the electronic content management. Managers don't have to deal with the petty office politics and the results, or lack thereof, become glaringly obvious. A remote worker cannot point to being in the office eight hours a day as evidence of production. The only evidence they can produce is productivity. And again everything is in writing due to the nature of the business model.

In a struggling economy with employee concerns over gas prices and consumer concerns of maintaining a green initiative; outsourcing the corporate environment to the employee's home is gaining strength and should strongly be considered by all organizations that are in a position to do so.