

Welcome to the new world of flexible working...

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Tim Goldburn of
Preston Goldburn Solicitors, Falmouth

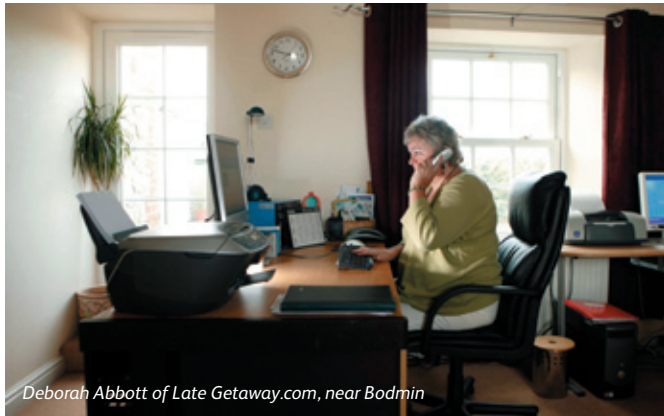
imagine a world in which you can...

- increase the productivity of your business by 15%
- enjoy reduced costs
- extend the hours your business is available to customers
- attract and retain the best staff and increase their motivation
- expand your business without the need for more office space

Sound too good to be true? Thousands of businesses are already achieving all this and more. How? Simply by harnessing the power of technology to allow them to work flexibly.

By introducing some simple changes, you can make your business more efficient and competitive at the same time as you liberate yourself and your staff from the traditional 9-5 routine, making it easier to achieve a great work-life balance.

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Deborah Abbott of Late Getaway.com, near Bodmin

why flexible working is the future

Today many people have to combine work with family care commitments. And, of course, in Cornwall and across the South West, many people live in remote locations and have a long journey to the office. If you can help employees to work from home or stagger their journey, they can enjoy more flexibility in their lives and your business will gain as a result:

- some of the time saved on travelling to the office can be spent productively
- if several of your staff work flexibly you could share desk space and reduce your overheads or expand without the need for more office space
- you can attract higher calibre staff by offering a good work-life balance or allowing them to work remotely without having to move house
- motivated staff are more productive and less likely to take sick leave
- staff retention is increased, as is the proportion of women who return to work after maternity leave

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Stafford Sumner of Jarrang, Helston

Of course, the environment will also benefit. With fewer commuters on the road, congestion is reduced and carbon monoxide emissions are lower.

In today's business world, true competitive advantage is the ability to anticipate change, react quickly and be available 24/7. With flexible working in place, you can do just that.



Richard and Sarah Jones of Smeaton Farm, near Saltash

so what does flexible working mean?

Flexible working means thinking afresh about the way you and your staff work, making the most of advances in I.T. to help you achieve both business and personal objectives.

At a very simple level, examples could include:

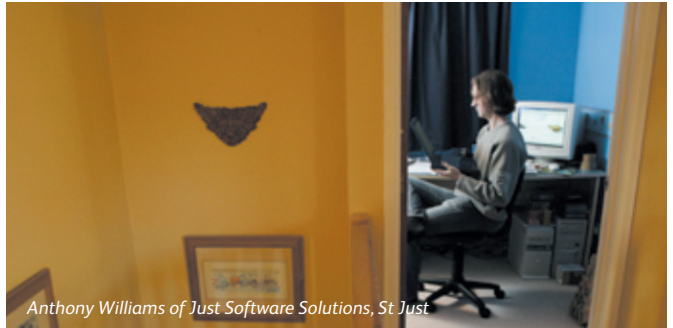
- making more use of teleconferencing rather than spending time and money travelling to meetings
- enabling your staff to carry out some of their work from home rather than travel into the office every day
- adopting a more flexible approach to when work is done. Perhaps it would suit some of your staff and the business better if some of the work were carried out in the early morning, in the evening or at weekends?

Some businesses will want to invest in technology to realise even greater benefits from flexible working. Examples include:

- installing a Virtual Private Network so that your staff can all work from home just as efficiently as they could in the office
- supplying staff with wireless enabled laptops so they can use broadband hotspots as they travel around and so minimise downtime
- having staff working from a number of different locations around the UK - or even around the globe - connected together by broadband
- using Voice over IP (VoIP) telephony to save on the costs of phone calls and allow seamless transfer of calls between employees working remotely and the office

Some businesses even decide that they no longer need a permanent office at all - with dramatic cost savings!

how can actnow flex help you?



Anthony Williams of Just Software Solutions, St Just

At **actnow flex**, we are committed to help you make the most of flexible working to drive your business forward. We can help you in the following ways:

- we will identify how your business could use IT to help flexible working boost your business
- we will provide ongoing support to help you implement flexible working successfully and overcome any challenges
- we can provide up to 40% funding to help you make the investments in technology you may need



Rod McCarron of Selling Sciences,
Porthleven

For more information
about **actnow flex**, call 0800 800 935
or email flex@actnowcornwall.co.uk
www.actnowcornwall.co.uk/flexibleWorking.asp

The future is **flex**, be part of it!

