



Latest Episode



ANNE VS APRIL: WEEKLY POV

Hybrid vs WFH vs In Office

Anne: It really depends on your culture, but I think for most, some level of hybrid seems to be the most conducive to optimizing employee performance and happiness. Because we have become so good at using virtual tools, it kind of feels like we are going back in time to insist on 100% in-office attendance. "Face time" has a different meaning than it used to thanks to the easy access of Zoom. Fear of people doing their job when they aren't being watched within the sanctity of four walls sounds absurd in this new world. But allowing people to exclusively work-from-home without any in-person connects with their fellow co-workers makes it very difficult to maintain vibrancy within a culture. So, for most businesses, I vote hybrid.

April: Hybrid. During COVID, we were able to hunker down and be productive at home. And I would argue that this did have a positive impact on those organizations that were too focused on "butts in seats" at the office. However, we are human beings! We need to spend time with others. It is important for culture, for learning from each other, and for growing as individuals! I have to say that I have caught myself worrying especially about the younger generation when I see the desire to work completely remote without the benefits of exposure to more experienced professionals and the relationships that have been cultivated over years of working alongside each other. Net - a happy medium. I see no reason for 100% in office ever again, but I also think that companies need their people to spend time in person with each other.



Credit: Faculty Focus

BUILDING SAVVIER MARKETERS



TIP OF THE WEEK

"There is no reach without reaction" Dan Gadd (formerly of the Atlanta Falcons and now with the Atlanta Dream WNBA). This pretty much sums up how to create digital content people want to watch. Dan breaks down his process in the Marketing Smarts episode: **The Framework for Creating Digital Content People Want to Watch.**

ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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