

Working From Home During a Pandemic

Based on survey results from over 100 Marketing professionals



Marketers are nothing if not a resilient bunch, and Demand Spring's hot-off-the-press Work From Home in a Pandemic survey results will show you why. Gone are the days of water cooler catch-ups and side-bar hallway meetings. Hello to the world of "take your kids to work with you EVERY day" and an entire office that now knows the name of your dog.

We are mostly embracing our new world of work with aplomb, and we've even found some silver linings to the pandemic-driven work from home cloud — It turns out work wardrobes and long commutes are two things we are happy to toss in the "don't need it/ don't miss it" box of discards.

But this pandemic-driven recalibration of where and how we work is bigger than just no dress shoes and a saved tank of gas. It's also connected to real truths about productivity, socialization, and workplace engagement that we all need to be mindful of. Read on to learn more, and be sure to share the results.

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OVERALL FINDINGS

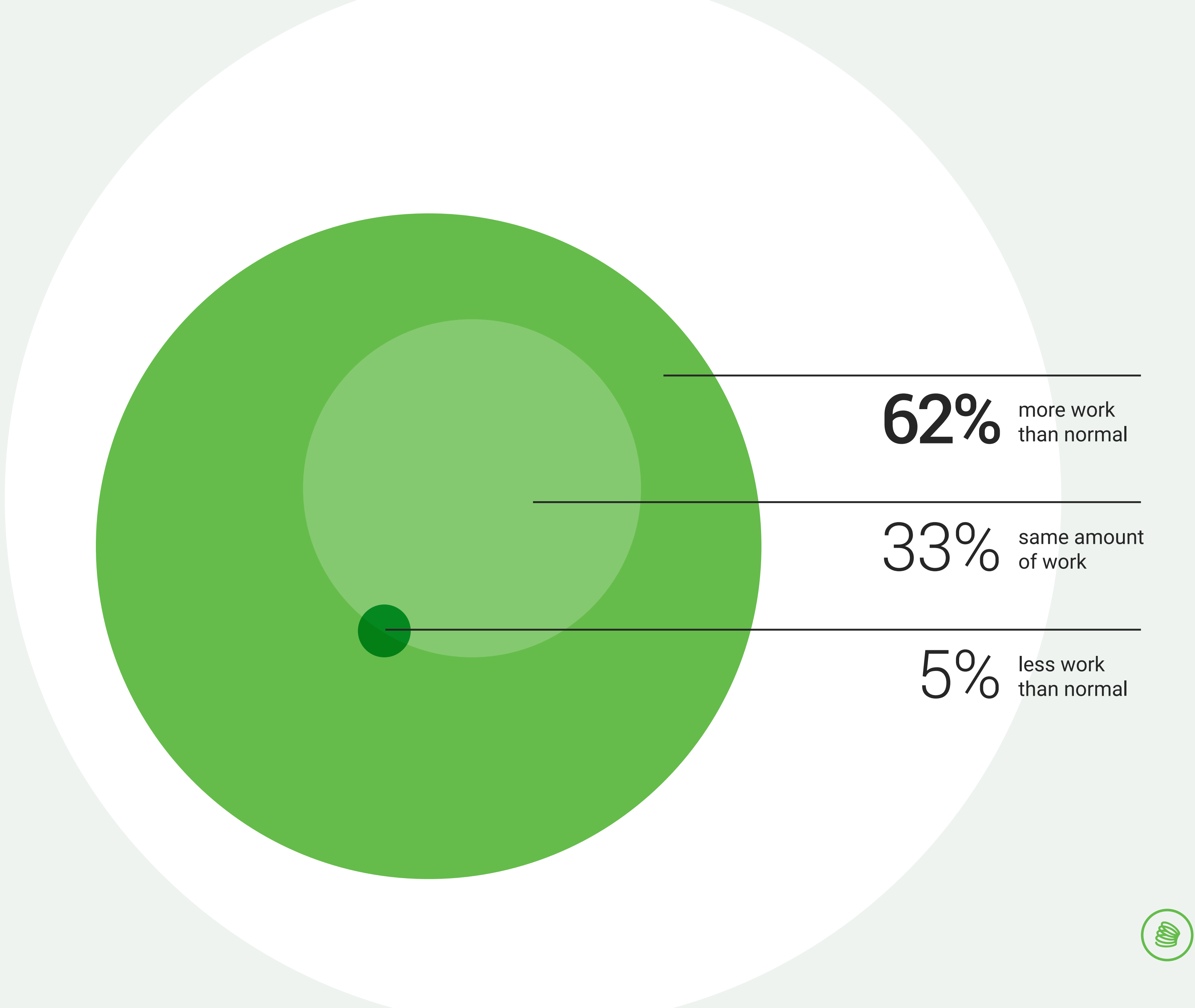
The Covid-19 pandemic has disrupted the lives of professionals around the world, regardless of their industry. Marketers are no exception as many have been forced to transition their day-to-day operations to a home office.

Our comprehensive survey has shown the majority of marketers have adjusted to this new routine, with overall productivity increasing.



Has your workload changed since working from home?

According to 62% of respondents, they have had an increase in workload since working from home. A lack of processes and infrastructure to support remote work, as well as adjusting to the new work environment may be contributing factors. Another cause of this increase in work may be the result of layoffs and responsibilities being transferred to the remaining team members.



Has working from home changed your productivity level?

85% of respondents found they were more productive or their productivity-level had not changed since working from home. There are numerous explanations for this, including: a decrease in workplace distractions from team members, fewer meetings, decrease in burnout due to not having to commute, or having a better work-life balance.

15%

of **respondents** felt **less** productive working from home

↓ 30%

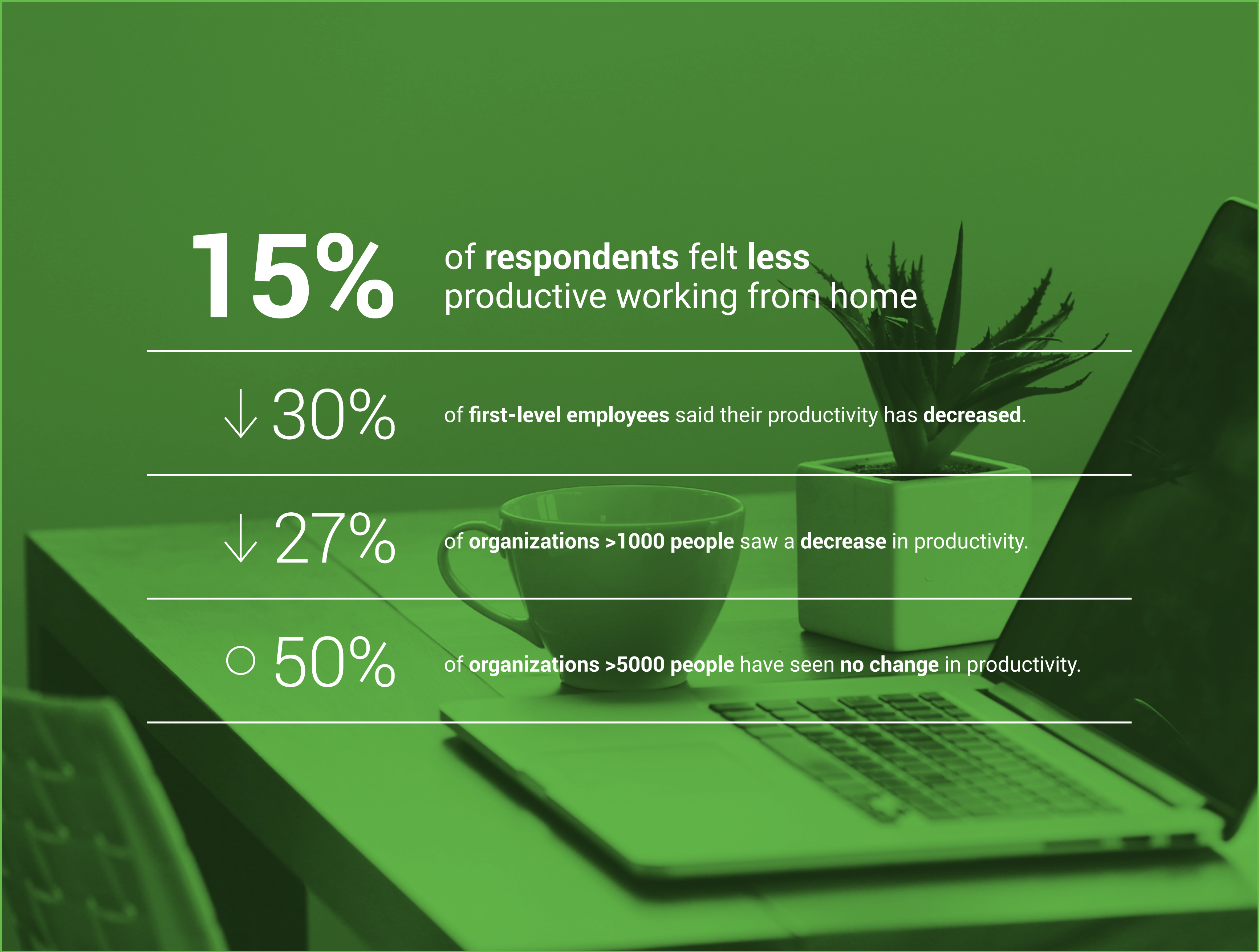
of **first-level employees** said their productivity has **decreased**.

↓ 27%

of **organizations >1000 people** saw a **decrease** in productivity.

○ 50%

of **organizations >5000 people** have seen **no change** in productivity.



What have been the biggest challenges working from home?

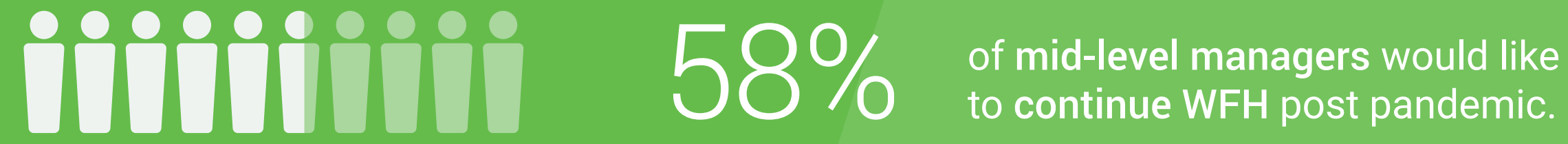
Less social and in-person interactions was the biggest challenge identified by respondents. This was followed by family/ household interruptions. This does not come as a surprise, especially since the first months of working from home also occurred in tandem with strict social isolation guidelines. Respondents were not only unable to mingle with co-workers, but were restricted from seeing friends and family as well.

73%
struggle with having
less social interactions
in organizations of <50 people



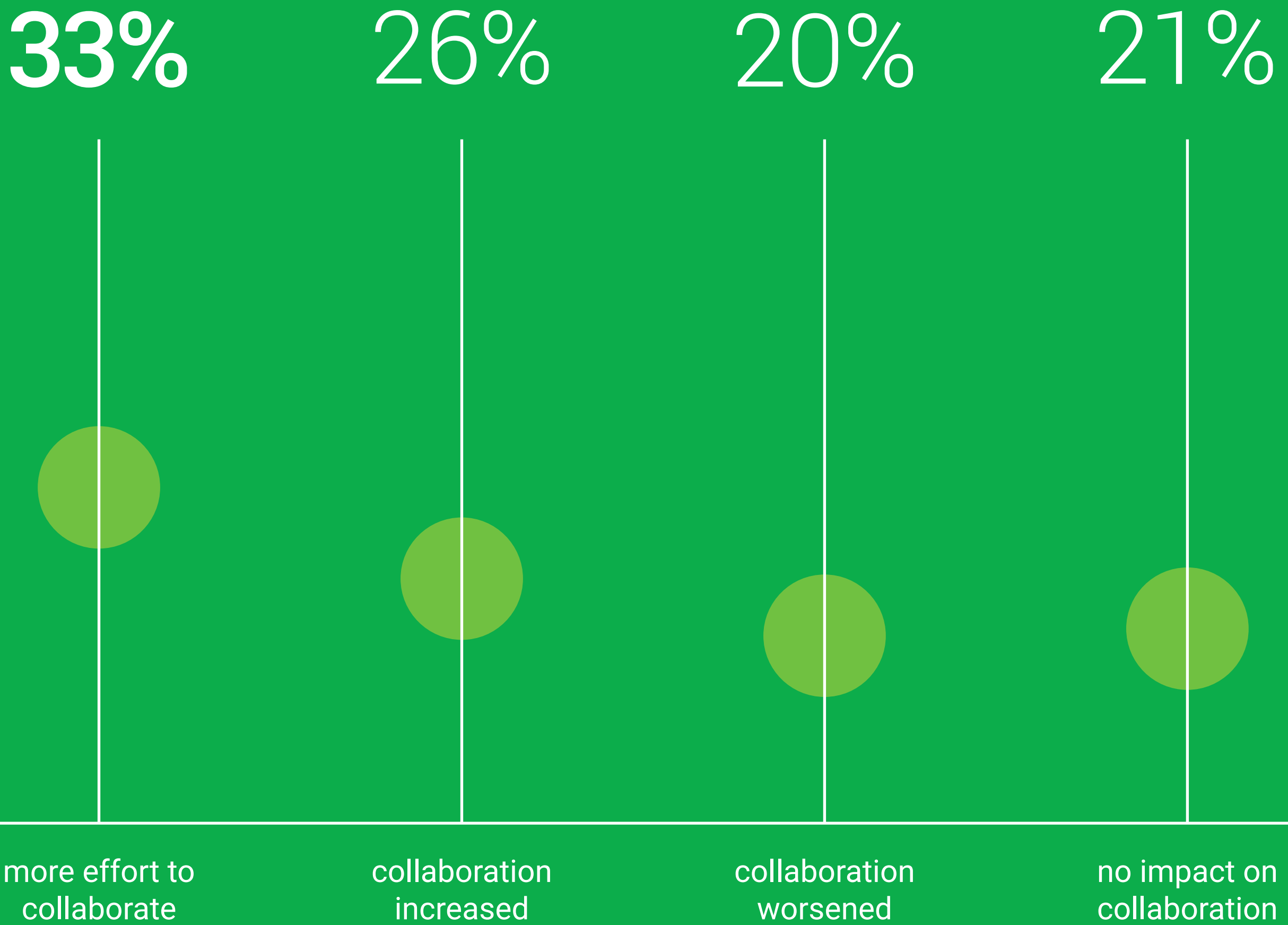
Have you enjoyed working from home?

Once marketers realized it was possible to work remotely, many found that they had more time for themselves, their family, as well as a more flexible schedule. For marketers, this outweighed the lack of in-person interaction they typically experience in an office environment.



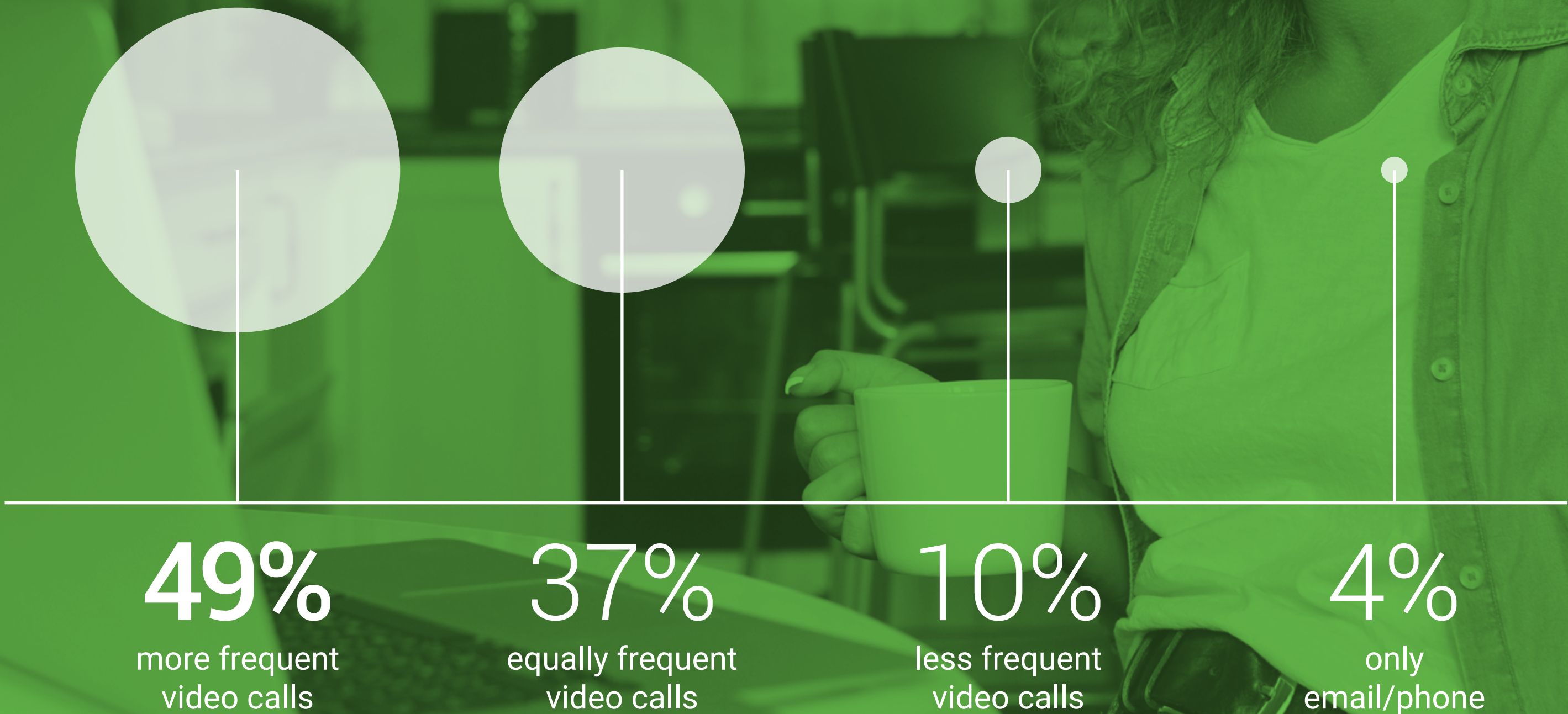
How has working from home impacted collaborating with your colleagues?

When working remotely, communication must be deliberate and scheduled, increasingly so in comparison to an office environment. Maintaining collaboration requires more attention when working from home, but is achievable with effort and practice.



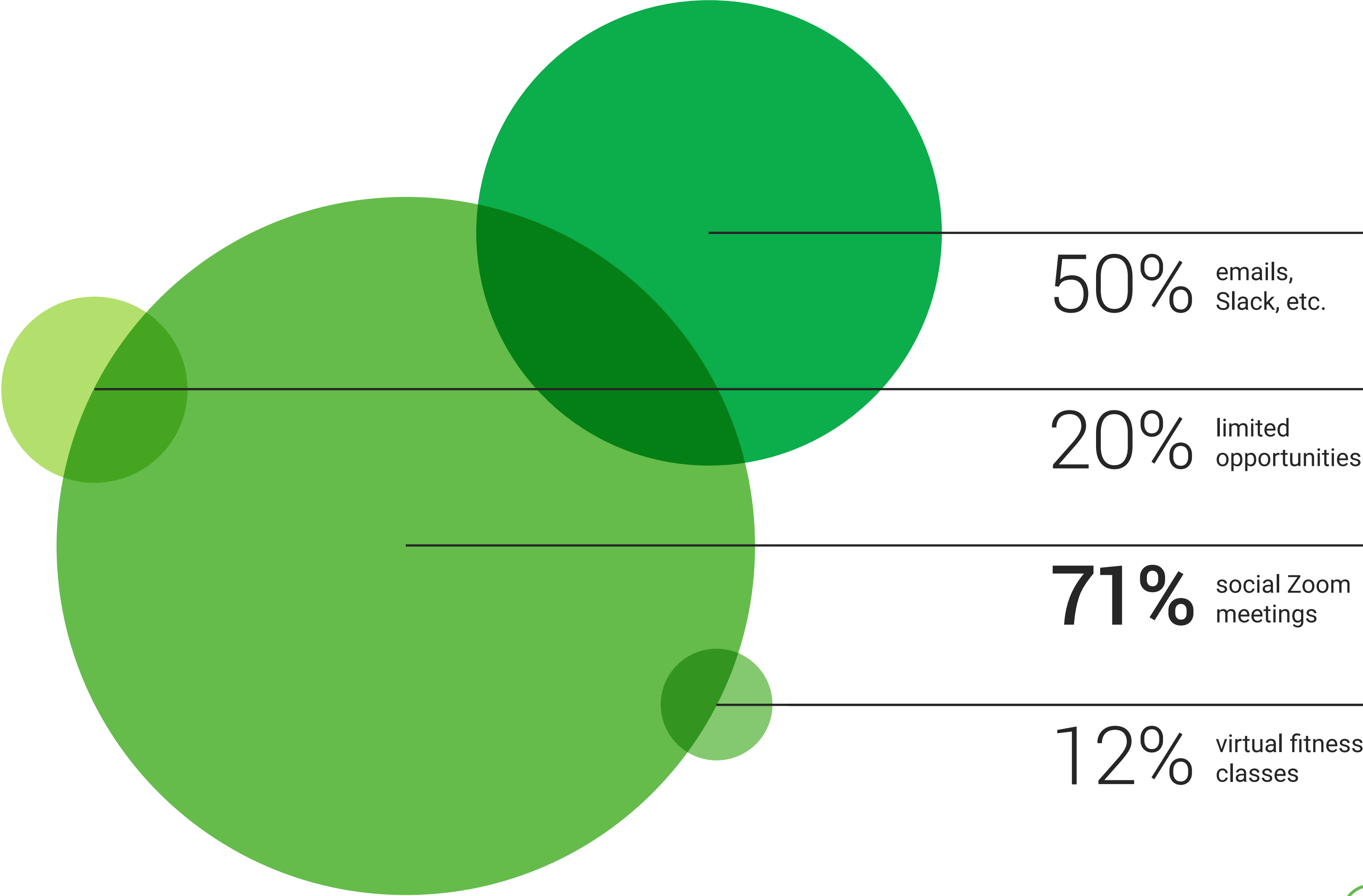
How has your organization managed meetings?

Video conferencing is important to keep your team connected and collaborating when working from home. It also provides social connection, something important during the pandemic when many people have felt isolated.



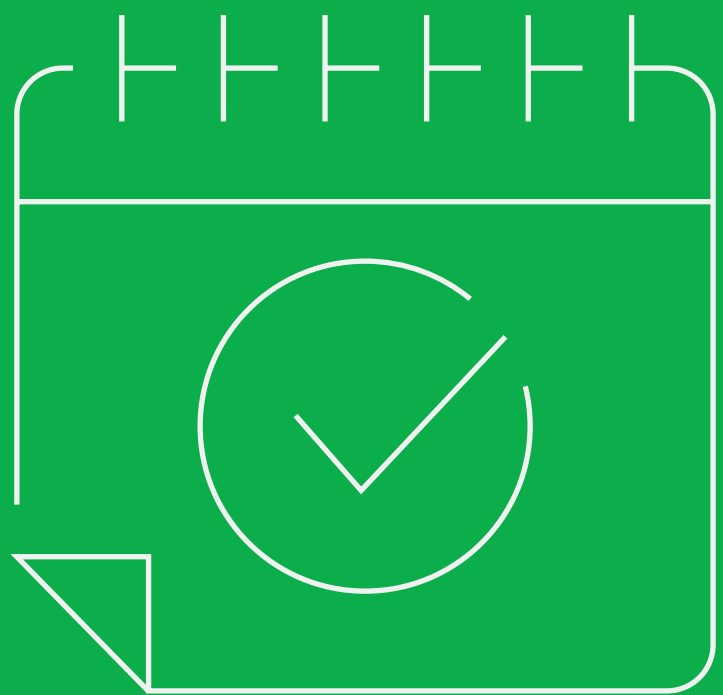
How have you been able to continue socializing with your colleagues while working from home?

Social Zoom meetings and virtual coffee was the leading socialization tactic for respondents. Having non-work related calls to keep employee relationships intact are important. Twenty percent of respondents stated they had limited opportunities to socialize with colleagues while working from home. We recommend offering virtual happy hours, coffee dates, yoga classes, or social check-ins to keep employees connected and engaged.

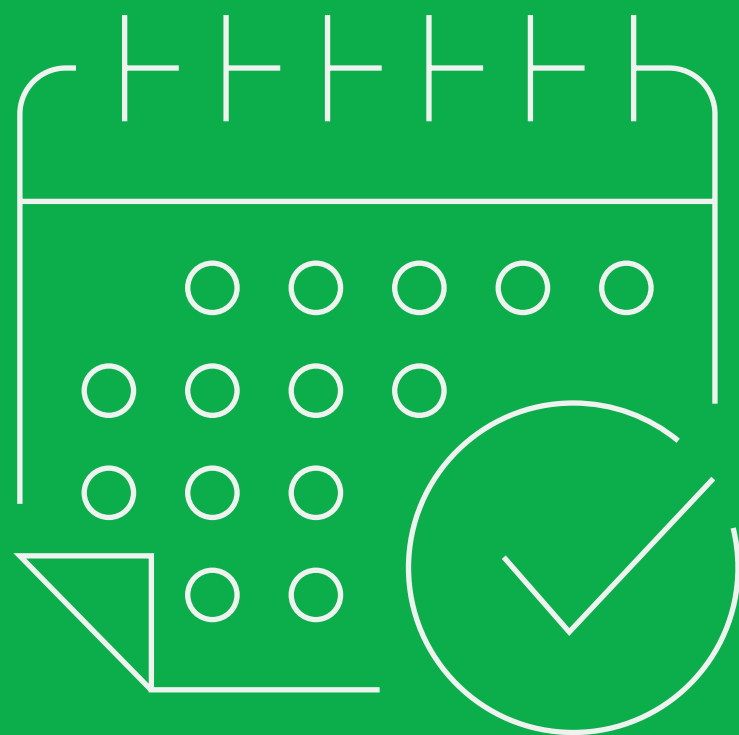


How have you been held accountable while working from home?

Weekly check-ins were the number one tactic for accountability when working from home. They were scheduled frequently enough to stay up to date on employee tasks, but not too often that the employee feels like they are being micromanaged.



daily check-ins



weekly check-ins



time-tracking tools



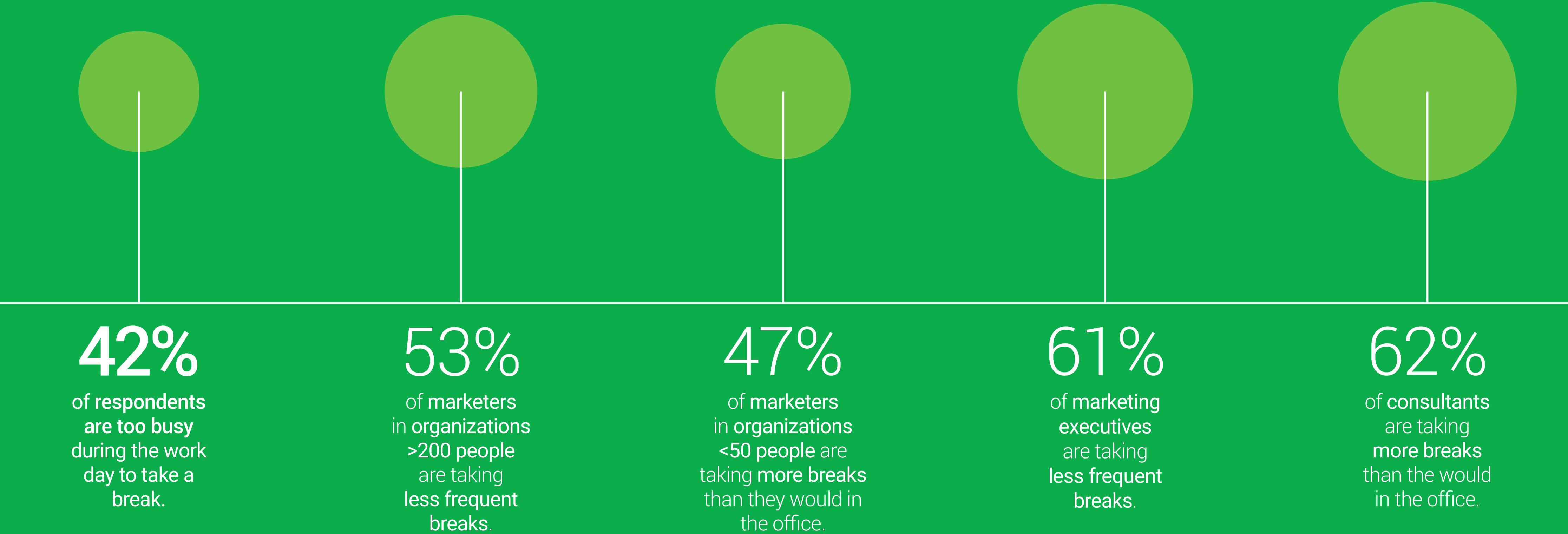
How has your stress level been?

Amid the pandemic, there has been a lot of uncertainty when it comes to the health of organizations. Many marketers might have felt they were at risk of being laid-off, creating more pressure and stress. Respondents might have also had a workload increase as a result of reduced budget and resources among marketing teams. Lack of processes and protocols for working from home may have also added to employee stress levels.



Are you taking regular breaks during the work day?

Organizations should encourage employees to take regular breaks, and check in on them frequently in regards to their workload to avoid employee burnt out.

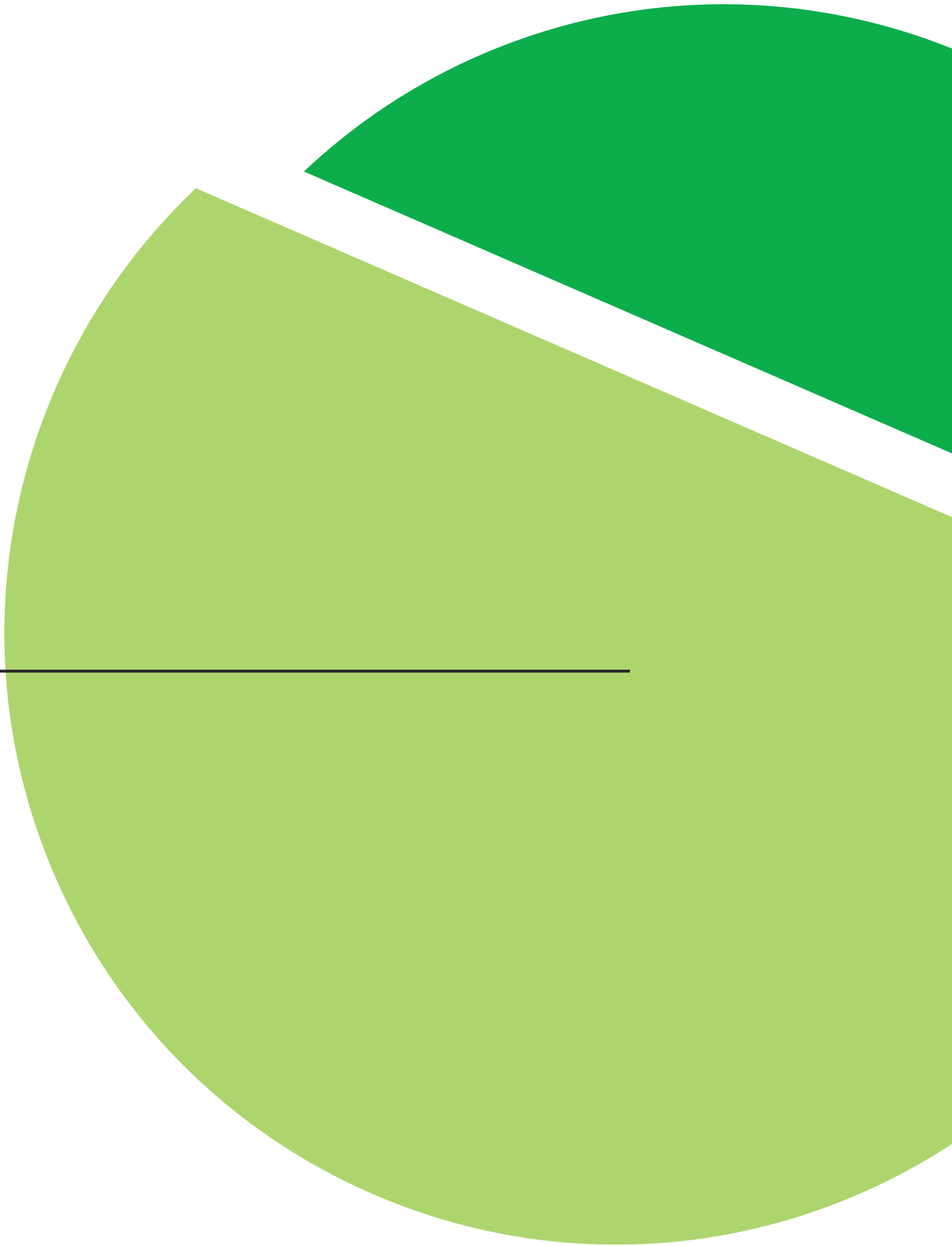


From an employee engagement perspective, how would you characterize your own personal level of engagement since working from home?

Fifty percent of respondents stated that they felt the same engagement level as before, and 30% have experienced increased engagement. This is an assurance that many organizations might not have expected, and could be a motivator for organizations to continue this model beyond what COVID-19 restrictions require.

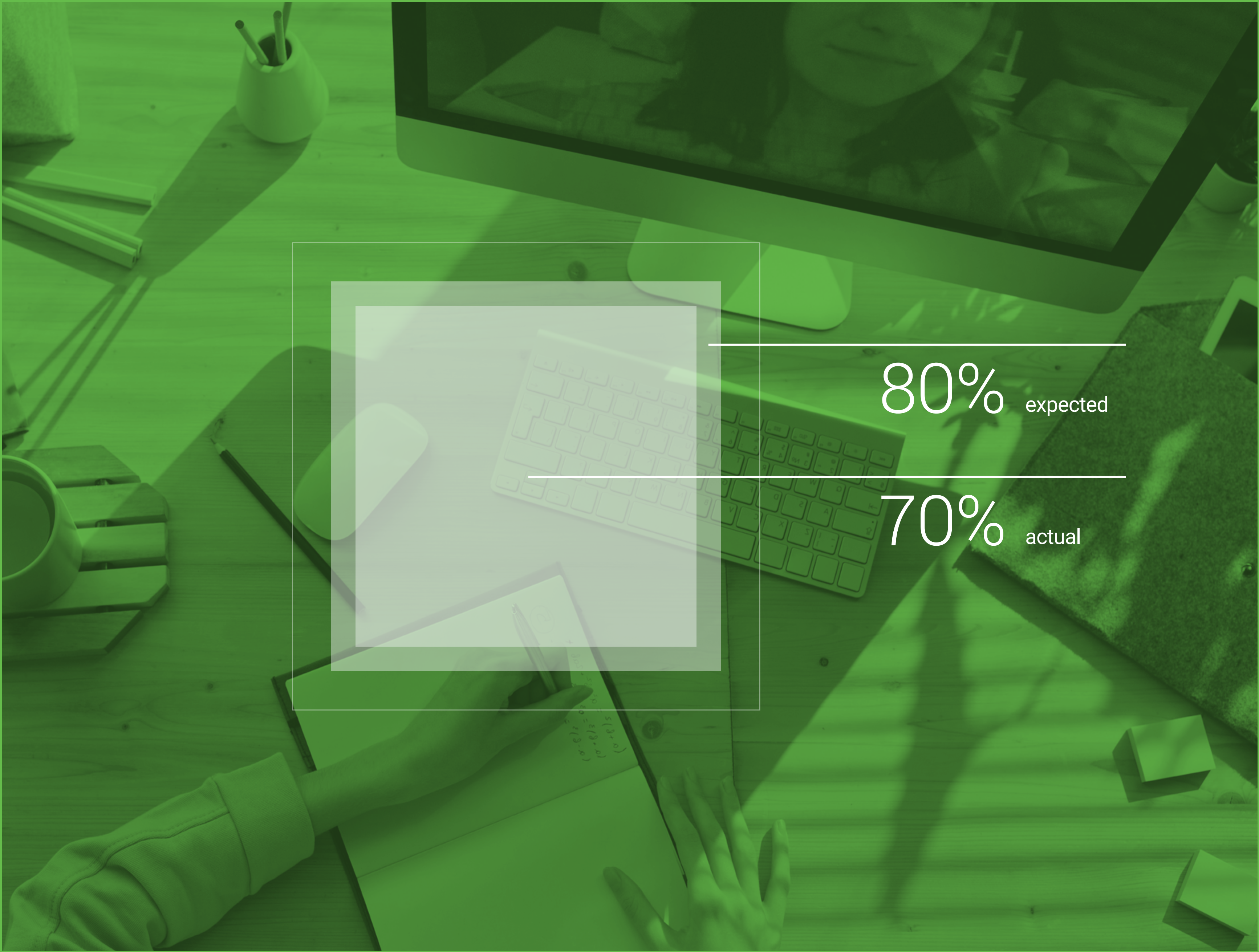
71%

of first level employees feel the same engagement level as pre-pandemic



Has your organization provided resources and tips on successfully working from home?

Over 70% of respondents said their organization have provided resources to help employees successfully work from home. This is a promising statistic, but we would have expected 80% or higher to have provided resources for their employees to help them with the adjustment. We're hoping this number increases as the work from home model stays in place.



Final comments and insights on working from home during a pandemic.

A common theme among our findings was the challenge of building and maintaining company culture and relationships with colleagues. Many respondents stated they liked working from home, but would appreciate going into the office once per week to have in-person collaboration, and to catch up with their team.

Other respondents said they now have so many meetings that eat into the time they would use to get work done. Employers should consider evaluating which meetings could be shortened, could be conducted via email, or eliminated to allow their employees to have more time to complete work.

Another common trend among respondents was the blend of work-life and home-life. Some stated this as a positive -- ie. able to tend to personal items with more flexibility. Others felt that this proved to be an issue, as they had trouble unplugging and focusing on home-life when a work email rolled in after work hours. Managers and organizations should encourage employees to be responsive during work hours, and to disconnect during off hours to separate work-life and home-life.

The general consensus among respondents was that they hope this work from home model is continued (with an option to occasionally meet in-person with colleagues) post-pandemic. It has allowed many to realize they can do their job well remotely, and that it allows for a better work-life balance and has not negatively affected productivity. Many are appreciative that the work from home model is widely accepted among organizations and individuals. Many believe that virtual work will be here to stay.

