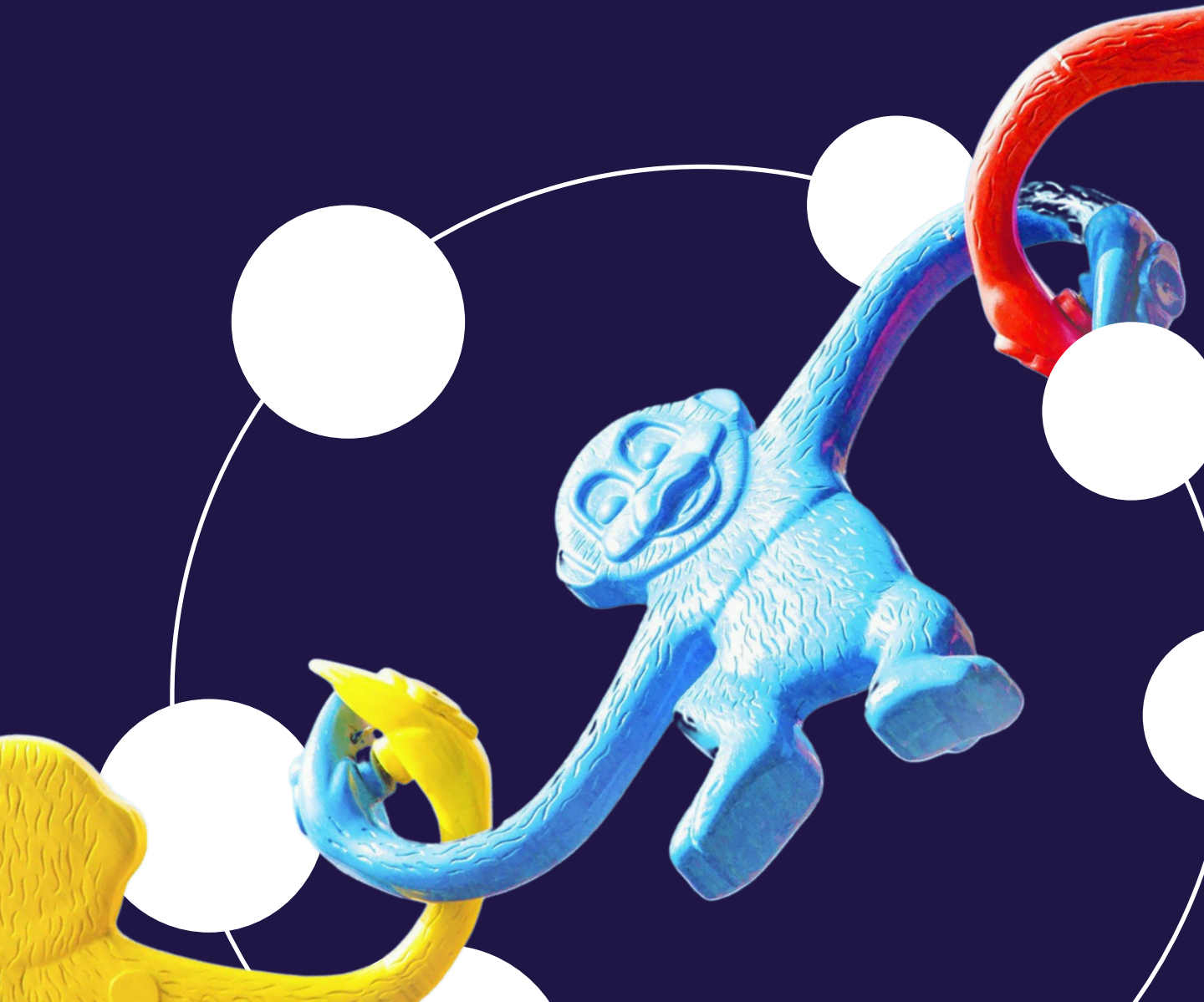


Flexible working report

What's next for Agile Working?



Introduction

Flexible working is the new normal

The traditional office commute is a thing of the past. Today we collaborate together on campaigns that cross disciplines, school runs and international borders. This evolution has been bubbling away for years, but recently we've seen a seismic acceleration of change, and it isn't stopping any time soon.

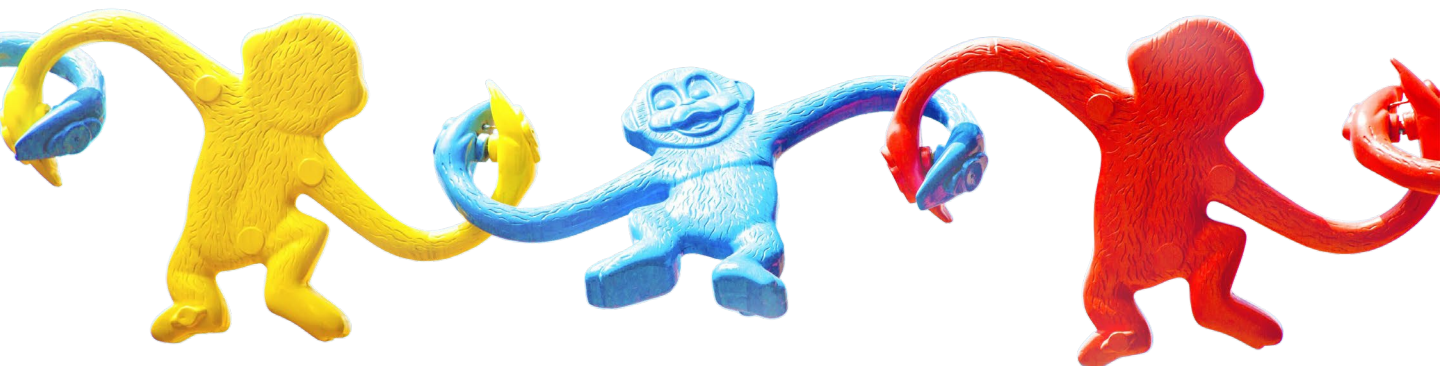
Businesses are getting comfortable with flexible working. Mental health, new collaboration technologies and dynamic office space are at the top of the corporate agenda. In other words, we've changed where we work, but to what level and with what impact?

In this report

We uncover more about flexible working in B2B Marketing specifically. How clients, agencies and suppliers are balancing home and the office. What they think about their relationship with their employer, and what impact flexible work is having on them.

Learn more about:

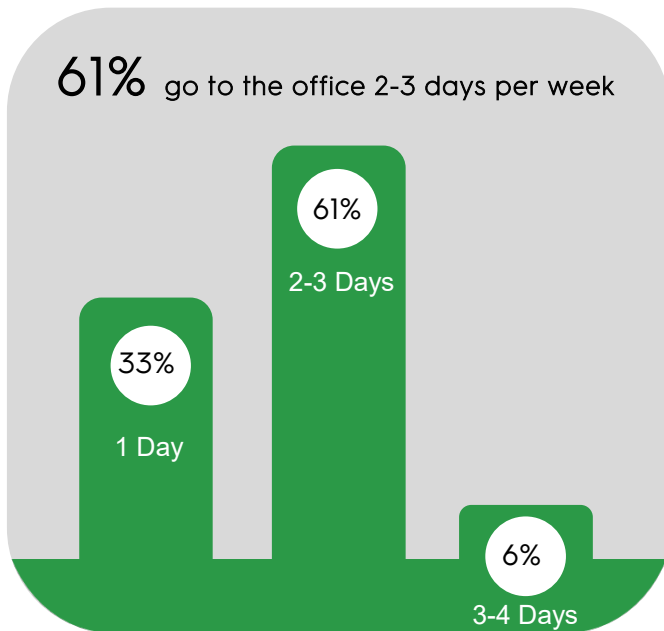
1. Where are we now?
2. The old way of working is dead.
3. The people are the point.
4. Is it working?
5. Agile working is the new frontier.



1

Where are we now?

We're fully hybrid



If you go into the office, how many days per week?

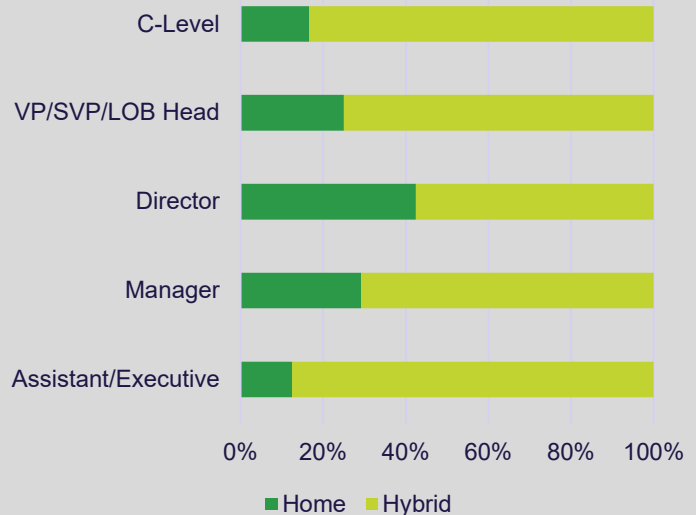
100% have flexible working arrangements. All survey respondents say that they either work from home full time (30%) or are in a hybrid work arrangement between home and the office (70%).

Our world of B2B Marketing is now firmly established as one of flexible working. Most of our colleagues are going into the office 2-3 days per week, with Wednesdays and Thursdays being the most popular.

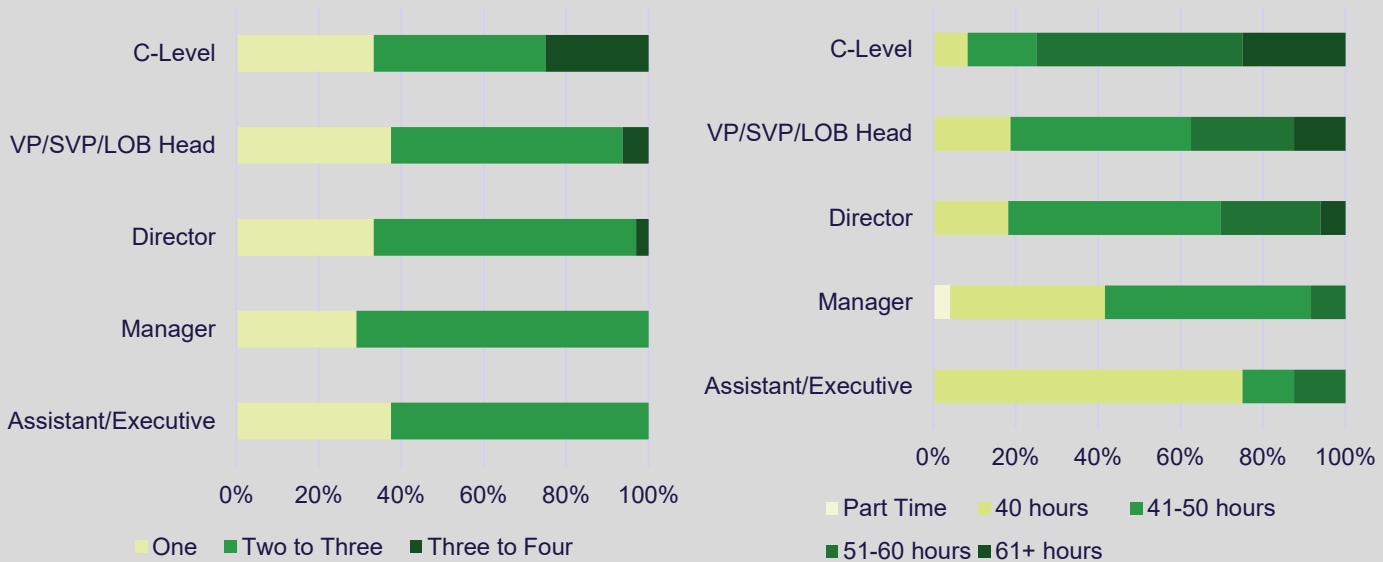
The data trend across job seniority shows an increased likelihood to work from home in the middle of their career.

This is unsurprising given the significant life events that can occur at this time, aligning to age groups between 26 and 40.

The decision on how to work is certainly influenced by current life stage, and is subject to change as people move through their career. **They want options and the increased flexibility to choose.**



Do you work from home, the office or hybrid between the two?



If you go into the office, how many days per week?

How many hours a week do you typically work?

We're working harder than ever

Our industry is a hard working one, with **71% regularly working more than 40 hours per week**. 29% work more than 51 hours a week.

Interestingly, the more senior the individual, the more likely they are to both go to the office more than three days a week, and to work more than 51 hours a week.

With significant digital transformation and staffing challenges over the last couple of years it could be that **senior leaders are putting in the hard graft to maintain the success of their business**.

Time will tell if it's also true that **Gen Z are not as willing to sacrifice their work/life balance**, and will in fact continue to drive change from the foundation of the workforce. Not one respondent aged 25 or under goes into the office more than 3 days a week, or works more than 50 hours per week.

2

The old way of working is dead

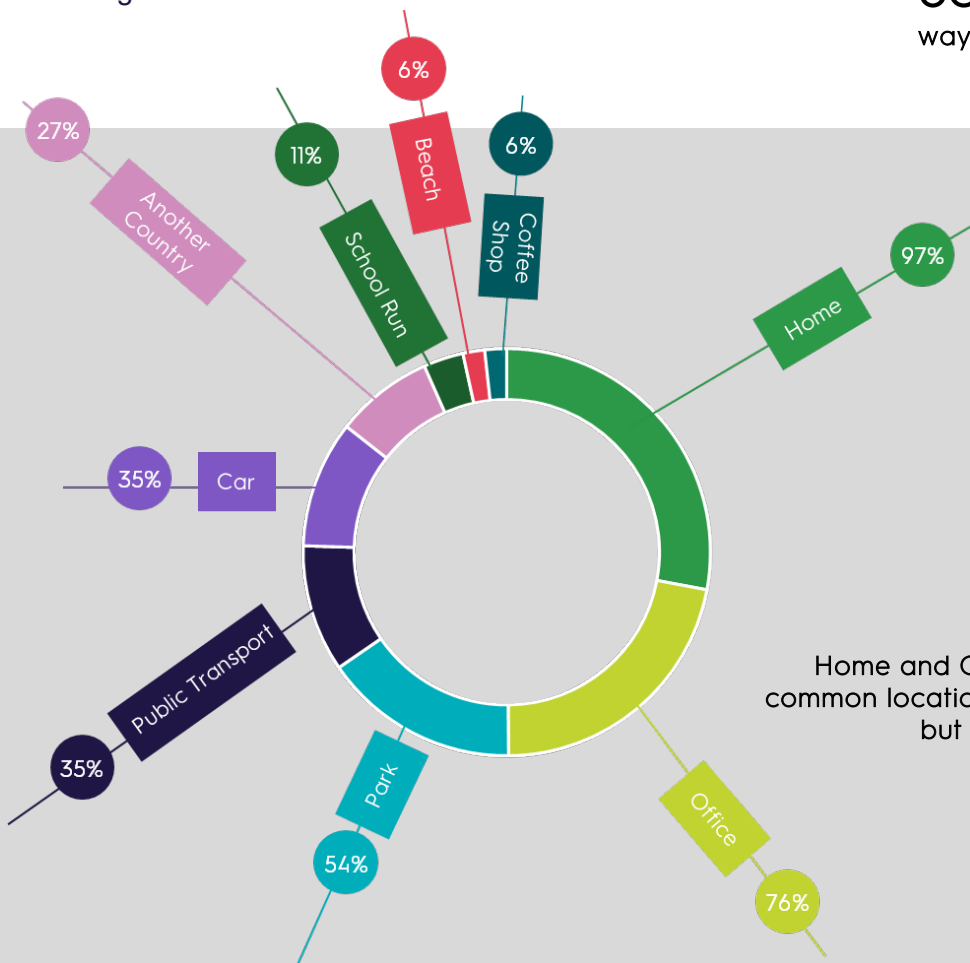
We're not going back



85% agree that the old way of working is dead

1/3 of all Directors, Managers and Execs *strongly* agree that the old way of working is dead.

Interestingly, the 15% of respondents who disagree are all in senior leadership roles, and of the 1.08% who strongly disagree all are C-Level.



Home and Office are the two most common locations for flexible working, but anywhere is fair game!

Places that you have worked from in the last 3 months (tick all that apply)

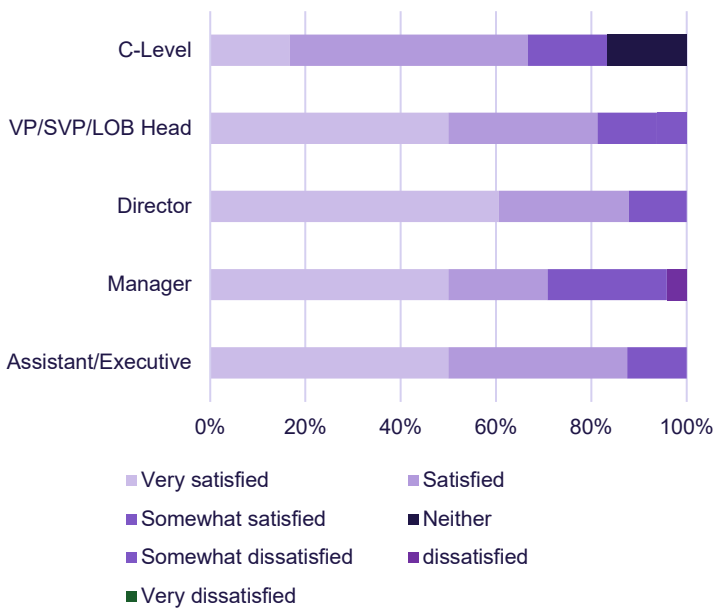
We like our new status quo



79% are satisfied with their current employers approach to flexible working



69% agree that they would leave their job if they had to go to an office full time



Most B2B agencies and marketers are satisfied with their current flexible working.

Least satisfied are those in C-Level roles, where perhaps there may be more pressures to deliver against flexible working practices. Indeed as they actively work on designing flexible work for their organization, they may acknowledge that there is further for them to go towards that vision.

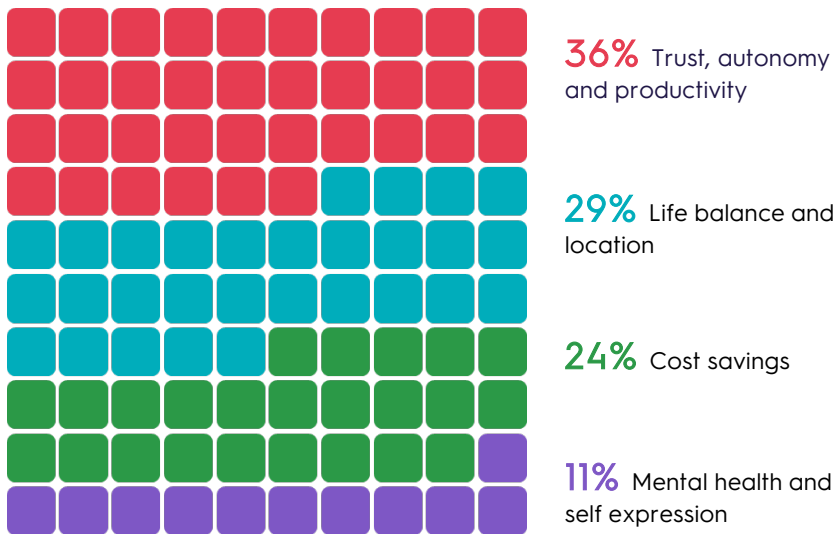
This seems to be here to stay, with 69% agreeing that they would leave their job if made to return to the office full time. This sentiment mirrors the trend of required flexible working, where marketers in the middle of their career need more flexibility. Executives and C-Level are more likely to embrace more office hours.

How satisfied are you with your current employers approach to agile working?

3

The people are the point

Benefits of Flexible Working



In trust we grow:

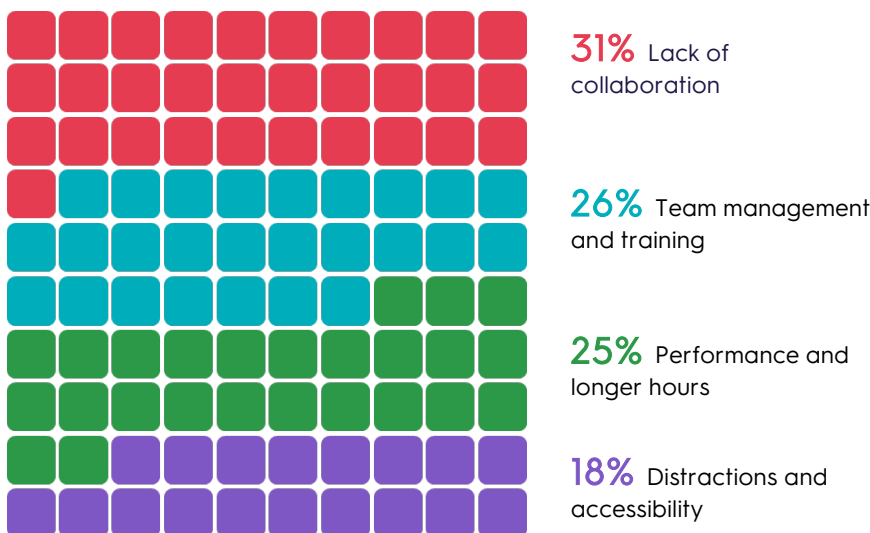
27% of respondents chose feeling more trusted by their employer in their top 3 benefits, and 54% chose greater autonomy over their life. Along with reduced commute time (52%) these were the top 3 choices overall.

Work wasn't working for us:

More time with family and friends (35%) and improved mental health (23%) were the next most common.

What do you consider to be the top 3 benefits of agile working?

Drawbacks to Flexible Working



Challenges collaborating:

72% of all respondents chose reduced in-person collaboration in their top 3 drawbacks, and 35% cited challenges with training and staff onboarding.

Increased availability:

37% chose working longer hours, and 20% being too accessible to work colleagues. 23% are also struggling with distractions at home. One quarter indicated that they have anxiety that they are not "visible" at work.

What do you consider to be the top 3 drawbacks of agile working?

We want to bring our full authentic self to work



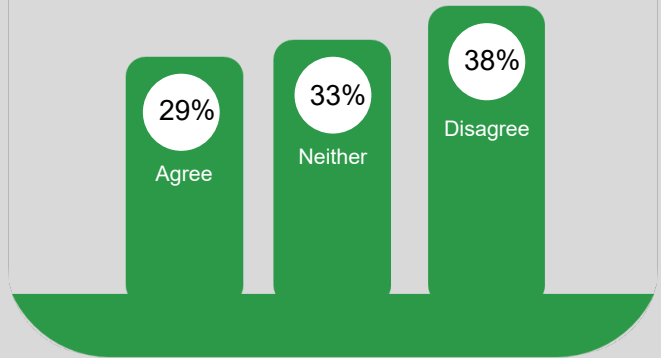
91% agree that their employer has an obligation to contribute to their mental health

The lines between work and home life have disappeared, and **B2B marketers want their employers to consider them as whole people, not as resources.**

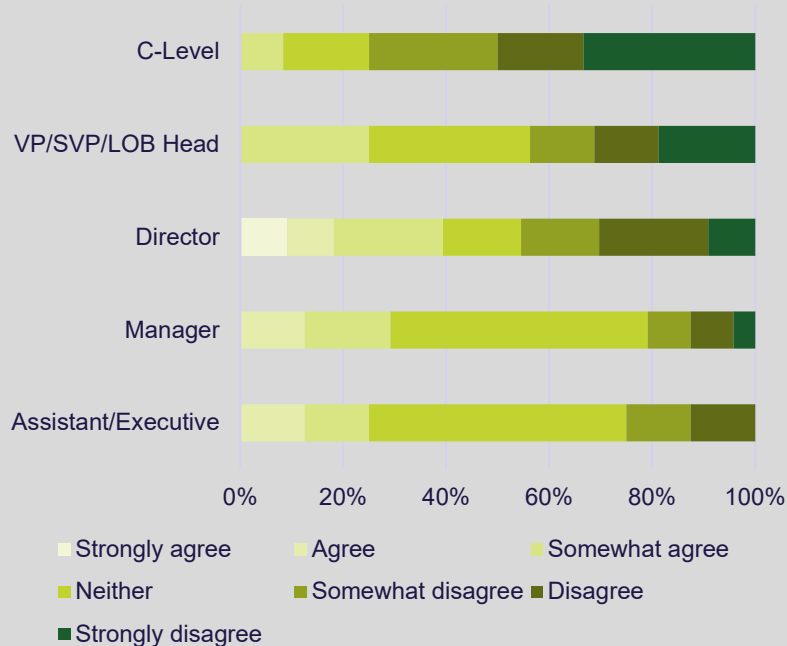
Assistants, Executives and Managers are more likely to think that being in an office stifles self-expression. This is more prevalent in Media Agencies and Publishers, with Clients and Creative agencies less concerned. Indeed, 13% of respondents from Media Agencies *strongly* agreed, the only ones to do so.

Confidence perhaps needs to be built as individuals make their way through their careers. Although this may not be new in itself, the ways in which to do this will certainly need to evolve.

1/3 believe that working in an office stifles self expression



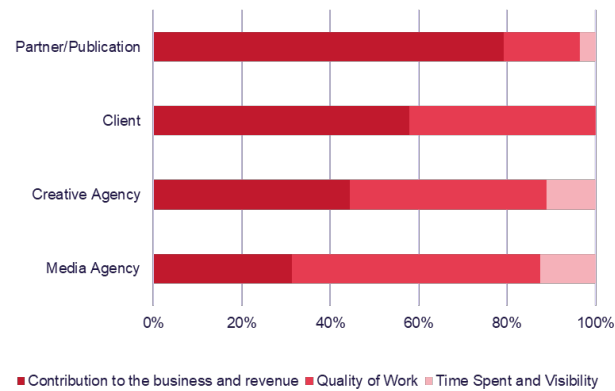
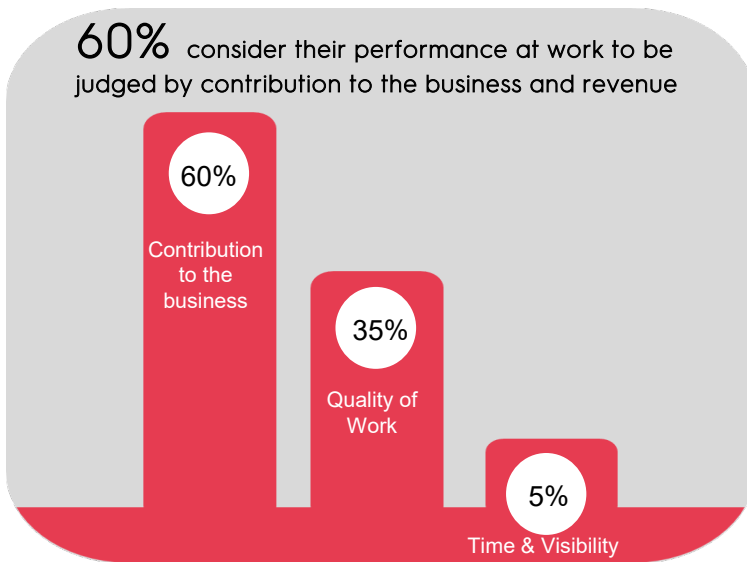
To what extent do you agree that working in an office stifles self expression?



To what extent do you agree that working in an office stifles self expression?

4

Is it working?



Which of the following best describes the regular success measures actually used by your employer to judge your performance at work?

Success is what we do

Clients and agencies had to implement flexible working policies at speed to react to the global pandemic. This has now been adopted globally, and with it come new challenges in measuring employee success.

Gone are the days where being visible in the office was paramount. Although 25% of respondents indicated that losing this visibility gives them anxiety, only 5% report that they are still judged on time spent at work.

Performance indicators are moving beyond quality of work too, towards contribution to business and revenue. **Publishers and Clients are ahead of the curve here, as they are more traditionally linked to Sales than traditional Creative and Media agencies.**

The modern world of work requires an agency that builds multi-disciplined teams to support their clients in achieving business goals. Empowering these teams to be agile - to find their own path to these outcomes by **working with real time information to prioritize value.**

Monitoring staff online

Despite KPIs moving more towards measurable deliverables, **some employers are making use of technology to monitor staff time and behavior at work.**

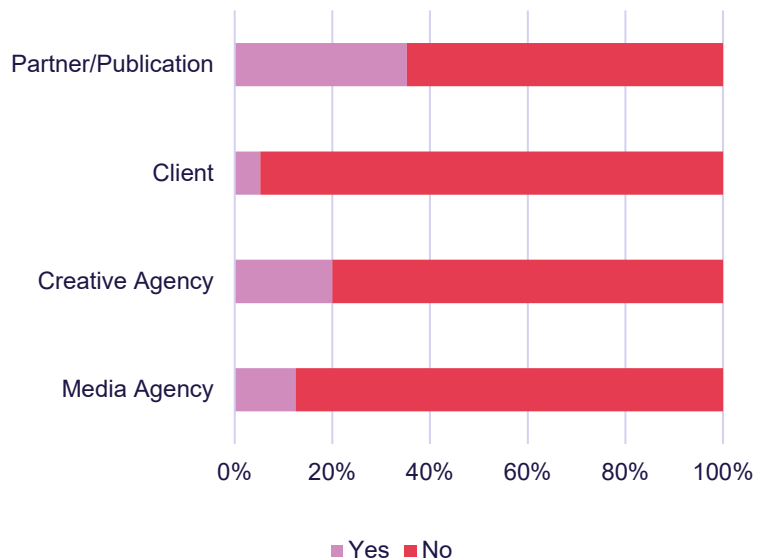
14% of B2B Marketers surveyed said that their place of work makes use of this technology. At first thought this seems counter intuitive, given that staff rate feeling trusted by their employer and being given more autonomy as the most important benefits of flexible working.

Media partners and publications on the Sales side are the most likely to leverage this technology, with 35% of respondents from these organizations indicating so.

This is interesting; one can only assume that the data from recorded calls and time spent selling to different clients and agencies is used to inform business strategies over and above employee time online. Still, a third of publisher staff consider their time tracked by their employer.

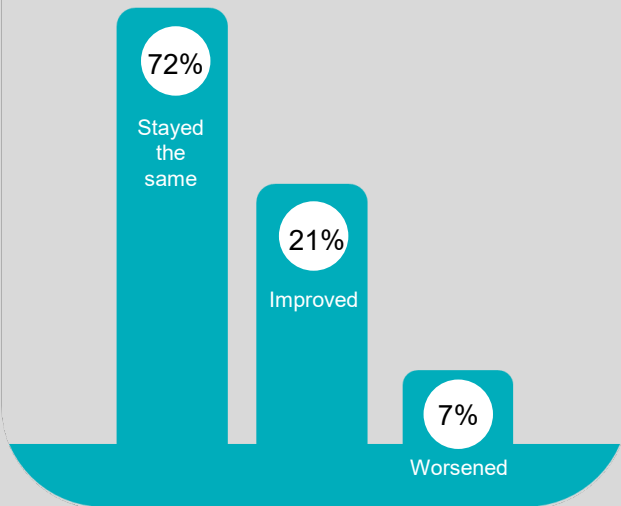


14% of employers use technology to track the amount of time employees spend online at work



Does your employer use technology to track the amount of time you spend online at work?

21% of agency respondents believe that their client relationships have improved



Since the rise of flexible working, have your Client relationships improved, stayed the same or worsened?



43% of employees want the freedom to be able to run a side hustle

Opportunity still remains to improve client relationships

For agencies, **79% of client relationships have either stayed the same or worsened since the rise of flexible working.**

Perhaps unsurprisingly, the largest challenge is felt by Creative agencies, with 79% saying that relationships have stayed the same and 12% suggesting that they have worsened (the largest segment by far).

It could be argued **that the creative process requires more regular collaboration and face-to-face working than other disciplines**, and this is driving difficulties in communication styles.

There is certainly opportunity overall to develop client relations further by designing new working practices to operate as a true part of the client's team.

The move to team based working should be embraced, allowing staff to "flex" in and out of tasks as required to deliver value and speed to market for the client. In turn, this will allow the employee to find time to incorporate other passions into their day.

5

Agile work is the new frontier

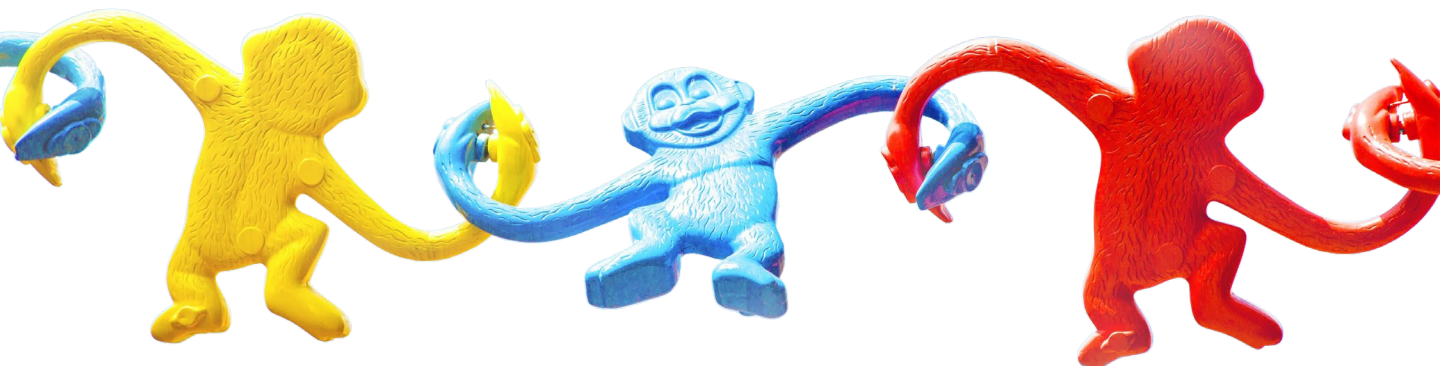
Have brands gone far enough in adapting the way they resource and act to produce quality work?

It's clear that the world of B2B marketing has embraced flexible working, and now brands must establish true agile practices. For brands to survive in this fast paced world they must embrace agile working, and to accelerate past the competition, they need to do it well. Brands need real outcomes. Speed to market. A competitive edge.

True agility is a set of values and principles which move brands efficiently towards success. It's your people thinking and interacting in dynamic ways that drive value. It's not committing to one static work methodology. After all, applying more rules and ceremonies to working practice does not make you agile.

There is nothing more constant than change, and the brands that thrive on it are the ones defining the new world of B2B marketing. Business resilience can no longer be measured by stability and location, but by agility and how quickly you can pivot toward success.

Realm are proud to be on this frontier, developing and testing new ways to work as a seamless extension of their clients team and building together to find what works now.



About Realm

purpose built for an age of change and agility

Realm is a media and marketing agency born to operate and thrive in a constantly changing world. We work with our clients in new and dynamic environments, passionately believing that loving our work, trusting each other and being collaborative are the keys to unlocking success.

firmly rooted in B2B experience

We combine strong expertise across consulting, media activation and data functions to drive unified customer experiences across B2B audiences and accounts. By colouring outside of the traditional agency lines we break down silos, achieving measurable business success for marketing teams and their brands.

passionate about data

During a time of intense digital transformation, a B2B marketers role continues to become more complex. It is no longer enough for media and internal marketing programs to run in siloes. 1P data is the new frontier, whether your challenge is building your database, or intelligently activating against it. Leveraging the right contacts at the right accounts to build your brand and drive action is what we're all about.

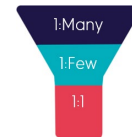
Our services



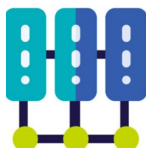
Brand & Strategy



Media Activation



ABM



Data & Technology



Demand Generation



Audience Intelligence

Contact us

To find out how we can transform your marketing and media strategies today, please contact:

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