

FlexBulletin #44: The GPS of Flex—Introducing FlexWise 2.0

March 2, 2011

[A Breakthrough Case Study As I trust our **Bulletin** readers know, we are not exclusively writers or consultants. We are consultants who write from our experience. We are lucky enough to collaborate with creative clients and hear or apply provocative ideas, turn them into best practices and share the successes with you. It is a very satisfying way to work.

We spent much of last year doing serious “remodeling” and discussing it in the **Bulletin** and elsewhere. One exciting outcome was our new approach to online guidance – **FlexWise 2.0**. Many of you are familiar with or are satisfied users of our original flex guidelines and training tools, the **FlexWise** suite (www.flexwise.com).

One of our pharmaceutical clients had impressive success several years ago using these tools in a major US and global rollout. Usage was high, satisfaction was strong and the tools served their purpose. Last year they engaged us in a robust effort to rethink, repurpose and redesign our tools to fit their evolving approach. We brought our own imperatives and possibilities to the process, and in addition to developing a very well-received client application, we began the process of remodeling our whole online flex suite. What follows is a brief overview of our new GPS system for navigating flexibility – **Flexwise 2.0**. (Information on “guided tours” is available at the end.)]



Our flexibility approach helps employees and managers redesign the way work gets done. Hundreds of flexible arrangements already exist, building employee satisfaction and improved contribution for Our Company.

This system will help you explore the options, assess your fit with flexibility and propose a flexible schedule – if you choose. The guidance below, the drop-down and the **Process Training** offer what you need to succeed.



<div style="background-color: #008080; color: white; padding: 5px; text-align: center;">ALIGN</div> <p style="font-size: small;">with Our Company's Guiding Principles.</p> <p>How we do flexibility – the guiding spirit, values and assumptions – is important to us as an organization.</p> <p>Click here to see our Principles.</p> <p>Several of our Leader Comments are here</p>	<div style="background-color: #008080; color: white; padding: 5px; text-align: center;">ASSESS</div> <p style="font-size: small;">your overall flex fitness and fit with specific flexible options</p> <p>Success in flexible arrangements depends on factors including the “fit” between you and these different ways of working.</p> <p>As managers or employees, you can click here to assess your fit with flexibility.</p> <p>You can click here to see if you are eligible for FWAs.</p>	<div style="background-color: #008080; color: white; padding: 5px; text-align: center;">EXPLORE</div> <p style="font-size: small;">live and written resources on making it work</p> <p>FAQs: cover the basics</p> <p>Option FAQs: offer detail in each section</p> <p>HR Staff: provide consistent coaching</p> <p>HR Department: helps manage the proposal process</p>	<div style="background-color: #008080; color: white; padding: 5px; text-align: center;">PROPOSE</div> <p style="font-size: small;">an arrangement using these key steps</p> <ul style="list-style-type: none"> • Complete Training <ul style="list-style-type: none"> - master Process video - Review option trainings • Review details on specific arrangement • Take FlexFitness assessment • Go to the Proposal Process
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GREAT REDESIGN starts with careful research and thorough diagnosis

We conducted a series of focus groups and interviews to identify areas of satisfaction and a profile for change. The work of our small, synthesizing team led to the following goals for the redesign:

- Shift the tool's overall functionality from a passive, "browsable" website to a more directive, navigable system – a touch of GPS
- Maintain the FlexWise™ content, but simplify language to better engage end-users
- Cluster all relevant components – such as assessments and trainings – in distinct modules for each flexible arrangement
- Upgrade the site to be more graphical, scannable, clickable
- Ensure that all messaging reinforces the goal of flex as a positive business impact

STRONG SOLUTIONS demand a consistent, creative approach – and team

With these goals in mind, we created the first application of **FlexWise 2.0**. (At the end of this section, we offer the opportunity to view our master version of **2.0**.) We can summarize the key changes as follows:

- **Clean "Look and Feel"** The new layout aids clear direction, combining photos, white space and icons that are easy on the eyes and simple to navigate
- **Superior Navigation** Time-starved and busy employees – and especially millennials with strong technology backgrounds – prefer clear guidance through a lot of information over excessive browsing. **2.0** creates clear paths for proposing and implementing arrangements.
- **Thorough Editing** The valuable content of the 1st Flexwise system has been kept and carefully edited for clarity and length. The crisp, direct prose complements the new look.
- **Resource Clustering** This site makes it far easier for users to explore a specific flexible option in great depth. All relevant information – assessments, training, agreements, etc. – are organized into easily accessible domains.
- **Positive Impact** A strong theme of the new site is the consistent expectation that arrangements should deliver "positive business impacts." Recognizing that this requirement lacked true instructional support, we collaborated with the client to build a creative module to solve this problem. We are developing a comparable video in **FlexWise 2.0** that will add great value to the process.

Our client reports that the rollout of the "new" website has gone extremely well. And we have found that other clients in the "remodeling" mode are responding strongly to this "relaunch."

If you would like to view the site, please call us at the number below (301-873-8489) and we would be happy to set up a screening.



[Reader calls As you may recall from the last **Bulletin**, Stacey Gibson and I are contacting many of our readers to understand if and where you are in your own remodeling adventure. The calls have been quite productive so far, and we look forward to more that include your feedback and suggestions for items to address in the **Bulletin**.

Risk and nonexempt remotes In the previous issue of the **Bulletin – FlexBulletin #42: The Pitfalls of Offsite Work –** we announced a study of how frequently nonexempt employees work offsite and whether there was litigation exposure due to poor overtime and expense tracking:

FlexPaper #1: Risks for Nonexempt Remote Employees. (For a free copy, ***click [here](#)***.)

Best regards,
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